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

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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.

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.

<table>
<thead>
<tr>
<th>Positions</th>
<th>Full-Color Rates</th>
<th>Black-and-White Rates</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3719.50</td>
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<td>Outside Back Cover</td>
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<td>Inside Front or Inside Back Cover</td>
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Revisions and Proofs: $50
Position Guarantee: 15% Premium

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, TIFF 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/adupload

Production Services, 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.

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”

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/linespecs

Advertiser indemnifies 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 June 2019).
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
- Read the the issue online or download and print for later

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.

Belly Band | $740.00
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 ASSOCIATION SOLUTIONS

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.

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

- Alaska Seafood Marketing Institute
- Americold
- Aqua Bounty Technologies, Inc.
- Baader North America Corporation
- bioMerieux, Inc.
- Blue Star Food Products
- BluGlacier
- Cannon Fish Company
- Certified Laboratories, Inc.
- ClearWater Tech, LLC.
- Diversified Business Communications
- Eastern Fish Company
- Endeavor Seafood, Inc.
- Export Packers Company Ltd.
- Extrutech Plastics, Inc.
- F. W. Bryce, Inc.
- Farm Credit East
- Fisherman’s Dock Cooperative
- Flegenheimer International, Inc.
- FOA & Son Corporation
- Freshwater Fish Marketing Corporation
- Glacier Fish Co., LLC
- Global Aquaculture Alliance
- Gregor Jonsson, Inc.
- Handy Seafood
- Harbor Seafoods, Inc.
- Hyde Industrial Blade Solutions
- Inland Fresh Seafood Corp. America
- Ipswich Shellfish Co., Inc.
- Jetro/Restaurant Depot
- King & Prince Seafood
- Los Angeles Cold Storage Company
- MAJA Food Technology, Inc.
- Masternet, Ltd.
- Mazzetta Company, LLC
- Michelson Laboratories, Inc.
- Moreys Seafood International
- MTC Food Equipment, Inc.
- Netuno USA, Inc.
- Northwest Farm Credit Services
- Ore-Cal Corp.
- Pacific American Fish Company
- Penn Cove Shellfish, LLC
- Phillips Foods, Inc.
- Pier Fish Co.
- Preferred Freezer Services
- Premiere Sourcing Partners, Ltd.
- Protein Ingredients, LLC
- PT. Toba Surimi Industries
- Pyramid Transport
- Quin-Sea Fisheries Ltd.
- Rabobank
- Rastelli Seafood LLC
- Regal Springs Tilapia
- RGE USA Corporation
- Rich Products Corporation
- Safe Quality Food Institute
- Sea Watch International, Ltd.
- Seafax Credit
- SGS North America, Inc.
- Supreme Crab & Seafood, Inc.
- Tampa Bay Fisheries, Inc.
- Tampa Maid Foods, Inc.
- The Biro Mfg. Company
- Tippmann Group/Interstate Warehousing
- Twin Tails Seafood Corporation
- U.S. Department of Commerce
- UniSea, Inc.
- Vitsab USA
- Western Pacific Fishery Mgmt. Council