



THE SOURCE FOR RECIRCULATING AQUACULTURE SYSTEMS PROFESSIONALS



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: The Freshwater Institute

rastechmagazine.com



PARTNER BRANDS

AGRICULTURE

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

RASTECH 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, location, company size, NAICs code, subject

“ 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)

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 12 media brands, with a total print circulation of 107,926, 138,935 monthly page views, and 34,816 enews subscribers. Below are some of our sister publications that may interest you, while a full list of Annex brands can be found at annexbusinessmedia.com/brands.

PARTNERING WITH OUR LEADING AGRICULTURE BRANDS

Aquaculture
North America

FRUIT
& VEGETABLE

GREENHOUSE
CANADA

grow
opportunity

RASTECH HATCHERY
INTERNATIONAL

MANURE
MANAGER

POTATOES
IN CANADA

CANADIAN
POULTRY

TOPCROP
MANAGER

TURF&REC

RASTECH belongs to Annex's agriculture cluster, home of over 10 media brands.

photo credit: Adobe Stock

rastechmagazine.com



AUDIENCE

WHO READS RASTECH?

20,000 READERS 4,950 ENEWS SUBSCRIBERS 10,600 MONTHLY PAGEVIEWS

Launched in 2018, and recognizing the continued expansion in land based aquaculture, RASTECH is the dedicated global news source for owners and operators of Recirculating Aquaculture Systems (RAS). Using a multi-media approach, the latest RAS industry

content is delivered to readers via regular print & digital editions, a weekly eNewsletter, a monthly “RAS TALK” podcast, annual in-person and virtual RASTECH events, website, social media, webinars, special supplements and more. The printed magazine is delivered

as a supplement to the readers of both its sister magazines, Hatchery International and Aquaculture North America. Overall combined readership is over 20,000 professionals in the aquaculture industry based on an average pass-on rate of 3 readers per copy.



AUDIENCE INCLUDES:

- Full Grow Out RAS Operators
- Post Smolt RAS Operators
- Commercial Aquaponics Operators
- Investors and start-ups in RAS
- Fish hatchery professionals
- Fish farmers
- RAS Contractors
- RAS Designers & Engineers
- Aquaculture researchers
- Fish Feed Suppliers
- RAS technology suppliers
- Govt representatives and agencies
- Fish Vets
- Aquaculture Associations & members

Reaching owners and operators of Recirculating Aquaculture Systems (RAS) worldwide.

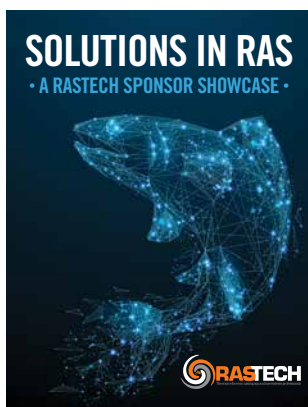
photo credit: Hudson Valley Fisheries

2022 EDITORIAL CALENDAR

EDITORIAL LINEUP

A MUST-READ INTERNATIONAL RESOURCE FOR RAS PROFESSIONALS

ISSUE	DELIVERY WITH	THEME/CONTENT	BONUS SHOW DISTRIBUTION	AD COPY DEADLINE
Spring 2022	Mar/Apr issues of Hatchery International & Aquaculture North America	RASTECH 2022 SHOW ISSUE • Project updates, Design & Technology • RAS Feeds, Fish Health, Fresh Tips Salmon, shrimp, marine species	• Aquaculture 2022, San Diego, CA, USA • RASTECH 2022, Hilton Head, SC, USA	January 7, 2022
Solutions in RAS	May/June issues of Hatchery International & Aquaculture North America	Annual resource guide in collaboration with our Sponsors featuring cutting-edge innovations and solutions in RAS	• RASTECH 2022, Hilton Head, SC, USA • Aquaculture UK 2022, Aviemore, Scotland	February 11, 2022
Summer 2022	Jul/Aug issues of Hatchery International & Aquaculture North America	WATER QUALITY & SLUDGE MANAGEMENT • Project updates, Design & Technology • RAS Feeds, Fish Health, Fresh Tips Salmon, shrimp, marine species	• Aquaculture Europe 2022, Rimini, Italy	April 8, 2022
Fall 2022	Sept/Oct issues of Hatchery International & Aquaculture North America	SUSTAINABILITY & NEW TECHNOLOGIES • Project updates, Design & Technology • RAS Feeds, Fish Health, Fresh Tips Salmon, shrimp, marine species	• WAS North America & Aquaculture Canada 2022, St. John's, Newfoundland • Aquaculture Europe 2022, Rimini, Italy	June 24, 2022
Winter 2022	Nov/Dec issues of Hatchery International & Aquaculture North America	FISH HEALTH & WELFARE • Project updates, Design & Technology • RAS Feeds, Fish Health, Fresh Tips Salmon, shrimp, marine species	• LACQUA 2022, Panama City, Panama • Northwest Fish Culture Concepts, Pacific Northwest	September 2, 2022



NEW SPONSOR SHOWCASE

RASTECH has recognized the need for an annual publication designed to highlight a sponsor's value proposition in the RAS segment. This annual resource guide will feature cutting edge innovations and solutions in RAS provided by our trusted brand partners. A great opportunity to demonstrate thought leadership and communicate your company's solutions in RAS.

