

Aquaculture

North America

Fish Farming in the United States, Canada & Mexico

THE VOICE OF NORTH AMERICA'S
AQUACULTURE INDUSTRY FOR OVER 35 YEARS



Photo courtesy of Badinotti Canada. Photographer: Skyler Barnes



MARKETING OPPORTUNITIES

LET US TELL YOUR STORY

YOUR MESSAGE, OUR VOICE, THE PERFECT AUDIENCE

DISPLAY ADS - PRINT

Partner with leading industry magazines that offer readers high-quality, reliable content, while simultaneously enhancing your credibility with industry stakeholders at key times of the year.

LEAD DRIVER

Inform, Engage and Acquire. This is what our Lead Driver program offers as it leverages the trust and credibility of Canada's largest B2B media company to reach critical decision-makers through innovative and engaging content.

VIDEO PRODUCTION / DISTRIBUTION

Let our in-house video production team create compelling videos to tell your story. Then use that video to improve customer engagement through SEO, social media, and other marketing efforts.

DISPLAY ADS - WEB

Our websites are frequently visited by decision makers looking for the latest industry news, products, opinions, and trends. What better place for your brand to be seen and to increase call-to-action opportunities.

PODCASTS

Engaging audio content is not just for musicians and politicians. Effective podcast sponsorships drive actions on the part of the listener and get your brand in front of key industry influencers.

WEBINARS

Our turnkey webinar solution is a great lead generation tool and makes it easy for you to connect with prospective clients. Annex will manage the entire process and promote through our digital and social media platforms.

DIGITAL SUPPLEMENTS

Showcase your company's market-specific expertise with digital-only magazines, featuring specialized content, which help you engage with clients and drive traffic to your website.

PROGRAMMATIC⁺

Want to motivate and measure in-market audiences as they look to buy your products and services? Our Programmatic⁺ digital marketing platform helps you reach customers already searching online for businesses like yours.

PRINTING / DIRECT MAIL

Our state-of-the-art printing facility and mailing house allow us to help you plan a direct mail campaign that is designed to target specific customers you want to reach, when you want to reach them.

EMAIL MARKETING

Our knowledge of and adherence to the Canadian Anti-Spam Legislation (CASL) provides you access to our eBlast and eNewsletter subscribers who ask for, need, and expect the information we send them.

SOCIAL MEDIA

From Facebook to LinkedIn and YouTube to Twitter, our strong social media presence can showcase your brands to our loyal followers whether via paid placement or organic posts by our various media brands.

BOOK OF GIZMOS

Annex's innovative print ideas will take your marketing efforts to the next level and will raise your brand above the crowd. From Cover Wraps to 6-page Gate Folds and Belly Bands, we are your one-stop print supplier.

EVENTS

From content-rich conferences to multi-day trade shows, our virtual and in-person events facilitate interactions that result in relationship building, B2B lead generation, sales opportunities, customer retention, and brand awareness.

SPONSORED CONTENT

Engage with decision makers using strategically-placed content like sticky posts, landing pages, whitepapers, video and articles. Created by you or by us, showcase your market knowledge to industry professionals.

POSTERS / CALENDARS

Wall hangings are a great resource for industry members to display in their office environments. We offer maps and calendars... it's quite the feeling to see your poster on the wall of your target audience.

From automated content marketing to webinars, podcasts and events, we make it easy to reach our community.

photo credit: izikMa/Getty Images



PARTNER BRANDS

AGRICULTURE

107,926 CIRCULATION 34,816 ENEWS SUBSCRIBERS 138,935 MONTHLY PAGEVIEWS 32,512 SOCIAL FOLLOWERS

Aquaculture North America is part of Annex Business Media, Canada's largest B2B media company with 63 brands and growing. Annex reaches over 555,000 unique print subscribers and boasts over 1.1 million monthly page views across industry sectors that include manufacturing/industrial, professional services, agriculture, resources/heavy equipment, construction, commercial and retail. That reach also includes 400,000+ CASL-compliant emails, for unprecedented access to the inbox of Canada's business. Our cutting-edge audience database allows marketers to reach this decision-making universe by brand, job title, industry cluster,

“ Aquaculture production is projected to reach 109 million tonnes in 2030, an increase in 32% (26 million tonnes) over 2018.”

~ Food and Agriculture Organization of the United Nations (SOFIA 2020)

location, company size, NAICs code, subject matter and more. To that, we add the hyper-targeting of our company-wide Customer Data Platform (CDP) and Lead Driver content marketing platform. Just talk to your representative about who you are targeting in this or

other markets, and we'll do the rest. Annex's Agriculture cluster is home to 11 media brands with a total print circulation of over 112,000, over 138,000 monthly web page views, and over 34,000 e-news subscribers.”

PARTNERING WITH OUR LEADING AGRICULTURE BRANDS



Aquaculture North America belongs to Annex's agriculture cluster, home of over 10 brands.

photo credit: zozzzo/Getty Images



AUDIENCE

WHO READS AQUACULTURE NORTH AMERICA?

15,000 READERSHIP **3,650** ENEWS SUBSCRIBERS **13,750** MONTHLY PAGEVIEWS

Professionals in North America's aquaculture industry have trusted ANA for over 35 years as their regular go-to news source. Using

a multi-media approach, we deliver to our loyal readers six print and digital editions per year, an annual Wall Calendar, a regular

weekly eNewsletter supported by a busy news website, social media, industry webinars and events.



A NORTH AMERICAN AUDIENCE OF

salmon farmers - trout farmers - catfish farmers - marine species farmers - shellfish farmers - bass, sturgeon, paddlefish, bait farmers - tilapia farmers & commercial aquaponics operators - state & federal fish hatcheries - scientists, researchers & students - fish vets - RAS operators - government agencies and policymakers - aquaculture associations - industry suppliers, and more.

REGULAR CONTENT

- Fish Farm profiles
- Fish Health
- Offshore Fish Farming
- New Products and Technology
- Feeds & Feeding
- Policy & Regulations
- New Species
- Cage Culture
- Research
- Recirculating Aquaculture Systems

Reaching aquaculture professionals raising everything from salmon to seaweed.

