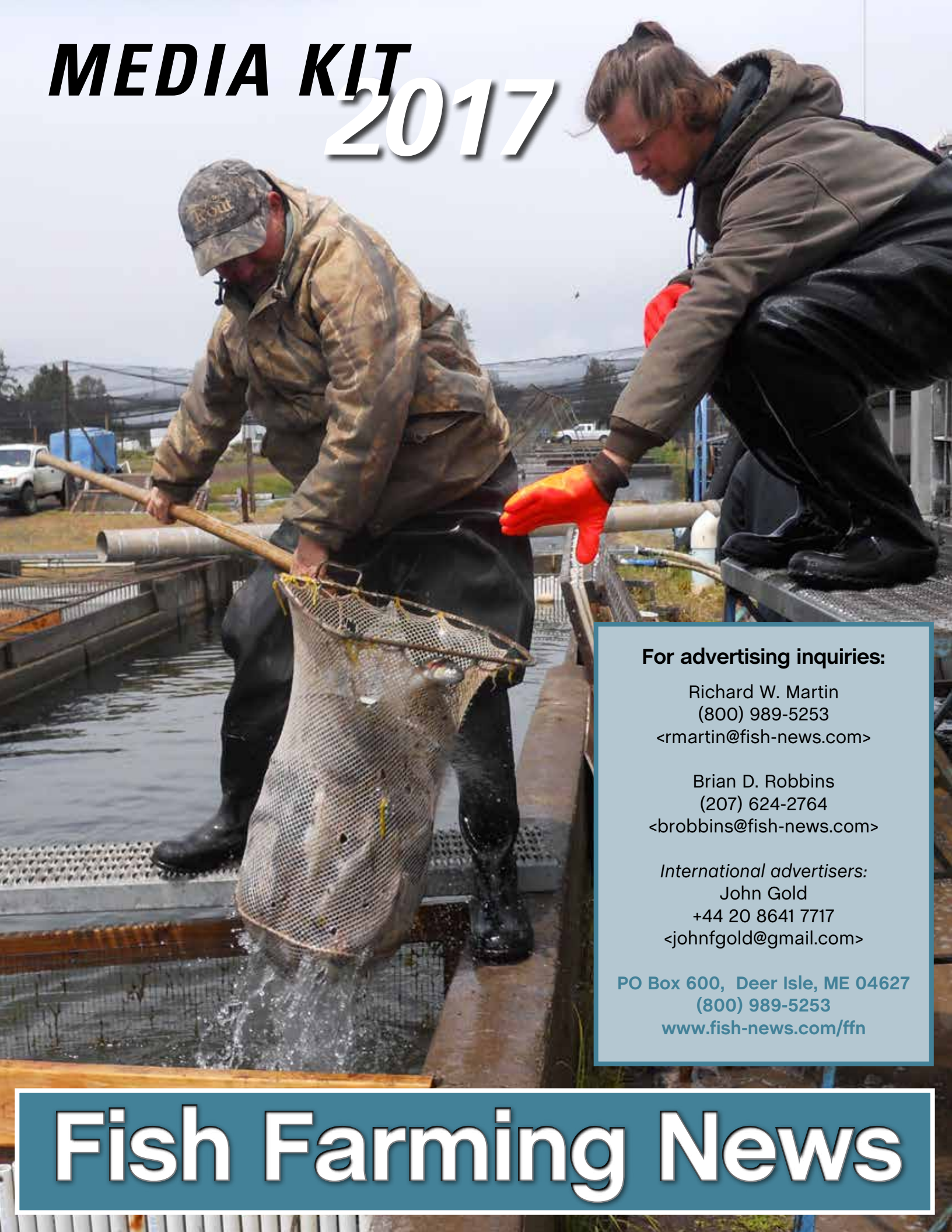


# ***MEDIA KIT*** ***2017***



## **For advertising inquiries:**

Richard W. Martin  
(800) 989-5253  
<[rmartin@fish-news.com](mailto:rmartin@fish-news.com)>