SPREAD (2 PAGES) \$2,500 FULL PAGE \$1,995

THE TEAM

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

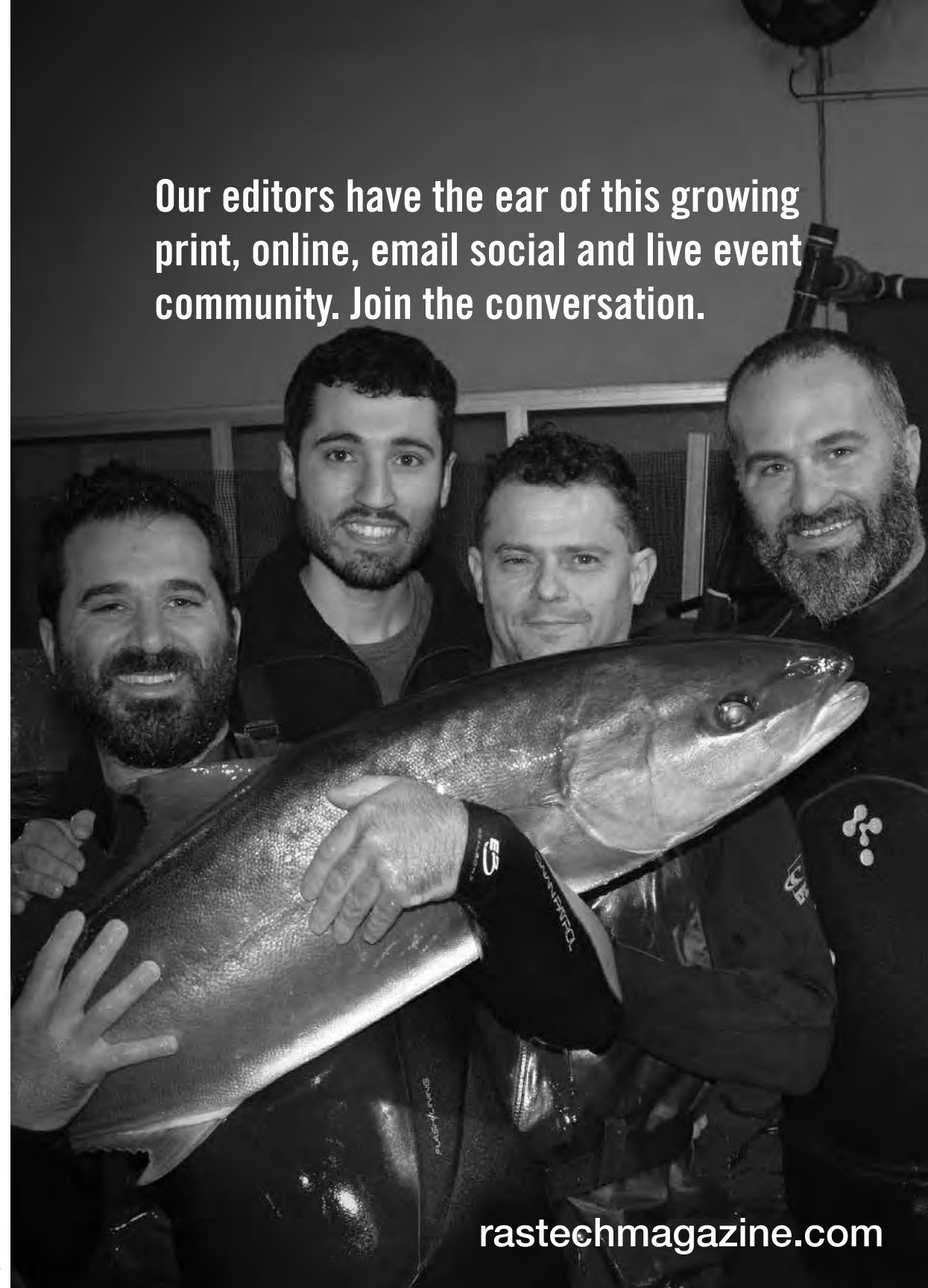


photo credit: INIDEP

AD SPECIFICATIONS

PRINT DISPLAY ADS

RATE CARD / FREQUENCY

SIZE	1X	4X
Full Page	2,650	2,120
1/2 Page Horizontal	1,800	1,440
1/3 page Square	1,590	1,270
1/4 page Vertical	950	765
1/4 page Island	950	765
1/4 page Horizontal	950	765
1/6 page	640	510