photo credit: shaun/Getty Images

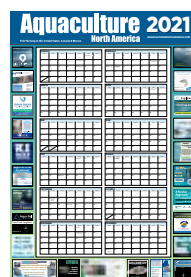


2022 EDITORIAL CALENDAR

EDITORIAL LINEUP

THE VOICE OF NORTH AMERICA'S AQUACULTURE INDUSTRY

ISSUE	THEME/CONTENT	SPECIAL FEATURE	BONUS SHOW DISTRIBUTION	AD COPY DEADLINES
ANA 2022 WALL CALENDAR			Delivery with Jan/Feb 2022 Issue	Oct 22, 2021
Jan/Feb 2022	ADVANCES IN TECHNOLOGY	Supplier Technologies & Product Showcases	<ul style="list-style-type: none"> • Aquaculture 2022, San Diego • NACE 2022, Portland, Maine • Ohio Aquaculture Association Conference, OH • Indiana Aquaculture Association Conference, IN 	Nov 26, 2021
Mar/Apr 2022	SHELLFISH SPOTLIGHT +RAS Report	Shellfish Equipment Showcase	<ul style="list-style-type: none"> • 2022 NC Aquaculture Develop Conf, Goldsboro, NC • RASTECH 2022, Hilton Head, SC • AANS Sea Farmers Conference, Halifax, NS • Ontario Aquaculture Association Conference • Seafood Expo North America, Boston, MA 	Jan 21, 2022
May/June 2022	FEED INGREDIENTS +Alternative Proteins Update +Training & Education Special	Insects for Aquaculture Feed Education Spotlights	<ul style="list-style-type: none"> • Aquaculture UK 2021, Scotland 	Mar 25, 2022
Jul/Aug 2022	NEWFOUNDLAND SHOW ISSUE + Cage Culture +Offshore Aquaculture	Cage & Net Pen Technologies Offshore Aquaculture	<ul style="list-style-type: none"> • Aquaculture Canada & WAS North America 2022, St John's, NL 	May 27, 2022
Sep/Oct 2022	WOMEN IN NORTH AMERICAN AQUACULTURE	Women in Aquaculture	<ul style="list-style-type: none"> • US Trout Farmers Fall Conference • Aquaponics Association Conference • Pacific Shellfish Growers Association AGM 	July 29, 2022
Nov/Dec 2022	FARMED SALMON YEAR IN REVIEW +RAS Report +Wellboat Update Preview: BCSFA meeting	Salmon Farming Products, Technology and Vessels	<ul style="list-style-type: none"> • NWFCC, Pacific Northwest 	Sep 30, 2022
ANA 2023 WALL CALENDAR			Delivery with Jan/Feb 2023 Issue	Oct 21, 2022



ANNUAL WALL CALENDAR

Always popular with readers and suppliers, our annual wall calendar sells out every year. It's an easy way to have your brand displayed on the walls and doors of fish farms throughout North America. Get 20% off the price of your Wall Calendar ad when you schedule 6 ads in Aquaculture North America magazine.

RATE

Regular Ad	\$770
Corner Ad	\$925
Double Ad	\$1540

THE TEAM

Editor | Liza Mayer
T. +1-778-828-6867
lmayer@annexbusinessmedia.com

Account Manager | Morgen Balch
T. +1-416-606-6964
mbalch@annexbusinessmedia.com

Associate Publisher | Jeremy Thain
T. +1-250-474-3982
jthain@annexbusinessmedia.com

Our editors have the ear of this growing print, online, email social and live event community. Join the conversation.

photo credit: auremar/Adobe Stock

Editorial and show distribution are subject to change at the discretion of the Editor or Publisher.



AD SPECIFICATIONS

PRINT DISPLAY ADS

EACH PRINTED MAGAZINE IS OFTEN READ BY 3 OR MORE PROFESSIONALS AT EACH FISH FARM

RATE CARD / FREQUENCY				DISPLAY AD SPECS		
AD SIZE	1X	3X	6X	LIVE AREA	TRIM SIZE	BLEED SIZE
Full Page	2665	2450	2215	8" x 11" (20.5cm x 28cm)	9" X 12" (22.86 cm X 30.48 cm)	9.25" x 12.25" (23.5cm x 31.2cm)
2/3 page	2180	2045	1910	5.375" x 11"		
1/2 page Vertical	1875	1760	1630	3.875" x 11" (9.8cm x 28cm)		
1/2 page Island	1875	1760	1630	5.875" x 7.875" (15cm x 20cm)		
1/2 page Horizontal	1875	1760	1630	8" x 5.375" (20.5cm x 13.6cm)		
1/3 page Vertical	1530	1425	1325	3" x 7.3125" (7.6cm x 18.5cm)		
1/3 page Horizontal	1530	1425	1325	8" x 3.5" (20.5cm x 9cm)		
1/4 page Vertical	1030	960	870	3.875" x 5.375" (9.8cm x 13.6cm)		
1/4 page Island	1030	960	870	5.25" x 3.875" (13.4cm x 9.8cm)		
1/4 page Horizontal	1030	960	870	8" x 2.625 (20.5cm x 6.7cm)		
1/6 page Vertical	510	470	430	2.625" x 5.375" (6.5cm x 13.6cm)		
1/6 page Horizontal	510	470	430	5.375" x 2.625" (13.6cm x 6.5cm)		
SPECIAL POSITIONING						
2-Page Spread	4995	4650	4200	17" x 11" (43.2cm x 28cm)	18" x 12" (45.72cm x 30.48cm)	18.25" x 12.25" (46.35cm x 31.2cm)
Outside Back Cover	2995	2795	2500			
Inside Front Cover	2745	2580	2400	8" x 11" (20.5cm x 28cm)	9" X 12" (22.86 cm X 30.48 cm)	9.25" x 12.25" (23.5cm x 31.2cm)
Inside Back Cover	2550	2435	2325			

FILE TRANSFER OPTIONS

- 1: www.Annexprod.loadingdock.ca
- 2: wetransfer.com – Send to production@annexbusinessmedia.com

Need help with
your ad material?
Contact your sales rep
or account co-ordinator
and let us help.

photo credit: Tanaban chuenchay/Getty Images



OVER 13,750 WEB PAGE VIEWS PER MONTH

WEB DISPLAY

DRIVE ENGAGEMENT AND NAME RECOGNITION WHERE AND WHEN NEEDED

Aquaculture North America's website is the go-to industry news resource for North American aquaculture professionals. Updated on a daily basis, our website offers a mobile-responsive design and a great

platform for advertisers to receive continuous visibility, engage in sustained brand-building campaigns and/or to increase traffic to their own website. Our website also offers high impact display ad positions

that set your brand apart from the competition. There is no better place for your company message to be seen and to increase brand awareness and engagement opportunities than aquaculturenorthamerica.com.

TOP BILLBOARD
100% viewability
970(w) x 250(h) 40kb
320(w) x 50(h) 15kb
\$1,550 / month

LEADERBOARD*
728(w) x 90(h), 40 KB
300(w) x 50(h)
\$775 / month

EXPANDABLE LEADERBOARD*
Minimum - 728(w) x 90(h),
Maximum - 728(w) x 315(h), 40 KB
300(w) x 50(h)
\$950 / month

WALLPAPER
Includes Mobile Adhesion Banner
Specs provided at time of purchase
\$1,500 / month

**BIG BOX/
BIG BOX VIDEO***
300(w) x 250(h), 40 KB
\$775 / month

**EXPANDABLE
BIG BOX***
Minimum - 300(w) x 250(h),
Maximum - 600(w) x 250(h), 40 KB
\$950 / month

SUPER BIG BOX
300(w) x 600(h), 40 KB
\$950 / month

MOBILE BANNER
320(w) x 50(h), 40 KB
Included on Leaderboard,
Wallpaper and Billboard

* Three advertiser rotation. Creative due three business days before start date.
10% additional charge will be added to any web display campaign with rotating/multiple creatives.
10% additional charge will be added to any web display campaign requesting postal code geotargeting

B2B buyers favour brands they know and trust... and that branding happens here.



LEAD THE WAY

WEB DISPLAY - HIGH IMPACT

HIGH-IMPACT UNITS THAT DRIVE ABOVE AVERAGE INDUSTRY ENGAGEMENT

High Impact display ads on aquaculturenorthamerica.com allow you to be the savvy brand that knows how to communicate to your target audience with dominant positions, viewability and maximum share-of-voice. Combine them all to create the takeover people remember long after viewing.