Brian D. Robbins  
(207) 624-2764  
<[brobbs@fish-news.com](mailto:brobbs@fish-news.com)>

*International advertisers:*  
John Gold  
+44 20 8641 7717  
<[johnfgold@gmail.com](mailto:johnfgold@gmail.com)>

PO Box 600, Deer Isle, ME 04627  
(800) 989-5253  
[www.fish-news.com/ffn](http://www.fish-news.com/ffn)

# **Fish Farming News**

# 2017

## EDITORIAL CALENDAR AND ADVERTISING PLANNER

ISSUE	THEME OR HIGHLIGHT	SHOWS
<b>ISSUE 1</b> <i>ad closing</i> 12/16/16	<b>Show Issue:</b> <i>Aquaculture America 2017 Conference &amp; Trade Show</i>	<ul style="list-style-type: none"> <li>✧ Aquaculture America 2017, San Antonio, TX</li> <li>✧ Maine Fishermen's Forum &amp; Trade Show, Rockport, ME</li> <li>✧ North Carolina Aquaculture Development Conference</li> <li>✧ Ohio Aquaculture Conference, Columbus, OH</li> </ul>
<b>ISSUE 2</b> <i>ad closing</i> 3/10	<b>Special Report:</b> <i>Complete coverage of Aquaculture America 2017, plus reports from other regional shows and conferences</i>	<ul style="list-style-type: none"> <li>✧ World Aquaculture 2017, Cape Town, South Africa</li> </ul>
<b>ISSUE 3</b> <i>ad closing</i> 5/12	<b>Special Focus:</b> <i>Aquaponics &amp; Hydroponics</i>	
<b>ISSUE 4</b> <i>ad closing</i> 7/7	<b>Annual Trout Issue</b>	<ul style="list-style-type: none"> <li>✧ USTFA Fall Meeting &amp; Show</li> </ul>
<b>ISSUE 5</b> <i>ad closing</i> 9/8	<b>Special Focus: Hatcheries</b> <i>Plus aquaculture for stock enhancement and restoration</i>	
<b>ISSUE 6</b> <i>ad closing</i> 11/10	<b>Multi-show Issue:</b> <i>Spring Regional Shows</i>	<ul style="list-style-type: none"> <li>✧ TAA Annual Meeting &amp; Show</li> <li>✧ East Coast Commercial Fishermen's &amp; Aquaculture Expo</li> </ul>
<b>BONUS</b> <i>ad closing</i> 12/1/16	<b>Fish Farmers Phone Book/Directory</b>	