DISPLAY AD SPECS

LIVE AREA/NO BLEED	TRIM SIZE	BLEED SIZE
7 (w) X 10 (h) (17.8cm x 25.4cm)	8 X 10.875 (20.3cm x 27.6cm)	8.25 X 11.125 (21cm x 28.3cm)
7 (w) X 5 (h) (17.8cm x 12.8cm)		
4.625 (w) x 5 (h) (11.75cm x 12.8cm)		
3.375 (w) x 5 (h) (8.5cm x 12.8cm)		
4.375 (w) x 3.375 (h) (11.1cm x 8.5cm)		
7 (w) x 2.375 (h) (17.8cm x 6cm)		
3.375 (w) x 3.125 (h) (8.5cm x 7.9cm)		

SPECIAL POSITIONS

2-Page Spread	4,500	3,500	15 (w) x 10 (h) (38.1cm x 25.4cm)	16 x 10.875 (40.6cm x 27.6cm)	16.25 x 11.125 (41.3cm x 28.3cm)
Outside Back Cover	2,985	2,390	7 (w) x 10 (h) (17.8cm x 25.4cm)	8 x 10.875 (20.3cm x 27.6cm)	8.25 x 11.125 (21cm x 28.3cm)
Inside Front Cover	2,830	2,265	7 (w) x 10 (h) (17.8cm x 25.4cm)	8 x 10.875 (20.3cm x 27.6cm)	8.25 x 11.125 (21cm x 28.3cm)
Inside Back Cover	2,700	2,200	7 (w) x 10 (h) (17.8cm x 25.4cm)	8 x 10.875 (20.3cm x 27.6cm)	8.25 x 11.125 (21cm x 28.3cm)

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

FILE TRANSFER OPTIONS

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

NEW ANNUAL PUBLICATION

SPONSOR SHOWCASE

WRITTEN BY RASTECH IN COLLABORATION WITH OUR SPONSORS FEATURING CUTTING EDGE INNOVATIONS & SOLUTIONS IN RAS



SPREAD (2 PAGES) \$2500
FULL PAGE \$1995

SOLUTIONS IN RAS

RASTECH has recognized the need for an annual publication designed to highlight a sponsor's value proposition in the RAS segment. This annual resource guide will feature cutting edge innovations and solutions in RAS provided by our trusted brand partners. A great opportunity to demonstrate thought leadership and communicate your company's solutions in RAS.

BOOKING DEADLINE:
JANUARY 31ST, 2022

Distribution: SOLUTIONS IN RAS

will be distributed with the May/June issues of both Hatchery International & Aquaculture North America. Bonus distribution is also planned for the RASTECH 2022 conference in Hilton Head, SC, USA (March 30-31, 2022).

NO TIME TO WRITE SOMETHING UP?

For an extra fee, we'll have a journalist connect with you and take care of it.

MATERIAL DEADLINE:
FEBRUARY 11TH, 2022

photo credit: Fresh By Design

Your solutions advance
the industry. We can help
showcase your expertise

OVER 10,500 WEB PAGE VIEWS PER MONTH

WEB DISPLAY

DRIVE ENGAGEMENT AND NAME RECOGNITION WHERE AND WHEN NEEDED

RASTECH's website offers the most current and relevant news, views and analysis for RAS industry professionals all over the world. Updated on a daily basis, our website offers 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 brand to be seen and to increase brand awareness and engagement opportunities than rastechmagazine.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