Top Billboard gives you maximum viewability and share-of-voice throughout aquaculturenorthamerica.com

TOP BILLBOARD

100% viewability
970(w) x 250(h) 40kb
320(w) x 50(h) 15kb
\$1,550 / month

Super Big Box stands out in a crowd with 100% viewability, high CTR and brand dominance

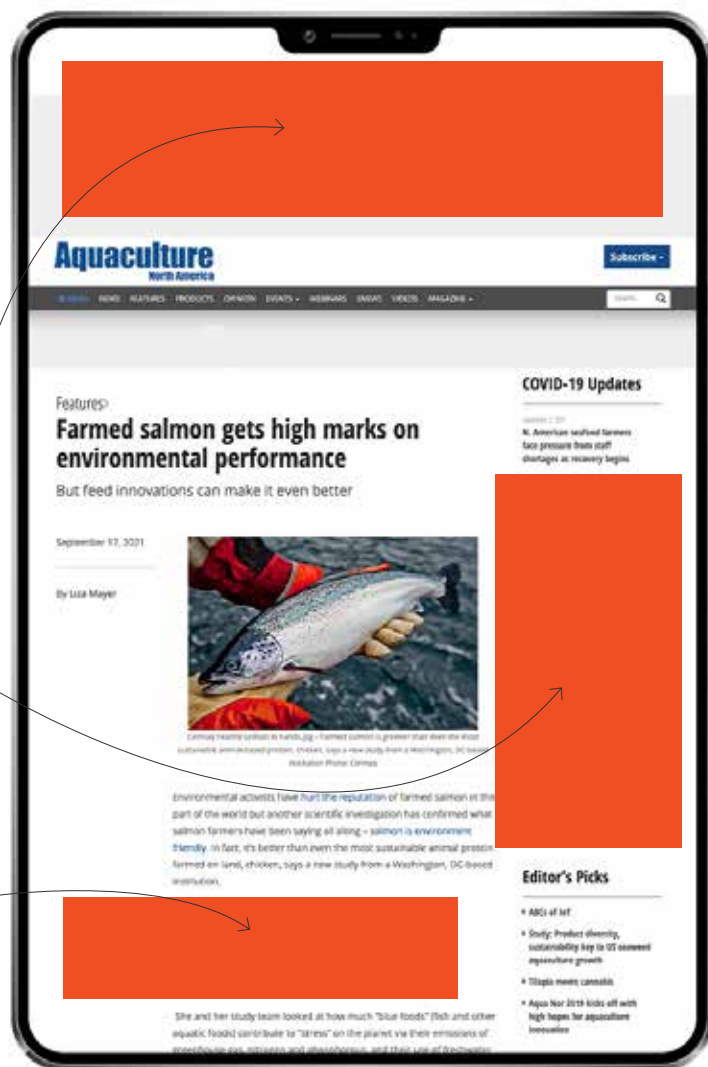
SUPER BIG BOX

100% viewability
300(w) x 600(h), 40 KB
\$950 / month

Inline Billboard is part of every article that all of our eNewsletters link to when sent to our targeted audience

INLINE BILLBOARD

100% viewability
970(w) x 250(h) 40kb
320(w) x 50(h) 15kb
\$900 / month



Forget standing out - leap out of the crowd with our high-impact ad units.

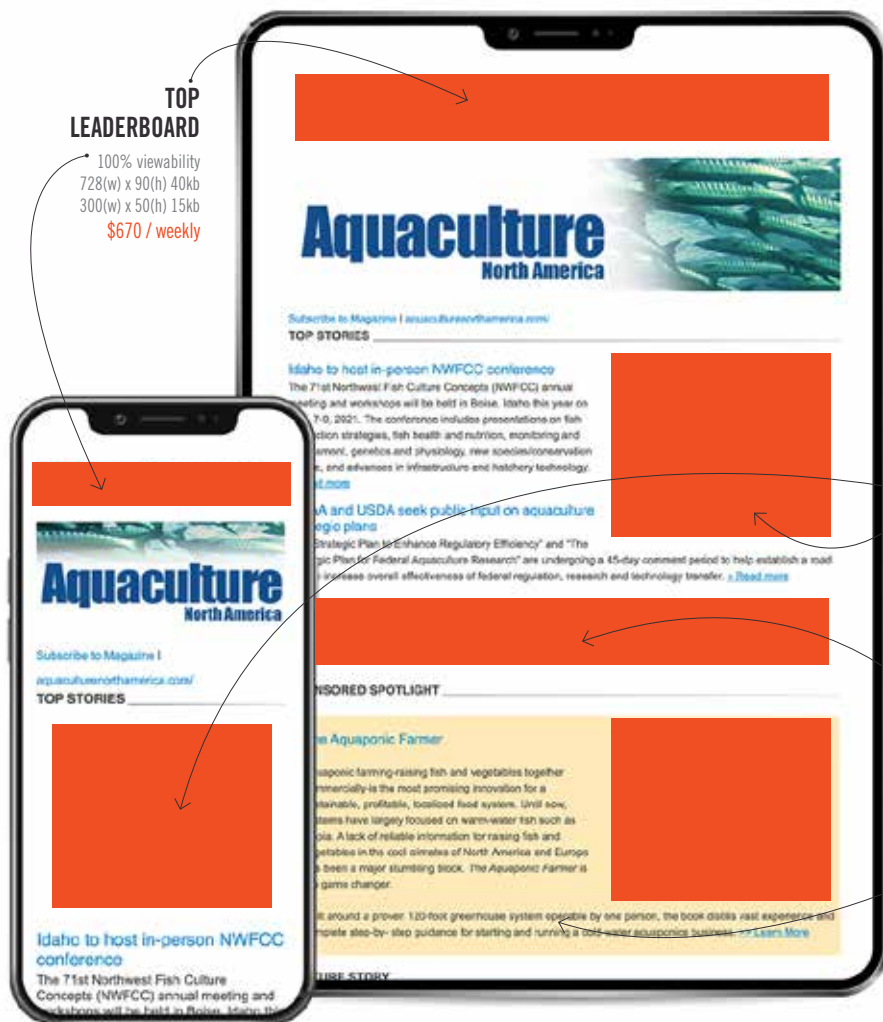
photo credit: 1111/ESP/DJ/Getty Images



KEEPING OUR AUDIENCE INFORMED

eNEWSLETTERS

TAKE CONTROL OF THE INBOX OF OUR CASL-COMPLIANT AUDIENCE*



TOP LEADERBOARD

100% viewability
728(w) x 90(h) 40kb
300(w) x 50(h) 15kb
\$670 / weekly

We know our informed subscribers read our incredibly applicable content. All the while, your business is front and centre with a Leaderboard, Big Box or our high-impact Sponsored Spotlight ad position containing an editorial message plus a Big Box image that offers maximum reader engagement.

3,650 EMAILS 46% OPEN RATE

BIG BOX

100% viewability
300(w) x 250(h), 40 KB
\$670 / weekly

Have high-impact on desktop and mobile with the Big Box... big, bold and beautiful

LEADERBOARD

100% viewability
728(w) x 90(h) 40kb
300(w) x 50(h) 15kb
\$670 / weekly

Give that recognizable feel sporting a mobile version for the mobile reader

SPONSORED SPOTLIGHT

High-Impact
300(w) x 250(h) 40kb
Editorial message
\$995 / weekly

The best engagement in our eNewsletter... editorial message with an added image boost

* We're more than compliant... We're CASL Certified!
Annex Business Media and its properties are the first (and so far the only) media company to undergo a third party Canadian Anti-Spam Law (CASL) audit for certification. Find out more at annexbusinessmedia.com/CASL

photo credit: Liza Mayer

Above-average open rates and engagement, plus a CASL-compliant list, puts you front and centre.



