

# Aquaculture

## North America

Fish Farming in the United States, Canada & Mexico

**The voice of North  
America's aquaculture  
industry for over 35 years**



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PHOTO COURTESY OF BADINOTTI CANADA. PHOTOGRAPHER: SKYLER BARNES



# 6

issues per year

# 50+

states, provinces, territories

# 13,000

web page views/month

Over

# 40

advertisers in every issue

# 93%

open rate of Digital Edition

Over

# 15,000

Print Readers per issue

# 6,785

unique web visitors/month

# 3,100

Weekly E-Newsletter subscribers with average

# 52%

open rate



## A NORTH AMERICAN AUDIENCE

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

## OUR READERS

- Salmon farmers
- Trout farmers
- Catfish farmers
- Marine species farmers
- Shellfish farmers
- Bass, sturgeon, paddlefish, bait farmers
- Tilapia farmers & commercial aquaponics
- State & federal fish hatcheries
- Scientists, researchers & students
- Fish Vets
- Govt reps and policymakers
- Aquaculture associations



## REGULAR CONTENT

Our editorial team follows the trends, the issues, the people and events that have set the pace for this, the fastest agri-business sector on the continent. Our coverage is relevant to all finfish and shellfish species grown in North America plus special reports from other regions around the world.

- Fish Farm profiles
- New products and technology
- New species
- Fish health
- Feeds and feeding
- Cage Culture and developments in RAS
- Offshore fish farming
- Policy and regulations
- Research



ISSUE	EDITORIAL THEME	SPONSORED CONTENT OPPS	PLANNED BONUS SHOW DISTRIBUTION	AD COPY DEADLINES
<b>ANA 2021 WALL CALENDAR</b>			• Delivery with ANA Jan/Feb 2021 issue to all subscribers	<b>Oct25, 2020</b>
<b>JAN/FEB 2021</b>	<b>2021 PRODUCTS ISSUE</b> Show Preview: Aquaculture America 2021	Supplier Technologies & Product Showcases	• Aquaculture America 2021, San Antonio, TX • Ohio Aquaculture Association Conference, OH • Indiana Aquaculture Assoc Conference, IN	<b>Nov 27, 2020</b>
<b>MAR/APR 2021</b>	<b>SHELLFISH SPOTLIGHT ISSUE</b> +RAS Report	Shellfish culture technologies	• NSA 113th Annual Meeting, Charlotte, NC • 2020 NC Aquaculture Develop Conf, Goldsboro, NC • AANS Sea Farmers Conference, Halifax, NS • Seafood Expo North America, Boston, MA • Aquaculture Europe, Cork, Ireland	<b>Jan22, 2021</b>
<b>MAY/JUN 2021</b>	<b>TRAINING, EDUCATION &amp; CAREERS ISSUE</b> +Aquaculture Research	• Educational program summaries & Online Learning • Lab Instrumentation Showcase	• Aquaculture UK 2021, Scotland	<b>Mar 26, 2021</b>
<b>JUL/AUG 2021</b>	<b>CAGE CULTURE</b> +Canada Showcase	• Cage & net pen technologies • Canada on Show at AQUA NOR	• Aqua Nor 2021, Norway	<b>May 28, 2021</b>
<b>SEP/OCT 2021</b>	<b>IT'S ALL IN THE FEED</b> Show Preview: WAS North America & Aquaculture Canada 2021	• Feed Additive Showcase • Newfoundland spotlight	• US Trout Farmers Fall Conference • Aquaponics Association Conference • WAS North America & Aquaculture Canada 2021, St John's, NL • Pacific Shellfish Growers Association AGM	<b>July 30, 2021</b>
<b>NOV/DEC 2021</b>	<b>FARMED SALMON: YEAR IN REVIEW</b> +RAS Report +Wellboat Update Preview: BCSFA	• Salmon farming products and technology • Vessel technology	• RASTECH 2021, Hilton Head, SC • North West Fish Culture Concepts, Boise, ID	<b>Oct 1, 2021</b>
<b>ANA 2022 WALL CALENDAR</b>			• Delivery with ANA Jan/Feb 2022 issue to all subscribers	<b>Oct 1, 2021</b>



Book 6 ads  
and get  
**20%**  
off your  
annual Wall  
Calendar  
ad!