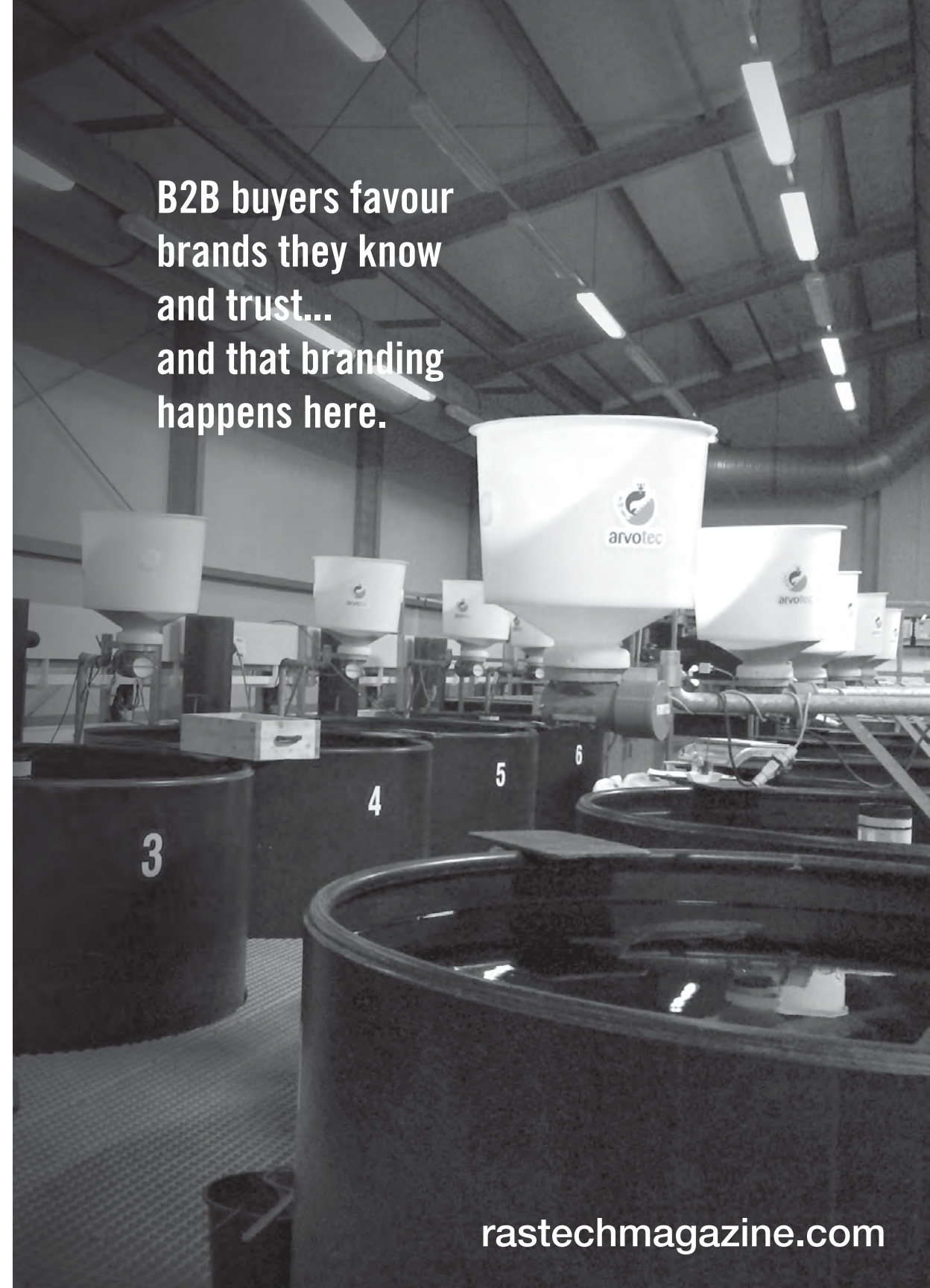
**EXPANDABLE
BIG BOX***
Minimum - 300(w) x 250(h),
Maximum - 600(w) x 250(h), 40 KB
\$950 / month

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 rastechmagazine.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 rastechmagazine.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.





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 center with a Leaderboard, Big Box or our high-impact Sponsored Spotlight ad position containing an editorial message plus Big Box image that offers maximum reader engagement.

4,599 EMAILS 48% 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

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

photo credit: Atlantic Sapphire

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 worldwide. 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 **RASTECH** 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 **RASTECH**

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
4,736 emails
43% open rate

eCONNECT
\$850/deployment
4,852 emails
30% open rate

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

Add a Big Juicy Play Button® to entice our exclusive RASTECH 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.

A unique opportunity to reach buyers in a monthly product showcase focused on niche subjects with limited advertising space sent directly to our database of CASL-compliant subscribers.

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

Your brand and message,
direct to our industry
community.
That's premium reach.



BRING YOUR MESSAGE HOME

eBLAST / vBLAST* / eCONNECT

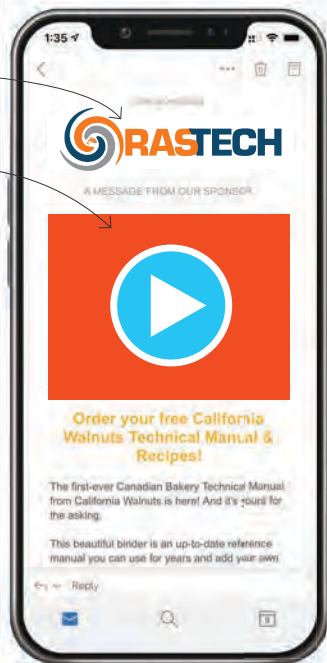
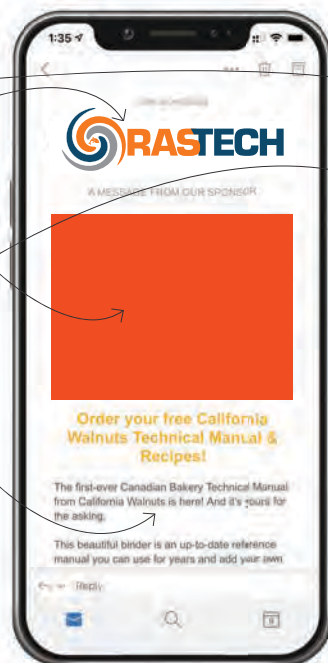
YOUR STORY, DIRECT TO OUR AUDIENCE, VIA eBLAST, vBLAST OR eCONNECT