BRING YOUR MESSAGE HOME

eBLAST / vBLAST* / eCONNECT

YOUR STORY, DIRECT TO OUR AUDIENCE, VIA eBLAST, vBLAST OR eCONNECT

Use our custom eBlast platform to share great content with industry professionals across North America. Promote upcoming events, new products and services to expand overall brand awareness. Our eBlast/vBlast/eConnect marketing opportunities allow you to send your exclusive marketing message to our targeted list of CASL-compliant subscribers.

BRAND LOGO
Giving readers assurance that the message has been vetted by the ANA team as information they need for the success of their business

POSTER IMAGE
In your face vitality with vibrant colours, a clear message and one thing for the reader to do with a call-to-action that is just that... **ACTION!** (add a Play Button for the vBlast)

TEXT-BASED CONTENT
Come up with your subject line, headline, a paragraph or two enticing the reader to find out more and **One Link to Rule** them with a CTA that will send them where you want them to be

SUBJECT IMAGE
To allow for laser focus on what subject your content is taking part in by **Aquaculture North America**

BIG BOX WITH TEXT MESSAGE
High-Impact
300(w)x250(h) 40kb
Headline (8-15 words)
Description (50-75 words)

EBLAST/EVIDEO
\$1,545/deployment
3,650 emails

ECONNECT
\$850/deployment
3,650 emails

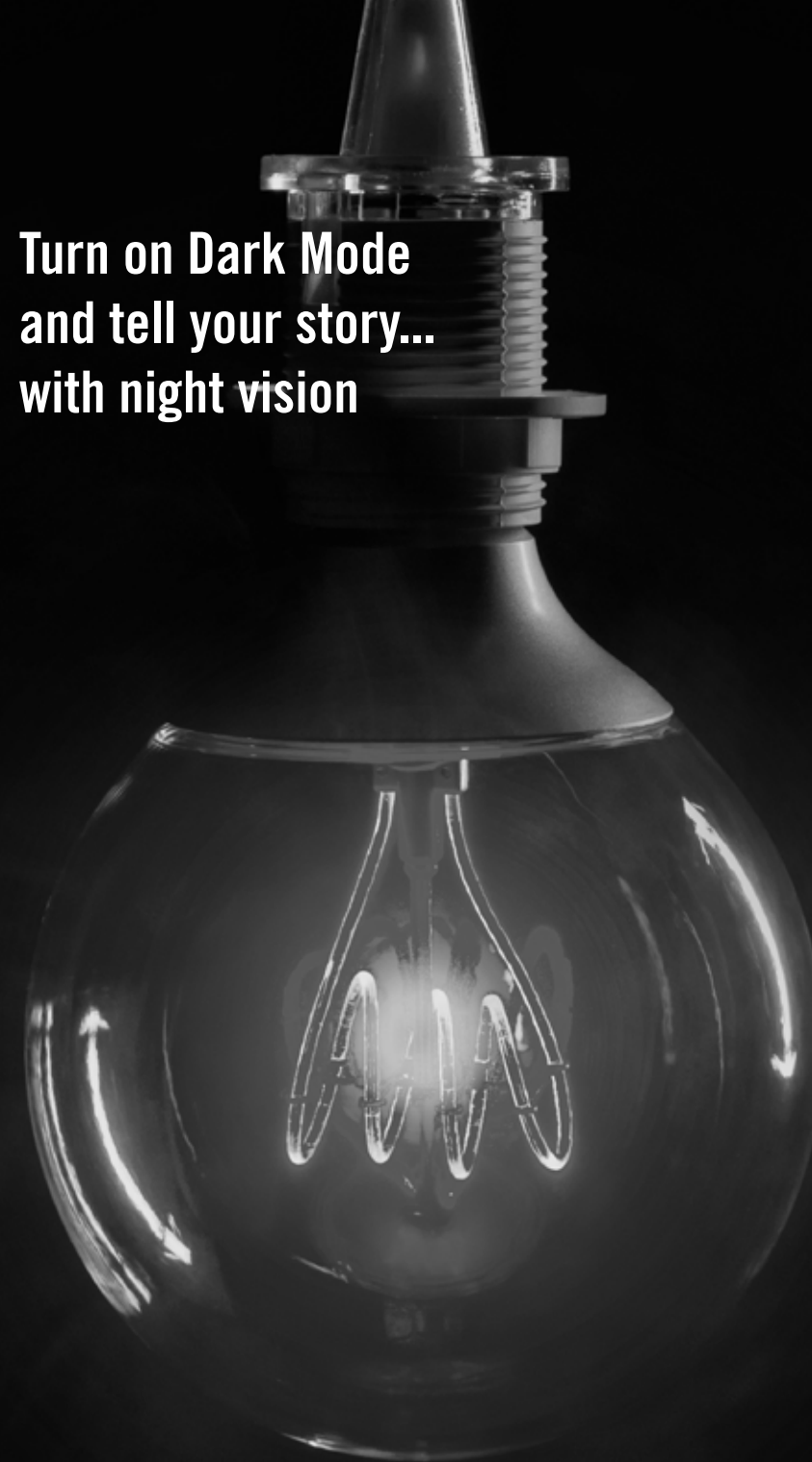
An exclusive lead-generating advertising opportunity to connect you with our CASL-compliant database of North American decision makers waiting to see your message, wherever they are.

Add a Big Juicy Play Button® to entice our exclusive Aquaculture North America audience to watch your video, that you've already paid for (probably, or we can create it for you) and posted on your site but no one has seen.

Your message is safe with us, even in Dark Mode. Our eProducts will adjust to the viewer's preferred screen aesthetic, ensuring optimized email marketing with strong readability. Join us on the dark side.

* V in vBlast is for Video, and it is spectacular

Turn on Dark Mode
and tell your story...
with night vision





TURN-KEY SOLUTION **WEBINARS**

THOUGHT LEADERSHIP DIRECT TO DECISION-MAKERS

From creating marketing materials to execution, Annex will manage the entire webinar process. Use this tried-and-true lead-generation tool to connect with prospective clients and increase sales whether you sponsor our topical presentations or need help promoting your own.

Unlike in-person seminars, which can be resource-heavy, webinars are better positioned to deliver relevant and timely information to the audience with convenience and affordability. Webinars save time and money on travel, which makes it easier and cheaper for

your target group to be engaged* by your message, while also giving you the opportunity to continue reaching them long after the live broadcast is over, by sending the on-demand version via eBlast to our targeted audience to continue the conversation.