# 2021 PRINT ADVERTISING

Ad Size	1x	3x	BEST DEAL
			6x
FULL PAGE	\$2,600	\$2,390	<b>\$2,160</b>
2/3 PAGE	\$2,130	\$1,995	<b>\$1,865</b>
1/2 PAGE	\$1,830	\$1,720	<b>\$1,590</b>
1/3 PAGE	\$1,490	\$1,390	<b>\$1,295</b>
1/4 PAGE	\$1,000	\$935	<b>\$850</b>
1/6 PAGE	\$500	\$460	<b>\$420</b>
SPECIAL POSITIONING			
TWO PAGE SPREAD (CENTRE PAGES)	\$4,995	\$4,650	<b>\$4,200</b>
OUTSIDE BACK COVER	\$2,935	\$2,740	<b>\$2,470</b>
INSIDE FRONT COVER	\$2,690	\$2,530	<b>\$2,360</b>
INSIDE BACK COVER	\$2,500	\$2,390	<b>\$2,280</b>



## Advertising Manager

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+1-250-474-3982

## Account Manager/Ad Traffic Manager

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## ELECTRONIC FILE SPECIFICATIONS

**Media:** Electronic

**Applications:** Macintosh

**Platform:** High resolution PDFs

**Photos:** 300 dpi, CMYK

## SENDING FILES ELECTRONICALLY

**Production e-mail:**

mdick@annexbusinessmedia.com

**Annex electronic file transfer:**

annexprod.loadingdock.ca

\*All sizing is Width x Depth



## Full Page

**TRIM:** 9" X 12" (22.86 cm X 30.48 cm)

**BLEED:** 9.25" X 12.25" (23.5 cm X 31.2 cm)

**LIVE AREA:** 8" X 11" (20.5 cm X 28 cm)



## Double Page Spread

**BLEED:** 18.25" X 12.25" (46.35 cm x 31.2 cm)

**TRIM:** 18" X 12" (45.72 cm x 30.48 cm)

**LIVE AREA:** 17" X 11" (43.2 cm X 28 cm)



## 1/2 Island

5.875" X 7.875" (15 cm X 20 cm)



## 1/2 Vertical

3.875" X 11" (9.8 cm X 28 cm)



## 1/2 Horizontal

8" X 5.375" (20.5 cm X 13.6 cm)



## 1/3 Vertical

3" X 7.3125" (7.6 cm X 18.5 cm)



## 1/3 Horizontal

8" X 3.5" (20.5 cm X 9 cm)



## 1/4 Island

5.25 X 3.875 (13.4 cm X 9.8 cm)



## 1/4 Vertical

3.875" X 5.375" (9.8 cm X 13.6 cm)



## 1/4 Horizontal

8" X 2.625" (20.5 cm X 6.7 cm)



## 1/6 Vertical

2.625" X 5.375" (6.5 cm X 13.6 cm)



## 1/6 Horizontal

5.375" X 2.625" (13.6 cm X 6.5 cm)

# 2021 ANNUAL WALL CALENDAR

- Used to plan fish farm meetings, events and staff birthdays
- Get your product seen 365 days/year at fish farms
- Distributed annually with ANA Jan/Feb issue
- Poster sized with vibrant colours, 26 ad spaces only

**LIMITED NUMBER OF SPACES SO RESERVE EARLY!**

**Regular Ad Space**  
73mm x 73mm  
\$770

**Corner Ad Space**  
73mm x 73mm  
\$925

**Stand out  
with a  
double  
ad!**

**Double Ad Space**  
157mm x 73mm Horizontal  
73mm x 157mm Vertical  
\$1,540

**AD COPY DEADLINE: OCTOBER 28**



Book 6 ads  
and get  
**20%**  
off your  
annual Wall  
Calendar  
ad!

## WEEKLY E-NEWSLETTER LEADERBOARD OR BIG BOX AD

1 month (4 deliveries)	\$1250
3-month pack (12 deliveries)	\$3100
6-month pack (24 deliveries)	\$4950
12-month pack (52 deliveries)	\$9180
Single e-news ad delivery	\$670