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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



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

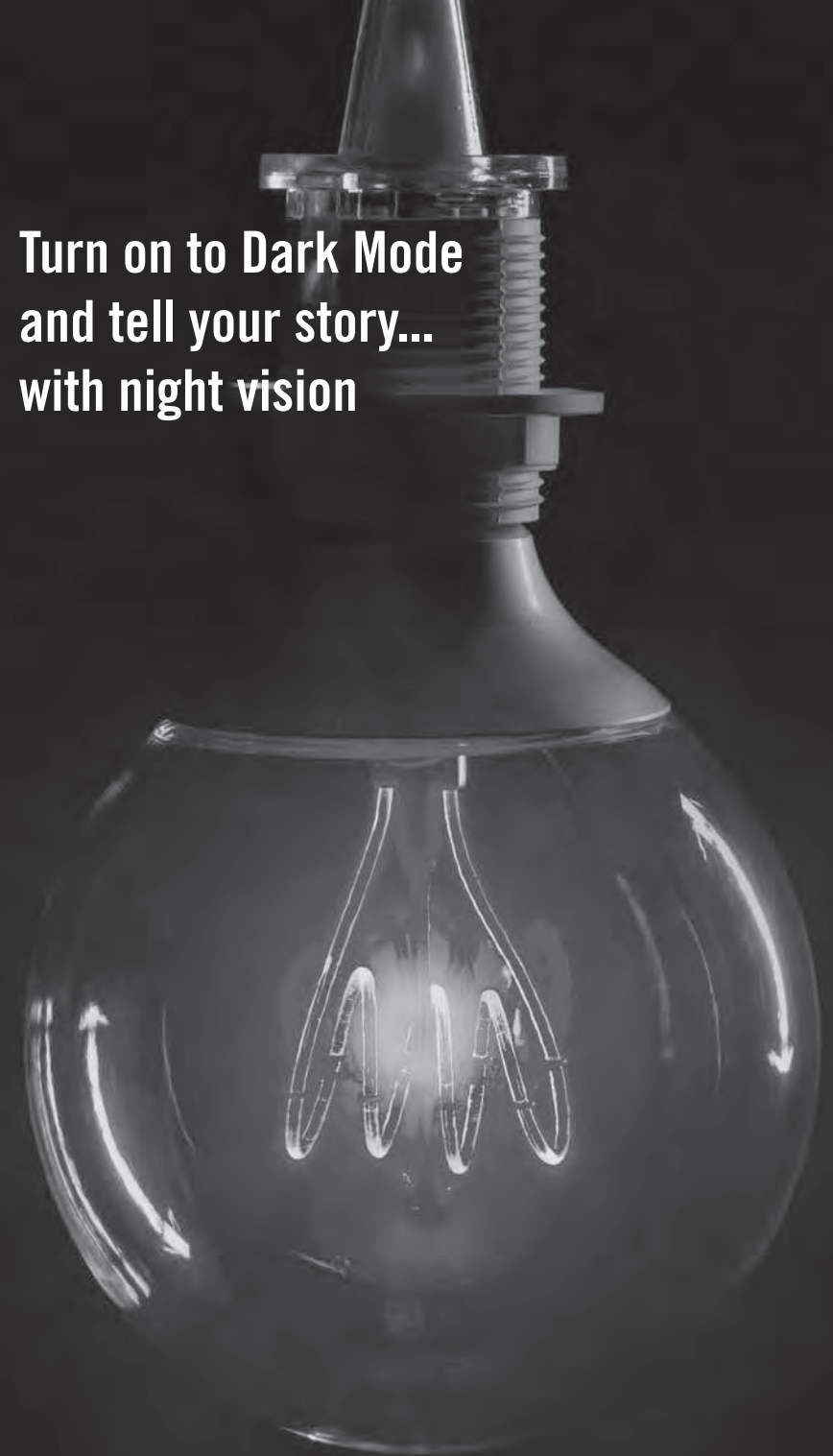
An exclusive lead-generating advertising opportunity to connect you with our CASL-compliant database of decision makers worldwide waiting to see your message, wherever they are.

Add a Big Juicy Play Button® to entice our exclusive RASTECH 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 to 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.

How about an intimate conversation with hundreds of potential clients?