Up to 40% become qualified leads... where else are you going to find that kind of engagement

BETWEEN 20 AND 40%
of those who attend a webinar become qualified leads

Looking across all our Annex media brands we see that it is not slowing down

ANNEX AVERAGE
registrants increased 24% from 2020 to 2021

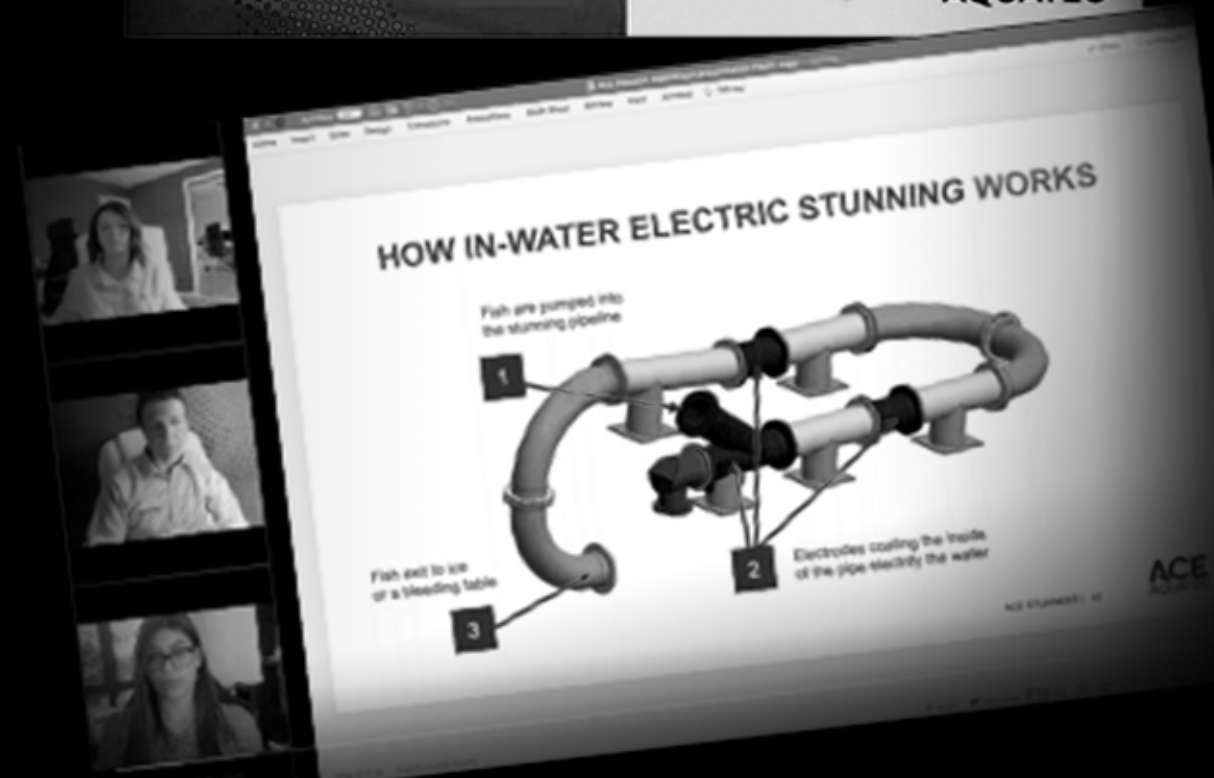
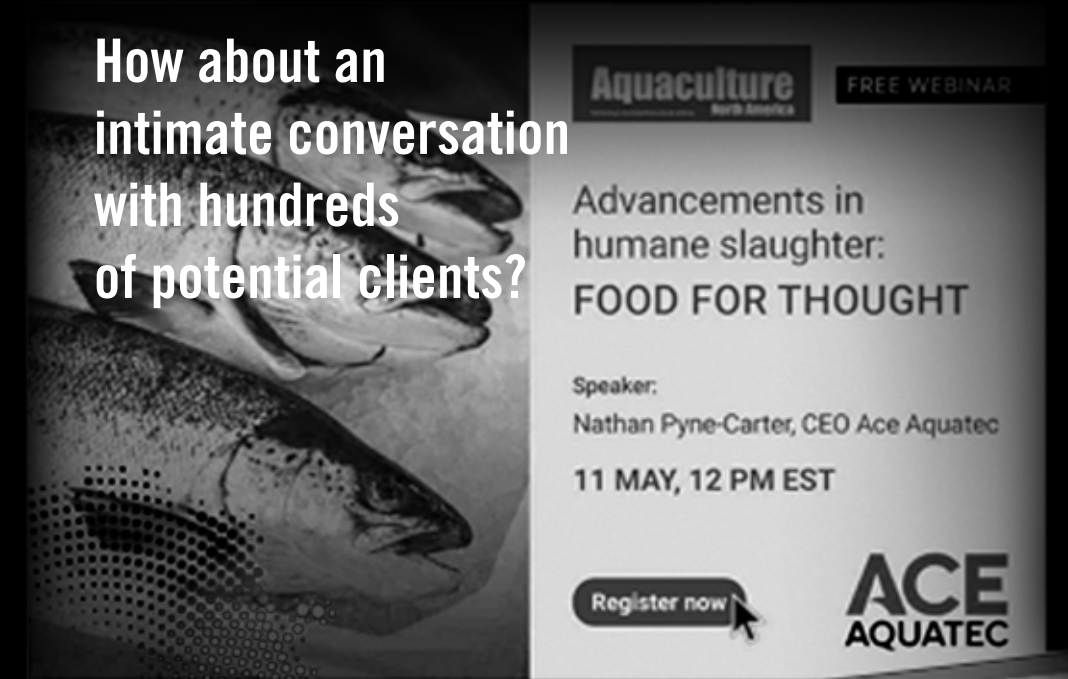
And remember that we still send all registrants a link to the recorded webinar so you'll get the full coverage

OVER 50%
attendance rate for live webinars



* During the live webinars, experts can further engage the audience through the use of video and interactive options, such as Q&A sessions and audience polls.

How about an intimate conversation with hundreds of potential clients?





WE TAKE CARE OF IT ALL
PODCASTS

LISTEN TO INDUSTRY INSIDERS DISCUSS TOPICAL TRENDS

Effective podcasts begin with engaging content. Thoughtful, insightful, and actionable content can help your brand stand out from the competition, and encourage listeners to build a relationship with your brand. Not to mention, start to

see your company as a trusted source of information for the aquaculture industry. At Aquaculture North America, we can help you produce, distribute and promote podcasts that are relevant and timely to the right audience of highly-qualified listeners.

We also produce our own monthly podcast called RAS Talk hosted by our editor, Catarina Muia, and Brian Vinci, Director of the Freshwater Institute. This podcast can be sponsored, thus providing brand awareness that your company needs to stay top of mind.



DELIVERED TO

Aquaculture industry professionals worldwide

Promotion to our CASL-Compliant opt-in readership via eBlast* and eNews article promos

THOUGHT LEADERSHIP

Got an idea for a podcast series? Tell us, then sponsor it

Get ahead of the crowd by sponsoring what your customers want to hear

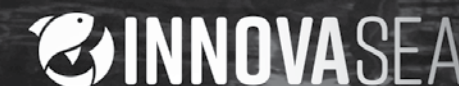
OUR EDITORS INTERVIEWING

industry influencers for their knowledge and insight

Our **Trusted-Voice Editorial Team®** interviewing industry insiders on coming trends

Grab a coffee,
slip on your headphones,
and give your brand
a seat at the table.

SPONSORED BY



RAS TALK 
THE PODCAST

BY  **RASTECH**

Engaging discussions on
**RECIRCULATING
AQUACULTURE SYSTEMS**

Hosted by



Catarina Muia, Editor,
Hatchery International,
RAStech



Brian Vinci,
Director,
Freshwater Institute

* Your podcast sponsorship will include audio mention from our team at the beginning and end of the episode as well as logo placement on the episode eBlast deployment to our CASL-Compliant listener list.



ARTICLE, VIDEO, ROUNDTABLE, SUPPLEMENT, ETC.

