FOR MORE INFORMATION, PLEASE CONTACT:

Tiffany Rapp
Project Leader
(352) 333-6044
trapp@naylor.com

www.aboutseafood.com
The NFI Advantage

400+ Member Companies
NFI represents more than 400 companies in the fish and seafood industry including national and multinational corporations.

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

Top seafood companies
65% of the top seafood companies in the United States are NFI member companies.

Source: IBISWorld Industry Report 42446

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 get in front of the growing fish and seafood industry! Contact your Naylor representative today!
Membership Directory & Buyers’ Guide

Net Advertising Rates
All rates include an Ad Link in the digital edition of the directory.

<table>
<thead>
<tr>
<th>Positions</th>
<th>Full-Color Rates</th>
<th>Black-and-White Rates</th>
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</thead>
<tbody>
<tr>
<td>Double Page Spread Bleed</td>
<td>$3,509.50</td>
<td>N/A</td>
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<tr>
<td>Outside Back Cover</td>
<td>$3,449.50</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
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<tr>
<td>2/3 Page</td>
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<tr>
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</tr>
<tr>
<td>1/3 Page</td>
<td>$1,149.50</td>
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<td>1/4 Page</td>
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<td>$649.50</td>
</tr>
<tr>
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<tr>
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Black-and-White Rates

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Print Advertising Specifications

Artwork Requirements
All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIF, and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload
Go to the Naylor website at www.naylor.com and under the Client Support section click “Ad Upload.” Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company’s contact information along with these three pieces of information, browse for your file and click “Submit.” Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions
Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

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 more information, visit: www.naylor.com/clientsupport-onlineGuidelines.asp

Advertisers indemnify Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Rates as of 09/2016
In addition to print, the Membership Directory & Buyers’ Guide is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser’s websites. 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 directory
• Navigate and magnify pages with one click
• Share on news and social networking sites
• Read online or download and print for later
• View instantly from most smartphones and tablets
• View archives and find a list of sections for one-click access

Ad Positions

Digital Sponsorship Max | $1,029.50
Your message will be prominently displayed directly across from the cover of the directory. Animation and video capabilities are available.

Ad Link | Included in display ad rates
Ad Links increase traffic from your ad in the digital edition to your company’s website or a corporate email address.

Digital Toolbar | $509.50
Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper | $1,129.50
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital BellyBand | $699.50
Ensure your message is the first readers see by wrapping it around the Membership Directory & Buyers’ Guide with a digital belly band. This is an exclusive advertising opportunity, as only one belly band is sold per issue.

Online Specifications
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**Membership Directory & Buyers’ Guide**

**Index of Advertisers Categories**

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only $20 each. *If your product or service is not listed below, a new category can be created for you.*

- Abalone
- Absorbent Pads
- Advertising Agencies
- Airlines
- Alaskan Seafood
- Aquaculture Farms
- Aquaculture Service Providers
- Bacterial Control
- Bank/Financial Services
- Boat Anchors
- Broadline Distributors
- Brokers
- Cleaning & Sanitization
- Cold Storage Warehouses
- Commercial Fishing
- Computer Services
- Consulting Services
- Container & Containerized Shipping
- Controllers
- Crabmeat
- Credit Services
- Custom Brokers
- Custom House/Freight Forwarders
- Distribution
- Distributors
- Internet Services
- Employment Services
- Exporters
- Financial Services
- Fish Management Council
- Food Chemicals
- Food Ingredients
- Food Safety & Environmental Certification
- Food Safety - Public Health
- Food Safety - Test Kits
- Freight Consolidation
- Freezer Apparel
- Generators
- Government Agency
- Grocers
- HACCP Monitoring
- Herring
- Importers
- Importers/Brokers
- Importers/Wholesalers
- Importing & Exporting
- Ingredients, Coatings & Flavorings
- Inspection & Controls
- Insulated Containers & Refrigerant Packs
- Insurance
- International Transportation
- Inventory Control
- Laboratory Services
- Law Firms/Legal Services
- Live Tanks
- Lobster
- Logistics Management
- Management & Marketing Consultants
- Manufacturer of Insulation Systems
- Natural Resource Consultants
- National Buying Group
- Netting
- Oysters
- Packaging
- Packaging/Strapping
- Packaging/Supplies
- Processors
- Processors, Importing & Exporting
- Processing Equipment
- Publishers
- Quality Assurance - Inspection Bone
- Refrigeration Supplies
- Refrigeration Transportation
- Research Corporations
- Restaurant/Food Service Operator
- Retail Operator
- Salt Suppliers
- Scales
- Seafood
- Seafood Shows
- Shrimp Importers
- Shrimp Processors
- Slicers
- Smoke Houses
- Software
- Steamship Agents
- Steamship Brokers
- Steamship Lines
- Technological Consultants
- Tilapia
- Trade Associations/Management
- Trade Show Management
- Trading Companies
- Transport Refrigeration
- Transportation Management
- Truck Brokerage
- Trucking Companies
- Vacuum Packaging
- Vessel Operators
- Wholesale Distributors & Processors
- Wholesalers
- Other:

One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.