*\*lead generation report provided*

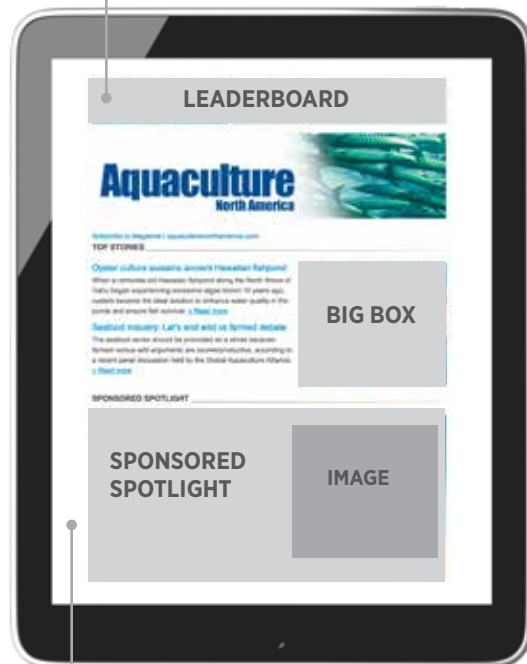
## WALLPAPER

1 month	\$1500
3-month pack	\$3600
6-month pack	\$5900
12-month pack	\$9540

*\*includes mobile ad for smart phones*

## LEADERBOARD, BIG BOX OR VIDEO BIG BOX

1 month	\$775
3-month pack	\$1850
6-month pack	\$3100
12-month pack	\$4950



## SPONSORED SPOTLIGHT

1 month (4 deliveries)	\$1800
3-month pack (12 deliveries)	\$4500
6-month pack (24 deliveries)	\$7200
12-month pack (52 deliveries)	\$11,940
Single e-news ad delivery	\$995

*\*lead generation report provided*

## BILLBOARD (IN-LINE)

1 month	\$900
3-month pack	\$2150
6-month pack	\$3695
12-month pack	\$5995

*\*includes mobile ad for smart phones*

## DIGITAL AD SPECS

E-Blasts	558 X 375
Leaderboard	728 X 90 px
Big Box/Video Big Box	300 X 250 px
Sponsored Spotlight	75-100 words and image 300 X 250 px
Mobile / Billboard	300x250 / 970 x 250



## E-BLASTS/VIDEO BLASTS

1 Blast	\$1545
2 Blasts	\$2500
4 Blasts	\$3995

*\*Lead generation report included*

## UPCOMING WEBINAR TOPICS:

**JANUARY**  
**The future of  
Feed Additives**  
Booking Deadline:  
**November 13, 2021**

**MAY**  
**Salmon cage  
management**  
Booking Deadline:  
**March 12, 2021**

**AUGUST**  
**Oyster  
management**  
Booking Deadline:  
**June 10, 2021**

**OCTOBER**  
**Tips for Trout**  
Booking Deadline:  
**August 13, 2021**



## SPONSORSHIP PACKAGE:

### 1. MARKETING

- Pre-webinar promo E-Blasts
- Post webinar E-Blast
- Weekly E-Newsletters
- Magazine website
- Social media

### 2. LEAD GENERATION REPORT

- List of attendees who opt in to receive info from sponsor (excludes email addresses)

### 3. YOUR OPPORTUNITY TO PRESENT

- Have your own industry expert engage attendees with an educational slide show presentation.

### PRICE

Sponsorship package per webinar  
**\$4,995**

**POSITION YOUR  
COMPANY AS A  
THOUGHT LEADER BY  
SPONSORING ONE OF  
OUR 2021 WEBINARS  
AND HAVE YOUR  
INDUSTRY EXPERT  
PRESENT TO ATTENDEES!  
SPONSORSHIP IS  
EXCLUSIVE.**

## GOT AN IDEA FOR ANOTHER WEBINAR?

If you would like to partner with Aquaculture North America on an alternative topic not listed in this 2021 webinar series, please contact **Jeremy Thain** at [jthain@annexbusinessmedia.com](mailto:jthain@annexbusinessmedia.com)



# MORE WAYS TO STAND OUT IN 2021

## SPONSORED CONTENT PACKAGES



## PODCAST SPONSORSHIPS



## SPONSORSHIP OF UNIQUE PROGRAMS



## VIDEO PROMO PACKAGES



## EVENT SPONSORSHIPS



## FLYER INSERTS



**CONTACT US FOR MORE INFORMATION  
ON ANY OF THESE OPPORTUNITIES**

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**Aquaculture**  
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[www.aquaculturenorthamerica.com](http://www.aquaculturenorthamerica.com)

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**RASTECH**

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EST.  
1985

EST.  
1999

EST.  
2018

Servicing the  
aquaculture  
industry  
for over

**35**  
years



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