### REGULARLY FEATURED:

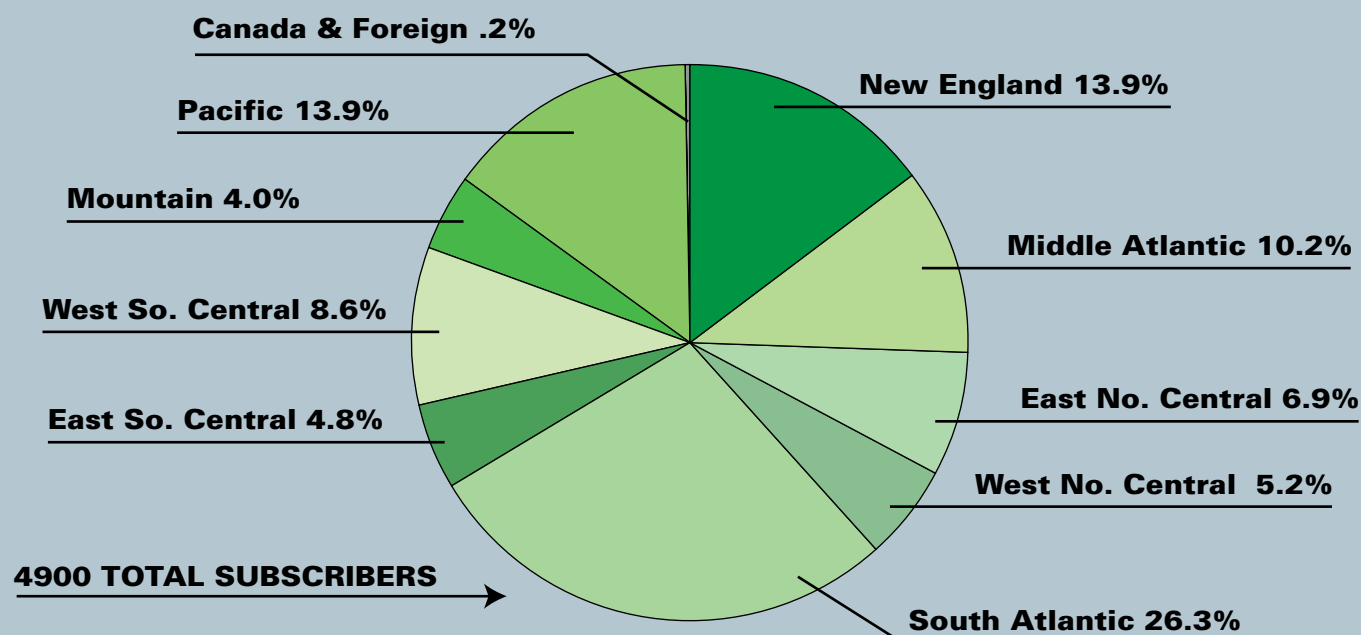
Producer Site Visits; Fish Health Notes by Dr. Rod Getchell; From the Field with Bob Robinson; Aquaculture Perspectives by Bill Mancini; Faces of Aquaculture by Amy Riedel-Stone; News from Around the Industry; and much more.

# CIRCULATION DATA

*Fish Farming News* is the only national aquaculture newspaper in the United States.

## Field served

*Fish Farming News* is aquaculture's national business newspaper. Readers include aquaculture professionals who are directly or indirectly involved in the business of growing fish and seafood products. Circulation is national, encompassing all major farm-raised species (finfish, shellfish and aquatic plants) both freshwater and marine aquaculture.





# 2017

## ADVERTISING RATES

### B&W RATES

UNIT	7x	One Time
Full Page	\$1150	\$1500
Standard Page*	\$770	\$1020
1/2 Page	\$690	\$850
1/3 Page	\$540	\$590
1/4 Page	\$405	\$480
1/6 Page	\$300	\$320
1/8 Page	\$230	\$270

\*Standard Page guaranteed only ad on page;  
all rates quoted and payable in U.S. funds

### COLOR

Any single standard color: \$100  
Four-color process: \$400

### DISPLAY AD SIZES

	Vertical	Horizontal
Full Page	9-3/4w x 12h	N/A
Standard Page	7-1/4 x 9	N/A
1/2 Page	4-3/4 x 12	9-3/4w x 5-7/8h
1/3 Page	3-1/8 x 12	9-3/4 x 3-7/8
1/4 Page	4-3/4 x 5-7/8	7-1/4 x 4-3/8
1/6 Page	N/A	4-3/4 x 3-3/4
1/8 Page	N/A	4-3/4 x 2-1/2

### SPECIFICATIONS

Web offset on newsprint.

Tabloid format – 10 3/4" x 13 1/4". 4 columns per page, classifieds are 5 columns per page.

### PRODUCTION SERVICES

CFN provides advertising graphic design, copy and art preparation, custom and stock photography, and final file prep. These services are free to contract advertisers, however a file preparation charge will be imposed if the advertiser requests duplicate files for use elsewhere.

### WEBSITE BANNER ADVERTISING RATES

Skyscraper banner ads are 300px WIDE and between 300 and 600px TALL for a rate of only \$350 per month with a 12month contract. Inquire for larger packages and plans.

### CLASSIFIEDS & CLASSIFIED DISPLAY

Classified: Up to 30 words, \$20/issue (prepaid);

\$48 for 3 issues (prepaid); \$24/issue (balance due).

Additional words, 50¢ each. No charge for photo with prepaid ad.

Classified display: \$35 per column inch.