<table>
<thead>
<tr>
<th>Additional Categories X $20 = $</th>
</tr>
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<tr>
<td>Initial:</td>
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NAYLOR ASSOCIATION SOLUTIONS
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.

A & B Chemical Company, Inc.
ABC Research Corporation
Alaska Fisheries Development Foundation
Alaska Seafood Marketing Institute
American Seafoods Group, LLC
America West Brokerage & Trading Co., Inc.
America West Foods
American Seafoods Group, LLC
Americold
Anova Food, LLC
Aqua Bounty Technologies, Inc.
Aqua-Pak Styro Containers
Arctic Fisheries
Atlantic Capes Fisheries, Inc.
Atlantic Seacove, Inc.
Atlantika, Inc.
Abaer North America Corporation
Baffin Fisheries
Bellingham Cold Storage
The Biro Manufacturing Company
Blue Horizon Organic Seafood Co.
Blue Star Food Products
Blumar USA, LLC
Bonner Kiernan Trebach & Crociata, C. P. Food Products, Inc.
Camco Seafood, LLC
Cannon Fish Company
Carrington Foods, Inc.
Central Seaway Company, Inc.
Certified Laboratories, Inc.
Cherrystone Aqua-Farms
Chicken Of The Sea International, LLC
Cityice Cold Storage, LLC
Clear Springs Foods, Inc.
Climax Manufacturing Company
Contessa Premium Foods
Crystal Cove Seafood Corp.
Diversified Communications
East Coast Seafood, Inc.
Eastern Fish Company
Endeavor Seafood, Inc.
Extrutech Plastics, Inc.
Eurofins Strasburger & Siegel, Inc.
The Fisheries Exchange
F. W. Bryce, Inc.
Farm Credit East
Farm Credit of Maine
Fish Jobs
Fisherman’s Dock Cooperative
FOA & Son Corporation
Freshwater Fish Marketing Corporation
Glacier Fish Co., LLC
Global Aquaculture Alliance
Gregor Jonsson, Inc.
Grobest Global Service, Inc.
Handy International
Harbor House Seafood, Inc.
Harbor Seafoods, Inc.
Harvest Select Catfish
Howe Corporation
Hyde Industrial Blade Solutions
Icelandic-USA
Inland Fresh Seafood Corp. America
Inland Seafood
International Associates Corp.
Ipswich Shellfish Co., Inc.
J & J Refrigeration Supply Co.
King & Prince Seafood
King Fish, Inc.
Lineage - City Ice Seattle
Lineage - Seafreeze Seattle
Los Angeles Cold Storage Company
LoveTheWild
LSQ Funding Group, LC
Lynden, Inc.
MAJA Food Technology, Inc.
Marel Seattle, Inc.
Marine Harvest
Maryland Seafood and Aquaculture
Masternet, Ltd.
Mazzetta Company, LLC
Michelson Laboratories, Inc.
Mirasco, Inc.
Mireys Seafood International
Motivatit Seafoods, Inc.
MTC Food Equipment, Inc.
Neptune Foods
Northwest Farm Credit Services
NSF Internation
Odyssey Enterprises, Inc.
Orca Bay Seafoods, Inc.
Ore-Cal Corp.
Pacific American Fish Company
Pacific Seafood Group
Phillips Foods, Inc.
Pier Fish Co.
PLTC, Inc.
Preferred Freezer Services
Pyramid Transport
QA Supplies, LLC
Quin-Sea Fisheries Ltd.
QVD Seafood
Rabobank
Regal Springs Tilapia
RGE USA Corporation
Rich Products Corporation
RICH-SEAPAK corporation
Safe Quality Seafood Associates, LLC
Scott Process Equipment and Controls, Inc.
Sea Port Products Corporation
Sea Watch International, Ltd.
Seafax Credit
Seafood Supply Co., Inc.
Seafreeze Cold Storage
Seatrade International Co., Inc.
SGS North America, Inc.
Sherill International, Inc.
Southstream Seafoods
Star Fisheries, Inc.
State Fish Co.
Tampa Maid Foods, Inc.
Tippmann Group/Interstate Warehousing
Trace Register, LLC
Trans-Global Products, Inc.
Trident Seafood Corporation
Tropical Aquaculture Products, Inc.
U.S. Department of Commerce
Vaitaire Enterprises
Vandergrift Forwarding
Western Pacific Fishery Mgmt. Council
Wild West Steelhead
William A Flegenheimer
Williams Clarke Company, Inc.

We appreciate your support and look forward to working with you again!