

NATIONAL FISHERIES INSTITUTE MEDIA GUIDE



**Reach 65% of the top seafood
companies in the nation!**

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**NATIONAL
FISHERIES
INSTITUTE**

NAYLOR

ASSOCIATION SOLUTIONS



THE NFI ADVANTAGE

\$93.2B

The U.S. consumers spend an estimated USD 93.2 billion annually on fishery products.

\$14.5 B

The U.S. fish and seafood wholesaling industry spends more than \$14.5 billion on purchases annually.

65%

Out of all the seafood companies in the United States, 65% are NFI members.



Membership Directory & Buyers' Guide
IN PRINT AND ONLINE



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WHO WE ARE

Our members are the fish and seafood market that cover all aspects of the industry, from operating vessels to packaging and import/export including:

- Gorton's, Inc.
- Trident Seafoods Corporation
- Chicken of the Sea
- Bumble Bee Foods, LLC
- Sysco Corporation
- StarKist
- And more!

**DON'T MISS YOUR
CHANCE TO BE
FEATURED IN FRONT
OF 65% OF THE
SEAFOOD INDUSTRY!
CONTACT YOUR
NAYLOR ACCOUNT
EXECUTIVE TODAY!**

MEMBERSHIP DIRECTORY & BUYERS' GUIDE

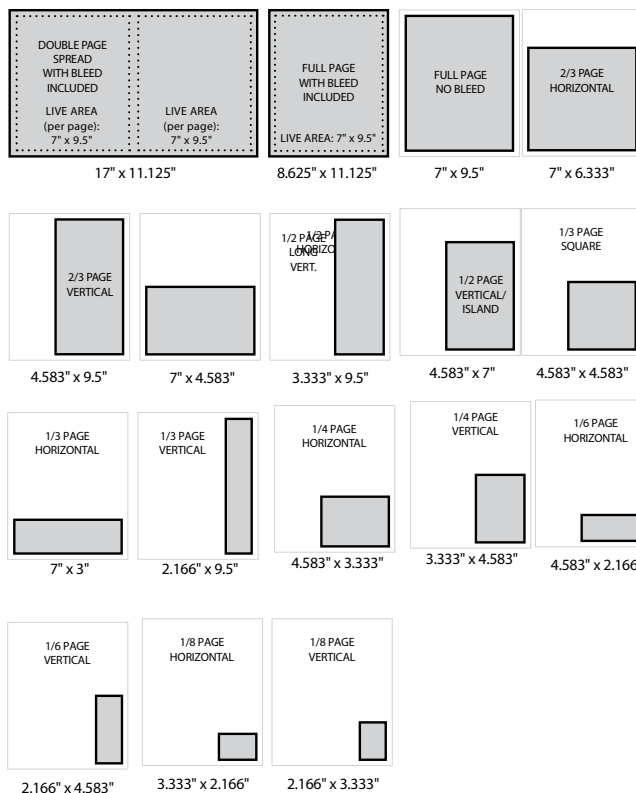
Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Positions	Full-Color Rates	Black-and-White Rates
Double Page Spread	\$3719.50	N/A
Outside Back Cover	\$3449.50	N/A
Inside Front or Inside Back Cover	\$3189.50	N/A
Full Page	\$2769.50	\$1829.50
2/3 Page	\$2519.50	\$1589.50
1/2 Page	\$2089.50	\$1149.50
1/3 Page	\$1209.50	\$889.50
1/4 Page	\$969.50	\$689.50
1/6 Page	\$669.50	\$509.50
1/8 Page	\$599.50	\$419.50



Directory Trim Size: 8.375" x 10.875"

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7' x 9.5"

Online Specifications: For the latest online specs, please visit: naylor.com/online-specs

Artwork Requirements

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Ad Material Upload

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Production Services, Proofs and Revisions

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Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flysheets: 8.5" x 11"

Digital Edition

For the latest online specs, please visit:

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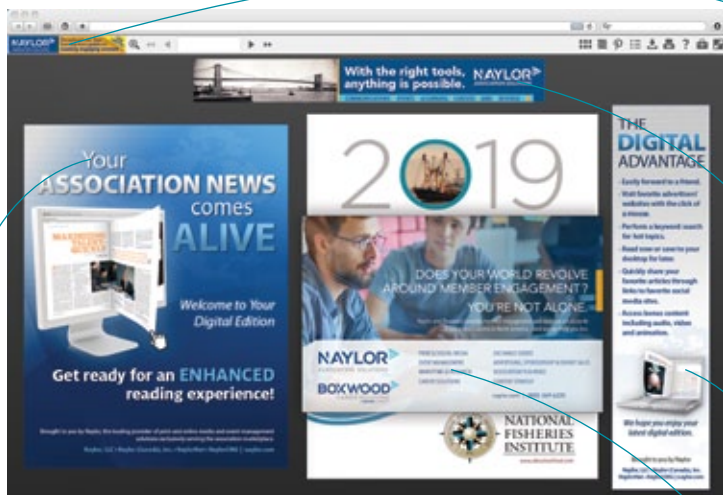
MEMBERSHIP DIRECTORY & BUYERS' GUIDE

DIGITAL EDITION

In addition to print, the *Membership Directory & Buyers' Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website. **Each issue is emailed to readers as well as posted on NFI's website. An archive of issues is available, securing your ad a lasting online presence.**

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
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Large Toolbar | \$540.00

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Leaderboard | \$1,030.00

Your company name is displayed on top of every page of the digital edition giving your message consistent and lasting exposure.

Skyscraper | \$1,190.00

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

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The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Sponsorship MAX | \$1,090.00

Your message will be prominently displayed directly across from the cover of the magazine.

NAYLOR

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For the latest online specs, please visit: www.naylor.com/online Specs

MEMBERSHIP DIRECTORY & BUYERS' GUIDE

PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the National Fisheries Institute and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of NFI.

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- BluGlacier
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- Certified Laboratories, Inc.
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- SGS North America, Inc.
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- Tampa Maid Foods, Inc.
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- Twin Tails Seafood Corporation
- U.S. Department of Commerce
- UniSea, Inc.
- Vitsab USA
- Western Pacific Fishery Mgmt. Council