### TERMS AND CONDITIONS

#### FREQUENCY DISCOUNTS:

Frequency must be established by a written contract. Short rate applied to cancelled contracts. Advertisers will be billed/credited for discounts earned to date.

#### AGENCY COMMISSIONS:

15% commission paid to recognized agencies for camera-ready material, if payment is made within 30 days of invoice date.

#### TERMS:

Bills rendered on publication of issue. Accounts 30 days past due are subject to interest charges of 1.5 % per month on balance. Payments applied to oldest outstanding balance.

#### DIGITAL FILES:

To provide advertising materials electronically refer to the Compass Publications DIGITAL AD GUIDELINES.

### CONTACT INFO

All inquiries regarding rates,  
deadlines or materials are directed to:

**Rick Martin**

[rmartin@fish-news.com](mailto:rmartin@fish-news.com)

**(800) 989-5253**

**Brian D. Robbins**

[brobbs@fish-news.com](mailto:brobbs@fish-news.com)

**(207) 624-2764**

# ADVERTISING SPACE AGREEMENT

# 2017

**ADVERTISER**

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

CONTACT \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

**ADVERTISING AGENCY**

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

CONTACT \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

The advertiser above orders the following advertising space in *Fish Farming News*.

ISSUE	1	2	3	4	5	6	BONUS
20 _____							
20 _____							

Frequency rate at which advertiser or agency is to be billed (check one):

☐ 1X☐ 7X

Rate breakdown, conditions & comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

This contract is subject to the prices, terms, and conditions of Rates dated \_\_\_\_\_

\_\_\_\_\_  
(Signature for advertiser or agency)

\_\_\_\_\_  
Date

# DIGITAL ADVERTISEMENT GUIDELINES

## **We prefer to receive all files in .pdf**

**Please provide “For-Print” .pdf files.** (.eps files should be distilled using a “For Print” format)

Files should be generated as 4-color, 2-Color (spot colors should be spec'd using Cyan or Magenta as the second color) or One-Color (Black) based on your contract agreement.

Files generated with 5 or 3 colors will produce errors at the press with unexpected results. Please resolve these additional color issues before sending to the production department.

## **Optional Formats**

### **.TIFF - .JPG - .PNG - .GIF**

We do **NOT** recommend using this option.

Files received in these formats will be accepted but are not editable and produce less reliable files than .pdf.

Minimum resolution of 300dpi is required.

## **File Delivery**

- Send by **e-mail** (ID ad in subject line) -  
Send to: [production@fish-news.com](mailto:production@fish-news.com)
- Please e-mail the above address for .ftp instructions for ads larger than 15MB.
- Internet files sharing services are welcome but please make sure the link(s) are available for at least 14 days.
- A follow up email will be sent to you from our production department when your file has been received or downloaded.  
If you do NOT receive a reply in 7 days please contact our offices directly as your files may have been overlooked due to a SPAM filter.
- Sending **discs** - (CD-R only please)  
TO: Commercial Fisheries News  
Attn: Production Department  
PO Box 600  
Deer Isle, ME 04627

## **DISPLAY AD SIZES**

	<b>Vertical</b>	<b>Horizontal</b>
Full Page	9-3/4w x 12h	N/A
Standard Page	7-1/4 x 9	N/A
1/2 Page	4-3/4 x 12	9-3/4w x 5-7/8h
1/3 Page	3-1/8 x 12	9-3/4 x 3-7/8
1/4 Page	4-3/4 x 5-7/8	7-1/4 x 4-3/8
1/6 Page	N/A	4-3/4 x 3-3/4
1/8 Page	N/A	4-3/4 x 2-1/2

## **SPECIFICATIONS:**

Web offset on newsprint.

Tabloid format – 10 3/4" x 13 1/4". 4 columns per page, classifieds are 5 columns per page.

## **WEBSITE ADS**

All website ads should be delivered to us in .jpg - .gif - or .png file format and will be displayed 300px X 300-600px on our website.

Please call Keith at 1-800-989-5253 with any questions about how to set up your ad.