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

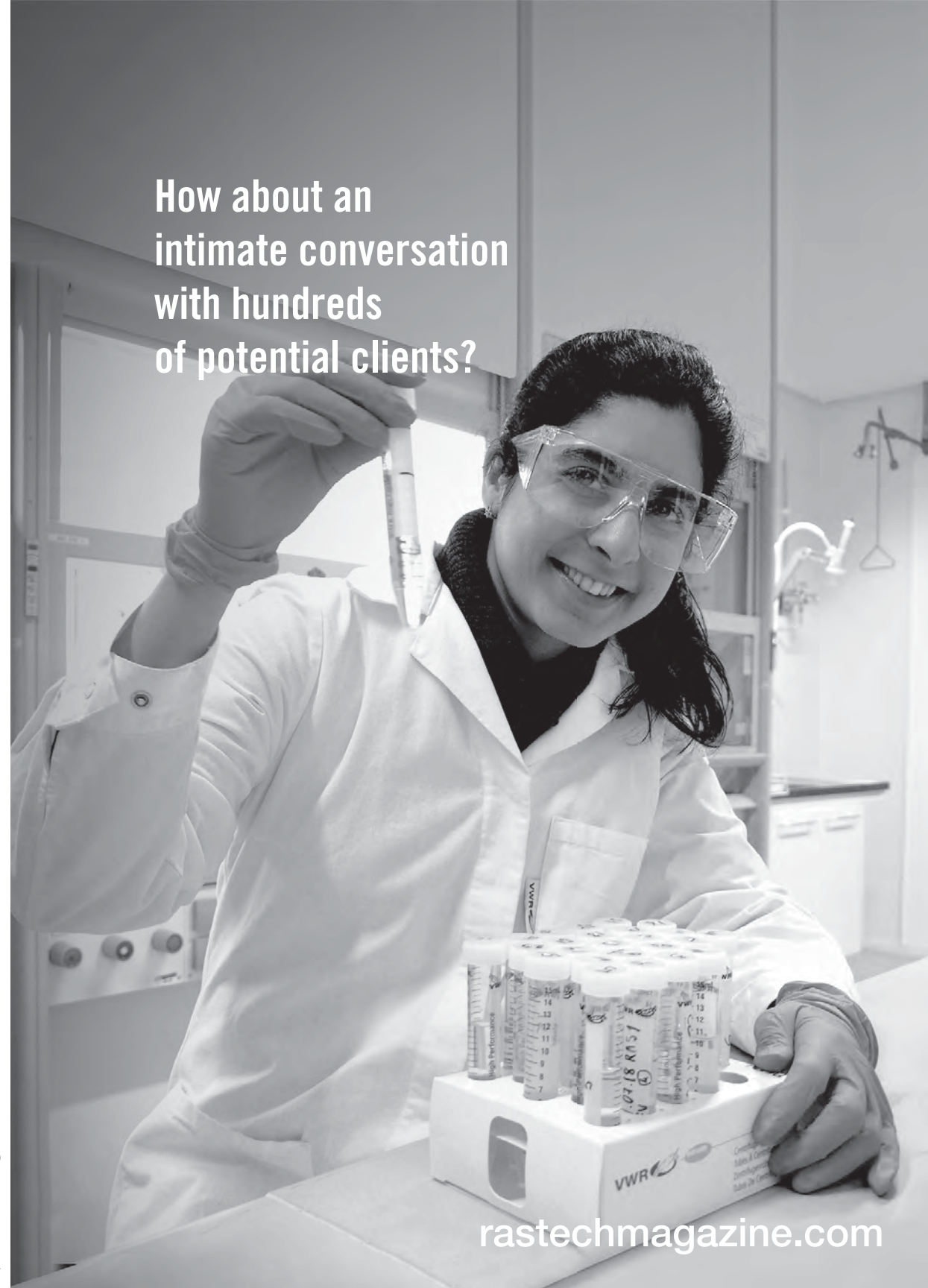
And remember that we still send all registrants a link to the recorded webinar so you'll get the full coverage

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.

photo credit: Kruger Kaldnes AS





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 industry. At RASTECH, we can help you produce, distribute and promote podcasts that are relevant and timely to the right audience of highly-qualified listeners. RASTECH also produces

its 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
RAS industry professionals worldwide

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

THOUGHT LEADERSHIP
Sponsor the world's only podcast focused on RAS

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 RASTECH 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 RASTECH'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: AquaMaof

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. RASTECH 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.

photo credit: The Freshwater Institute

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 RASTECH'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?



INFORM. ENGAGE. ACQUIRE LEAD DRIVER

TIER ONE LEADS THAT WANT YOUR PRODUCT

Lead Driver is your way to inform, engage and acquire RASTECH'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.