SPONSORED CONTENT

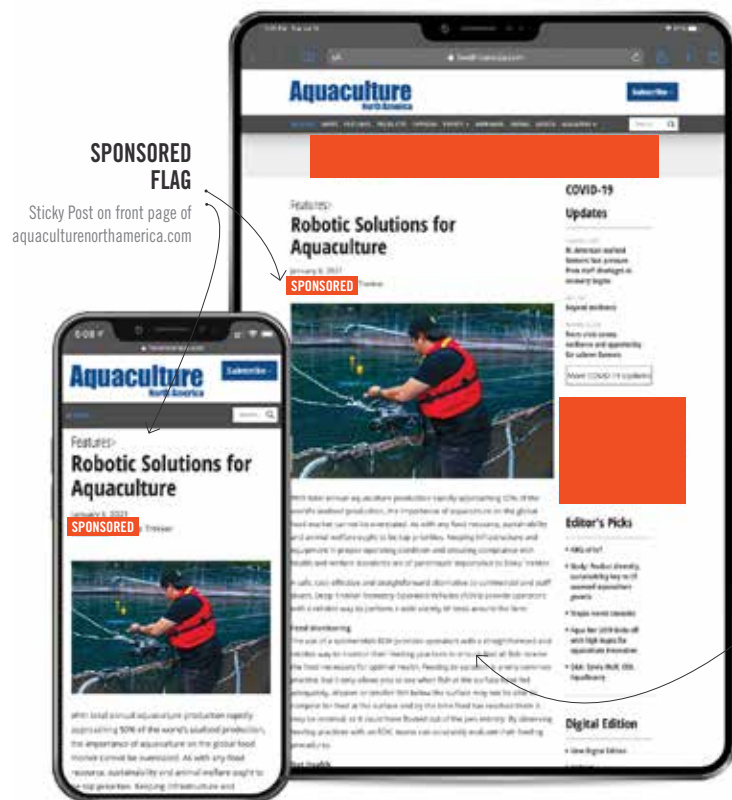
SHARE YOUR COMPANY'S THOUGHT LEADERSHIP AND MARKET KNOWLEDGE

There is no doubt that today's marketing has to be much more strategic, which is why good content marketing works. What really makes content marketing effective is hitting the right audience with your thought-

leadership-based content: articles, blogs, videos, microsites, FAQs, podcasts, eZines or roundtables (just to name a few). This is why partnering with Aquaculture North America on your sponsored content initiatives makes sense. We have

the audience to ensure your content draws clients and prospects into your brand, creates memorable experiences for our readers, makes industry decision makers care about your company and brand, and ultimately lead to sales.

Targeted and timely sponsored content offers useful information that allows for more meaningful customer interactions and engagement.



SPONSORED ARTICLE

The BEST way to share your industry expertise with our audience of influencers, decision makers and buyers

SPONSORED VIDEO

An interactive and multi-media way to share your industry knowledge and/or product news with Aquaculture North America's audience

SPONSORED ROUNDTABLE

An effective way to lead and participate in a thought-leadership discussion focused on industry trends and issues

OTHER SPONSORED CONTENT

Our sponsored content offering also includes effective marketing and lead generation platforms like microsites, podcasts, eZines and webinars

photo credit: EsanIndyStudios/Adobe Stock



MEET AND GREET **INDUSTRY EVENTS**

WE HOST, TAKE CARE OF THE DETAILS AND GET YOUR AUDIENCE IN FRONT OF YOU

There is no doubt that one of the leading ways to connect with clients and prospects is through events: from content-rich conferences to multi-day trade shows. The COVID-19 pandemic shut down most, if not all, in-person events,

which meant that many industries turned to virtual events to share information, introduce new products and stay connected. In 2022, we plan to continue holding our successful RASTECH in-person event as well as virtual events like

our annual RAS Virtual Summit and our inaugural Women in North American Aquaculture Summit. Events are key in relationship building, B2B lead generation, sales opportunities, customer retention, and brand awareness.

RASTECH 2022
SPRING 2022

Our annual in-person conference for Recirculating Aquaculture System (RAS) professionals, investors, contractors and more.



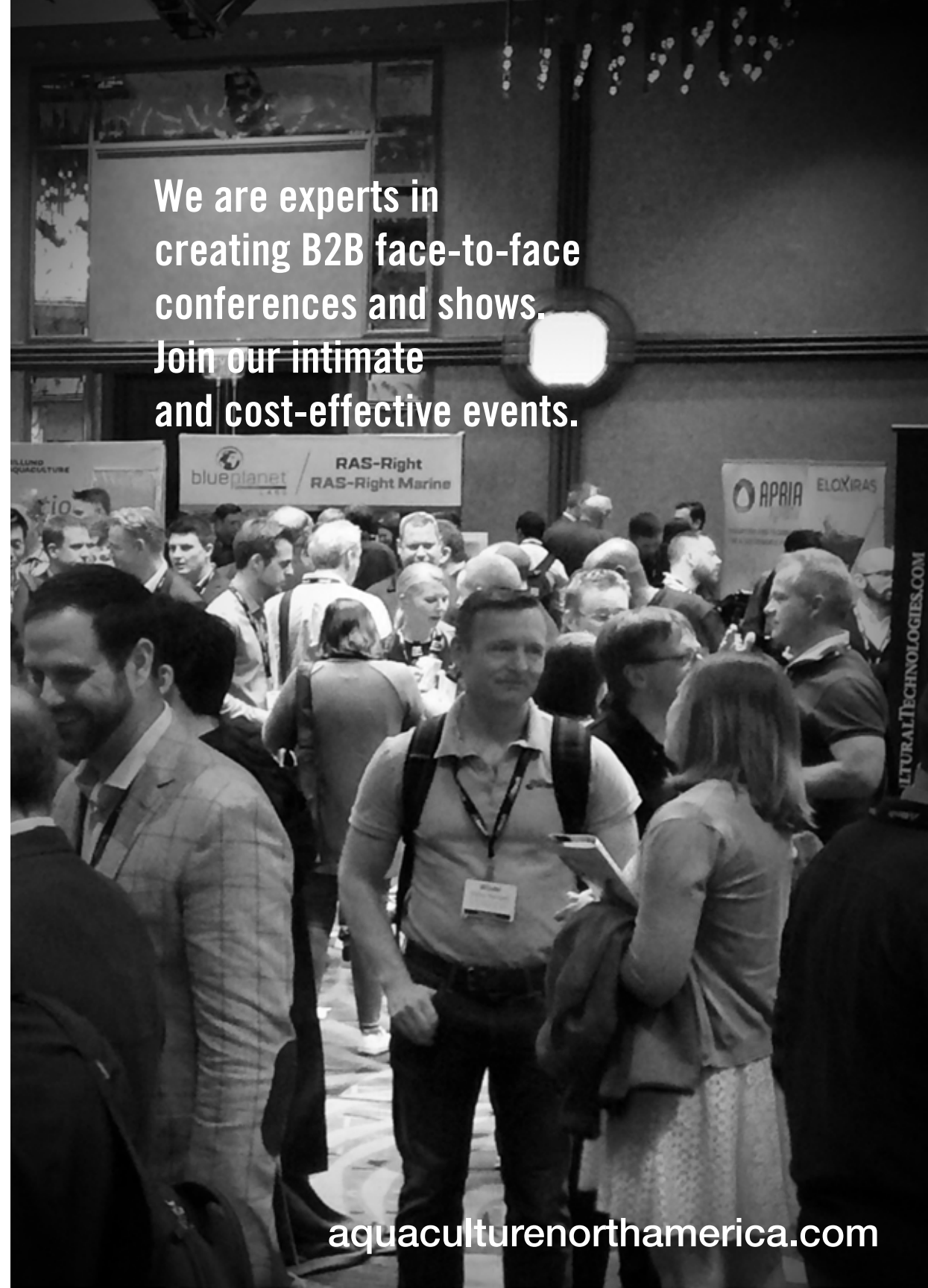
WOMEN IN NORTH AMERICAN AQUACULTURE SUMMIT
FALL 2022

Inaugural virtual event celebrating women in the North American aquaculture industry.



