

Fish Farming News

A man with glasses and a goatee, wearing a blue shirt, and a woman with long, curly brown hair, wearing a black shirt and camouflage pants, are smiling while holding a large, silvery fish in a boat. The background shows a body of water and trees under a clear blue sky.

Media Kit 2012

Editorial Calendar

Readership Information

Advertising Rates

Advertising Space Agreement

Technical Requirements

Key Contacts



Advertising Sales & Client Service

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publisher

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Brian D. Robbins

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International Sales

John Gold

JohnGoldspace@aol.com

Nat'l: 020-8641-7717

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ISSUE	THEME OR HIGHLIGHT	SHOWS
Issue 1 Ad Closing 1/9	SHOW ISSUE: Aquaculture America 2012 Conference & Show, Las Vegas, NV	<ul style="list-style-type: none">• Aquaculture America '12, Las Vegas, NV• Maine Fishermen's Forum & Trade Show, Rockport, ME• Wisconsin Aquaculture Conference, Wisconsin Rapids, WI
Issue 2 Ad Closing 3/5	SPECIAL REPORT: Complete coverage of Aquaculture America '12	
Issue 3 Ad Closing 4/9	SPECIAL REPORT: Hatcheries and stock enhancement	
Issue 4 Ad Closing 6/11	SHOW ISSUE: AQUA 2012 (WAS & EAS), Prague, Czech Republic International Conference on Recirculating Aquaculture, Roanoke, VA	<ul style="list-style-type: none">• AQUA 2012 (WAS & EAS), Prague, Czech Republic• International Conference on Recirculating Aquaculture, Roanoke, VA
Issue 5 Ad Closing 8/13	SPECIAL REPORT: Selling to niche markets and brand identity	<ul style="list-style-type: none">• Oceans 12, Hampton Roads, VA
Issue 6 Ad Closing 10/15	SHOW ISSUE: Spring regional shows in Texas, North Carolina, and more	<ul style="list-style-type: none">• TAA Annual Meeting & Show, Bay City• NC Aquaculture Development Conference• East Coast Commercial Fishermen's & Aquaculture Expo
Bonus Issue Ad Closing 11/12	Fish Farmers Phone Book/Directory The comprehensive industry desktop reference	

REGULARLY FEATURED:

Producer Site Visits; Fish Health Notes by Dr. Rod Getchell; From the Field with Bob Robinson; Aquaculture Perspectives by Bill Mancini; Faces, Places, & Gear by Greg Faulkner; Fish Farming Family Businesses; News from Around the Industry; and much more.



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.

GEOGRAPHICAL DISTRIBUTION OF QUALIFIED CIRCULATION

STATE & ZIP CODE	TOTAL QUALIFIED	STATE & ZIP CODE	TOTAL QUALIFIED	STATE & ZIP CODE	TOTAL QUALIFIED
039-049 ME 030-038 NH 050-059 VT 010-027 MA 028-029 CT/RI		197-199 DE 206-219 MD 200-205 DC 220-246 VA 247-268 WV 270-289 NC		590-599 MT 832-838 ID 820-831 WY 800-816 CO 870-884 NM 850-865 AZ 840-847 UT 890-898 NV	
New England	694	290-299 SC 300-319 GA 320-339 FL		Mountain	162
100-149 NY 070-089 NJ 150-196 PA		South Atlantic	1431	995-999 AK 980-994 WA 970-979 OR 900-961 CA 967-968 HI	
Middle Atlantic	492	400-427 KY 370-385 TN 350-369 AL 386-397 MS		Pacific	1383
430-458 OH 460-479 IN 600-629 IL 480-499 MI 530-549 WI		East So. Central	337	Canada	37
East No. Central	357	716-729 AR 700-714 LA 730-749 OK 750-799 TX		Foreign	13
550-567 MN 500-528 IA 630-658 MO 580-588 ND 570-577 SD 680-693 NE 660-679 KS		West So. Central	894	TOTAL	6,007
West No. Central	207				



Fish Farming News

Advertising Rates 2012

Rate Card 28

B&W RATES

UNIT	7x	Occasional advertiser
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

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: Display ads with border, \$35/column inch.

Frequency discounts apply.

CONTACT INFO:

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

Fraun Cragg Martin,
<fmartin@fish-news.com>
(800) 989-5253;

Brian D. Robbins,
<brobbs@fish-news.com>
(207) 624-2764;
or your FFN sales
representative.

DISPLAY AD SIZES

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

SPECIFICATIONS:

Web offset on newsprint, saddle-stitched and trimmed.
Tabloid format, 10-3/4 x 13-1/4; 4 columns per page.

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, on page 7 of this document.



Fish Farming News



Advertising Space Agreement

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 Classified Display (non-commissionable)
 B&W 2/color 4/color Special Position

Rate breakdown, conditions & comments: _____

This contract is subject to the prices, terms, and conditions of Rate Card No. _____ dated _____

(Signature for advertiser or agency)

Date

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
- 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

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

DISPLAY AD SIZES

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