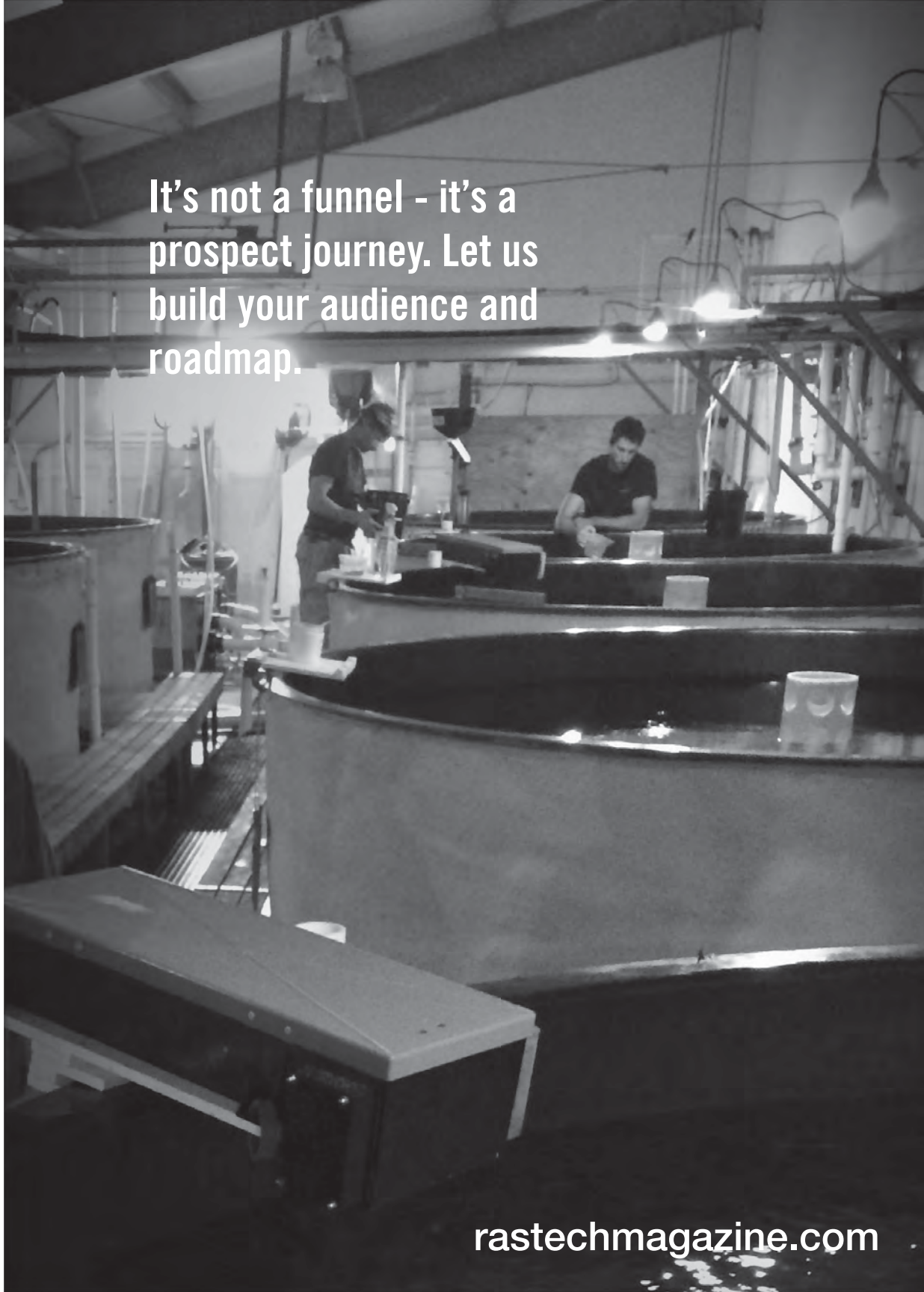
What if you could reach thousands of professionals in your target market, taking them on a sophisticated journey through your expertise, products and services?

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.

TAKE YOUR BRAND TO THE NEXT LEVEL

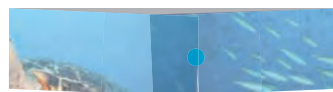
THE BOOK OF GIZMOS

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



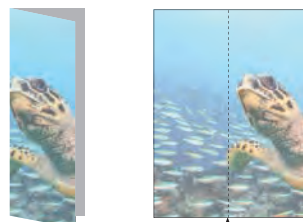
BELLY BURST

Great opportunity to communicate bold ad messages



COVER WRAP

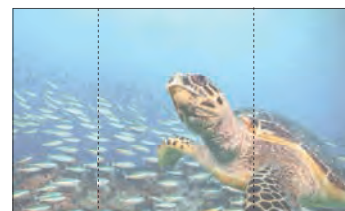
Highly visible ad unit offering great design potential



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: The Freshwater Institute

POST THIS
SOCIAL MEDIA
PAID, ORGANIC AND EVERYTHING IN BETWEEN

From Facebook to LinkedIn and YouTube to Twitter, RASTECH's 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. RASTECH 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: Halibut PEI



GET 2022 OFF TO A FLYER!

LOOSE INSERTS

STAND OUT FROM THE CROWD WITH INSERTED FLYERS, POSTCARDS, RACK CARDS



INSERTS

Our print readers are always excited to receive their magazines. Why not provide us with your printed flyers and let us distribute your company message as well? Contact your rep with weight and dimensions of your insert pieces for a quote.