RAS VIRTUAL SUMMIT
FALL 2022

Our annual RAS Virtual Summit connecting international RAS operators from around the world.



We are experts in creating B2B face-to-face conferences and shows. Join our intimate and cost-effective events.



ON LOCATION (YOURS AND OURS)

VIDEO PRODUCTION / DISTRIBUTION

TELL YOUR STORY THROUGH VIDEO AND THEN BLAST IT TO YOUR TARGET AUDIENCE

Video is the hottest trend in B2B marketing today, and is one of the best ways to improve user understanding of a product or service. ANA can help share your already produced videos with our audience, but we can also

help you create videos too. Whether you want product demos, how-tos, or Q&A interviews with company thought leaders, our in-house video production team can produce compelling videos to tell your story.

You can then use these videos to improve customer engagement through your marketing efforts, including vBlasts, social media and posting to our popular industry website.

**TRADE SHOW
BOOTH VIDEO**
\$999*

Trade Shows and Conferences are a great place to show your product with our Booth Video package. Having your influential people on site with your product on display is the perfect opportunity to produce a 1-2 minute video.

- ▶ On-site interview with company reps
- ▶ On-site product b-roll
- ▶ On-site conference or expo b-roll
- ▶ Use of supplied product photos

**INTERVIEW /
PRODUCT VIDEO**
\$1,500*

Produced in our state-of-the-art green screen studio within easy driving distance in the GTA, our professional quality interviews or product showcases will tell your story the way it needs to be told for your audience.

- ▶ Up to 2 interviews with company reps
- ▶ Filmed in our Green Screen Studio
- ▶ Use of supplied product photos
- ▶ Use of supplied b-roll

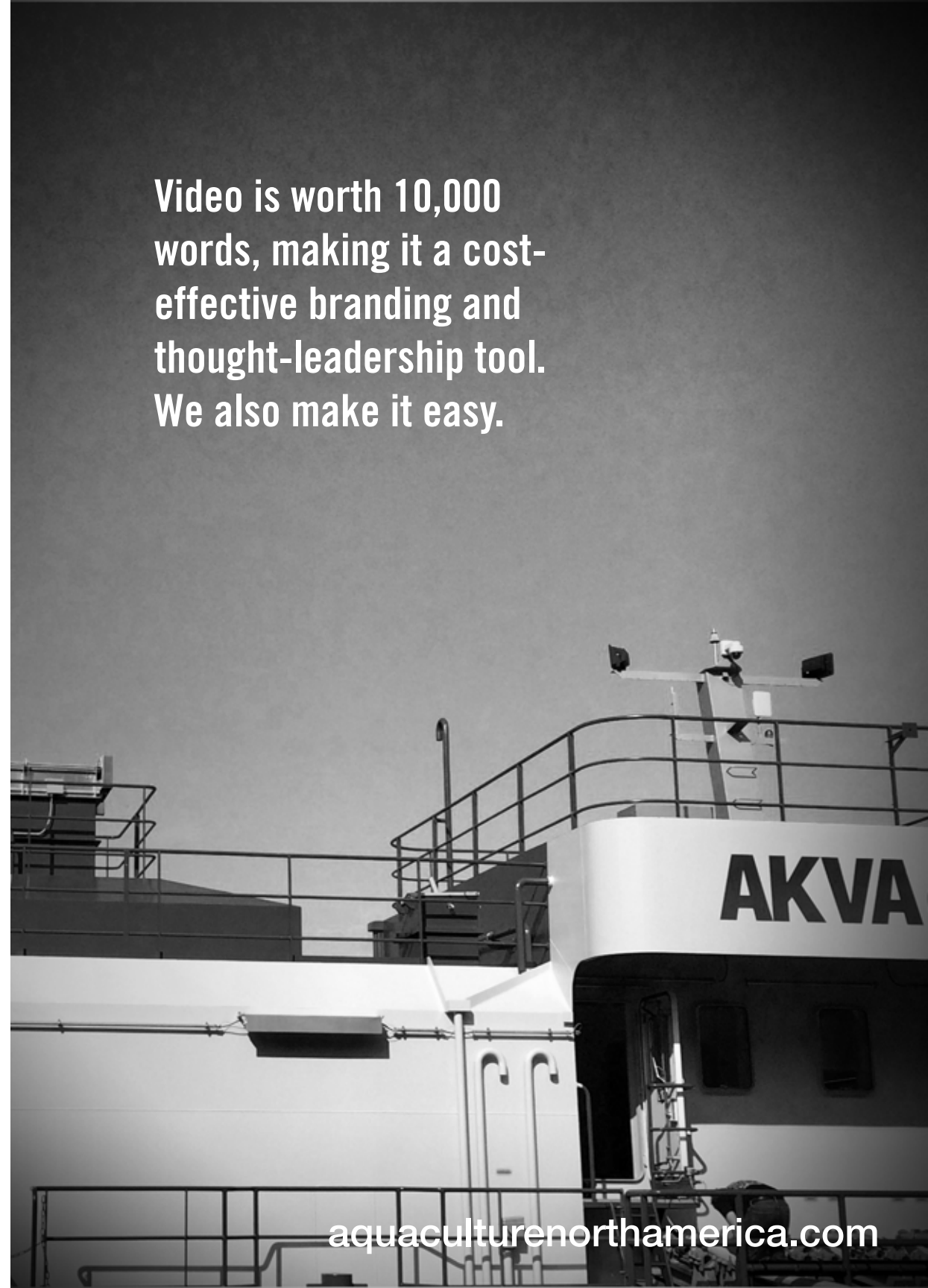
**CORPORATE
VIDEO**
\$2,500*

Filmed on location at your office or facility, our corporate video package tells the story of your business in a compelling and dynamic way. Video allows your viewer, or customer, to be informed easier than ever before.

- ▶ Interview with up to 3 company reps
- ▶ Product and facility b-roll
- ▶ Use of supplied product photos
- ▶ One location ▶ 4 hours on-site

* Project requests beyond the scope of the 3 packages listed must be quoted separately.

Video is worth 10,000 words, making it a cost-effective branding and thought-leadership tool. We also make it easy.





DATA-DRIVEN RESULTS

PROGRAMMATIC⁺

DELIVERING YOU A TARGETED AND RELEVANT AUDIENCE

Looking to motivate and measure in-market audiences as they look to buy your products and services? Well, our Programmatic⁺ digital marketing platform uses proven digital marketing tactics to ensure your ad is delivered to the right person at the right time.

Benefits: build & target an audience of customers you want to reach; no wasted impressions as only people who have expressed interest in your products/services will see your ads; offers frequency as your ad follows buyers around the internet while they are in-market to

purchase; and in-depth reporting that offers key metrics/insights into campaign performance and success. We take the lead and walk you through everything that needs to happen to make sure your Programmatic⁺ campaign is as successful as possible.