DESIGN & PRINT SERVICE

Need a postcard or flyer designed and printed up? We can take care of that too. Just let your rep know what you have in mind and we can have our production team work their magic. Why not get some new ads designed at the same time to run across our media? Talk to your rep about a consistent look across all your marketing.

Read about important industry issues and trends, with emphasis on a well-researched quantitative and qualitative outlook.

photo credit: Fresh By Design

rastechmagazine.com

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, RASTECH plans to continue its successful holding of both virtual and in-person events because they

result in relationship building, B2B lead generation, sales opportunities, customer retention, and brand awareness.

RAS CONNECTOR SERIES
WINTER 2021

The third and final live event day of our 2021 RAS Connector Series keeping professionals in touch during COVID.



November 3, 2021
www.rasconnectorseries.com

RASTECH 2022
SPRING 2022

Our annual in-person conference for land-based growers, investors, contractors and more.



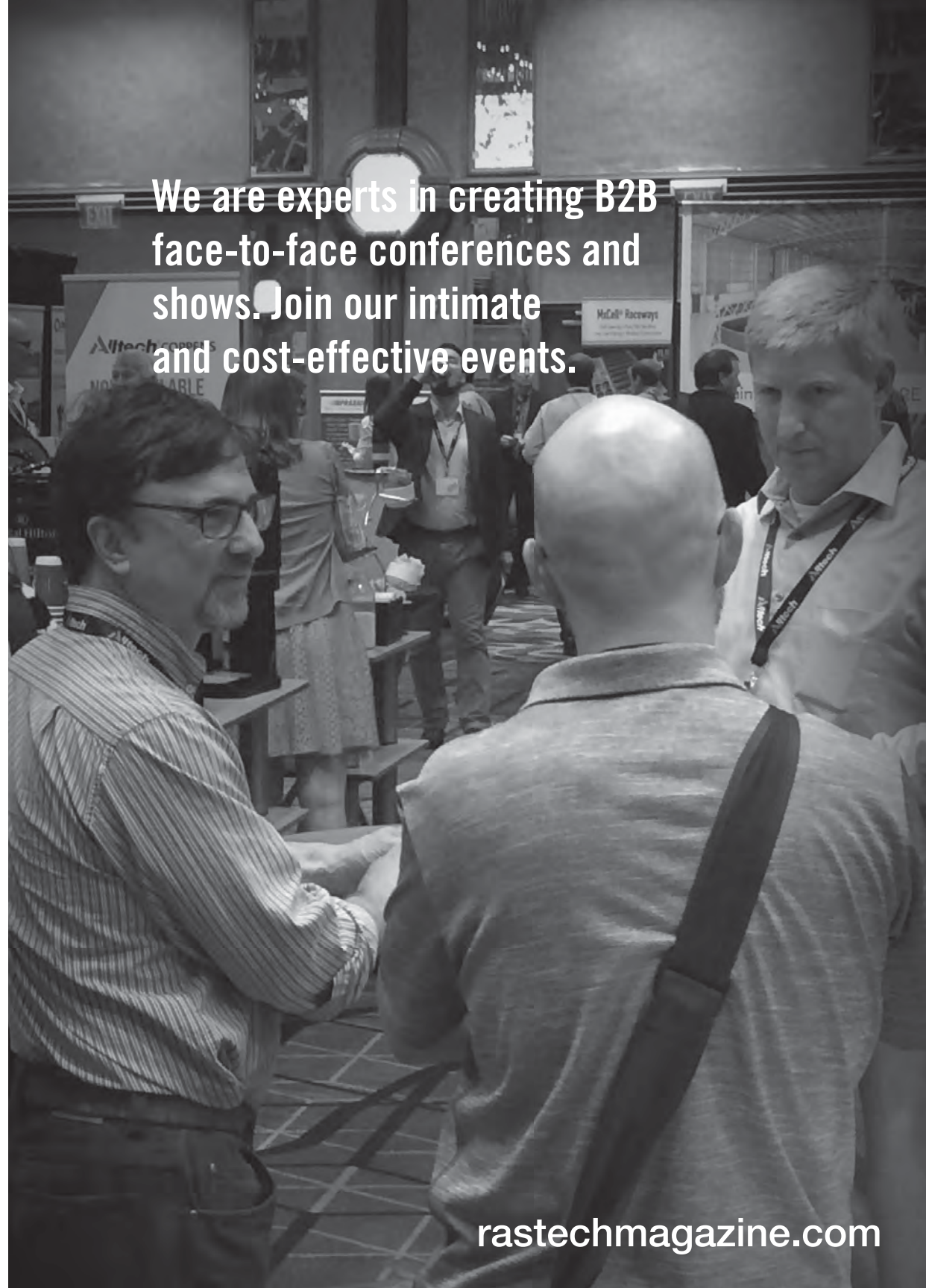
March 30-31, 2022,
Westin Hilton Head Island Resort, South Carolina, USA
www.ras-tec.com

RAS VIRTUAL SUMMIT 2022
FALL 2022

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



October 5, 2022



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