SITE RETARGETING

When people visit your website or Aquaculture North America's website, they will see your ad

SEARCH KEYWORDS

When people search keywords associated with your company, they will see your ad

GEO-FENCING

When people enter a pre-identified facility, building or geographical location, they will see your ad

1ST PARTY DATA

Using Annex's premium network of B2B Brands your ads will be seen by our loyal readers when they are online

SOCIAL MEDIA

Annex can access today's most popular social media sites to serve your ads to highly targeted decision makers

* Programs starting at \$6,000 with minimum 100,000 impressions

The right ad in front of the right audience at the right time - what more can you ask for?

photo credit: Gregory Whitis



INFORM. ENGAGE. ACQUIRE
LEAD DRIVER

TIER ONE LEADS THAT WANT YOUR PRODUCT

Lead Driver is your way to inform, engage and acquire Aquaculture North America's trusted and loyal audience through compelling content*. With an omni-channel marketing automation approach - eBlasts, website, eNewsletter

advertising, podcasts, video and paid social media - we will share your content, marketing message and brand to our audience. From case studies, whitepapers, special product launches and webinars, we will take our audience of

industry decision makers through a content journey that, at the end of your campaign, will provide you with a list of scored leads that are prioritized by who was most engaged with your content and display ads.



What if you could reach thousands of professionals in your target market, taking them on a sophisticated journey through your expertise, products and services?

What if that campaign delivered a tangible list of highly qualified prospects who have deep knowledge of your organization and are ready to buy?



That's what **Lead Driver** does. Powered by Annex Business Media, it leverages the trust and credibility of Canada's largest B2B media company, reaching critical decision-makers in an innovative and engaging way.

* Let us create your content for you. From Webinars to Whitepapers, Podcasts to Video, Annex can bring our service to bear and help you create an amazing Lead Driver campaign with your message in our voice.

It's not a funnel - it's a prospect journey. Let us build your audience and roadmap.

photo credit: B. Rath Photography/Adobe Stock



TAKE YOUR BRAND TO THE NEXT LEVEL

THE BOOK OF GIZMOS

SEE THE WONDER THAT IS SPECIALTY PRINT ADVERTISING

Using our in-house printing facility, we can work with your team to produce innovative print ideas – belly bands, cover wraps, French door covers, gate folds — that will take your marketing efforts to the next level and will raise your brand above the crowd. Call us today to learn more about how our Book of Gizmos can elevate your brand to our targeted and qualified magazine subscribers.

BELLY BAND

The first item readers see when they pick up our magazine



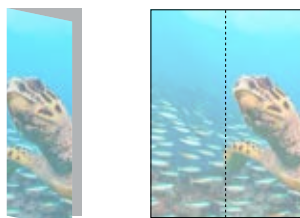
BELLY BURST

Great opportunity to communicate bold ad messages



COVER WRAP

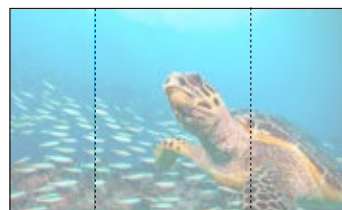
Highly visible ad unit offering great design potential



Fold (Spine of magazine)

FRENCH DOOR COVER

High-impact advertising unit with maximum visibility



Fold (Spine of magazine)

6 PAGE GATEFOLD

Oversized page that is perfect for promoting important brand information



Fold (Spine of magazine)



Fold (Spine of magazine)

* Check out full specs and Video at annexbusinessmedia.com/book-of-gizmos/

Print is dead...
effective at driving
brand awareness and
leadership to new
heights.
These high-impact
options set you apart.

photo credit: Liza Mayer



POST THIS

SOCIAL MEDIA

PAID, ORGANIC AND EVERYTHING IN BETWEEN

From Facebook to LinkedIn and YouTube to Twitter, ANA strong social media presence can help your company promote its brand, upcoming events, products and services, and even specific content like videos and blogs, to our brands'

loyal followers. Aquaculture North America uses social media to stay connected with industry members and partners, regularly share our own original content to members of our online community, and to develop new partnerships with key

industry stakeholders, association and thought leaders. Also, you can work with us to target audiences by job title, job function, geography and industry to generate leads, raise awareness, and reach B2B decision makers.

Social media allows for easy, quick and effective brand building

BRAND RECOGNITION
Get our audience looking at your brand

Social media will generate conversation about your brand, products, and partners

CONVERSATION STARTER
Call to actions help motivate customers

Build meaningful relationships between your company and your customers

STAY CONNECTED
Social listening leads to social conversations



TELL YOUR STORY
Videos, articles, blogs & case studies

Using social media is a great way to share your brand's mission and share stories in creative ways

BUILD LOYALTY
Stay ahead of the competition

Customers follow and interact with the brands they enjoy and trust

DRIVE ENGAGEMENT
Increase traffic directly to your website

Thought leadership allows for your business to become a trusted source of information on a given topic

Social Media plays a crucial role in connecting people and developing relationships that lead to business.

photo credit: Adobe Stock



ANNUAL PUBLICATION

ANNUAL WALL CALENDAR

365 DAYS OF EXPOSURE TO YOUR CUSTOMERS

Displayed on the walls and doors of fish farms and aquaculture operations throughout the continent, Aquaculture North America's popular annual Wall Calendar is used by industry professionals to plan

meetings, events and even staff birthdays!

By advertising on this poster sized publication, your brand and products remain top of mind with customers all year round, so no matter when

their next big buying decision will be, you'll be on their radar.

Get 20% off the price of your Wall Calendar ad when you schedule 6 ads in Aquaculture North America magazine.

REGULAR
(73mm x 73mm)
\$770

DOUBLE VERTICAL:
(73mm x 157mm)
\$1,540

CORNER
(73mm x 73mm)
\$925

DOUBLE HORIZONTAL
(157mm x 73mm)
\$1,540

Booking: As the calendar's 26 ad spaces usually all sell out, to avoid disappointment, we recommend booking your calendar ad as early as possible.

Material Deadline: OCTOBER 21, 2022
Wall Calendars are delivered to readers with their ANA Jan/Feb editions

We are experts in helping keep your brand top of mind

photo credit: Creative Salmon



CELEBRATING & RECOGNIZING

WOMEN IN NORTH AMERICAN AQUACULTURE

NEW SERIES SHINING A SPOTLIGHT ON LEADING WOMEN IN THE NORTH AMERICAN
AQUACULTURE INDUSTRY

In 2022, Aquaculture North America is launching a new series to shine a well-deserving spotlight on women in North American aquaculture who continue to inspire, lead and encourage new generations of women entering the industry. We'll be asking the industry to nominate women who have been trailblazers in their careers, and who are making innovative and important contributions to the North American

aquaculture industry.

The WINAAS

We'll be highlighting such influential women using Aquaculture North America's print, digital and social media channels in addition to hosting a live virtual event in September 2022 called, 'The WOMEN IN NORTH AMERICAN AQUACULTURE SUMMIT' or the 'WINAAS' for short. This event will include live panel

discussions and on-demand sessions exploring topics such as how to foster a diverse and inclusive workforce, actions companies can take to attract women to the industry, how to facilitate the advancement of female employees to leadership positions, and more! We have a **limited number of sponsorship opportunities for this series**. Ask for details.

We raise awareness about important issues and create programs which you can support

photo credit: Idaho Dept of Fish and Game

