



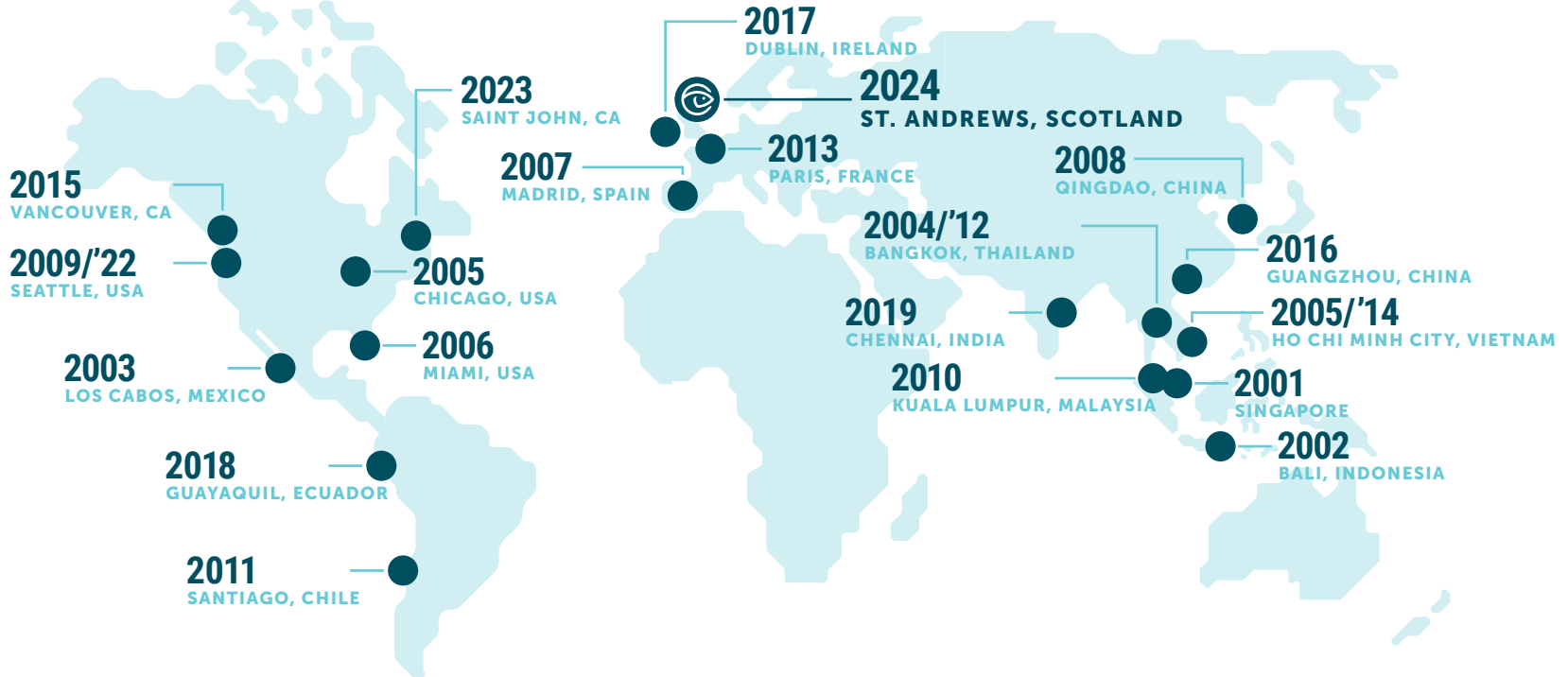
Sponsorship & Advertising

Media & Events Kit

2024

ENGAGEMENT

Event: Responsible Seafood Summit



Attendance

350-450

Attendee Profile

40% - Producer

30% - Supplier

15% - Buyer

5% - Government, Institutional

10% - Other (NGO, Academia, Finance)



Questions about sponsorship or advertising?

[Email Us](#)

ENGAGEMENT

Magazine: *Responsible Seafood Advocate*

4

Consecutive years with
1 million-plus Unique Page Views (UPVs)

2:30

Average session duration

100K

UPVs per month in 2023

7K

Weekly email newsletter recipients

62

Number of newsletters per year

22.5%

Average open rate for weekly email newsletter

Editor's Note

Monthly commentary and curated content for
newsletter subscribers only

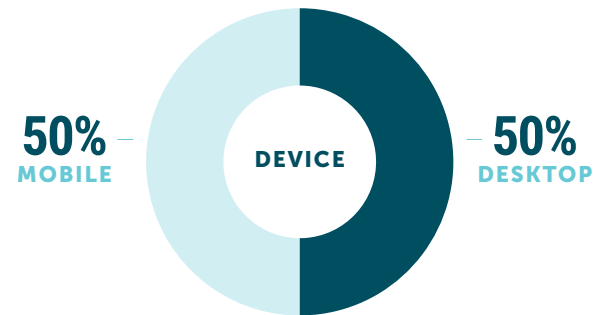
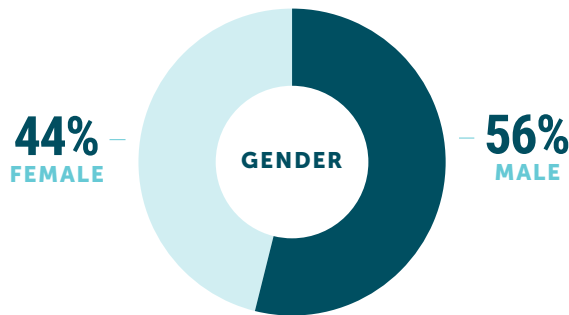
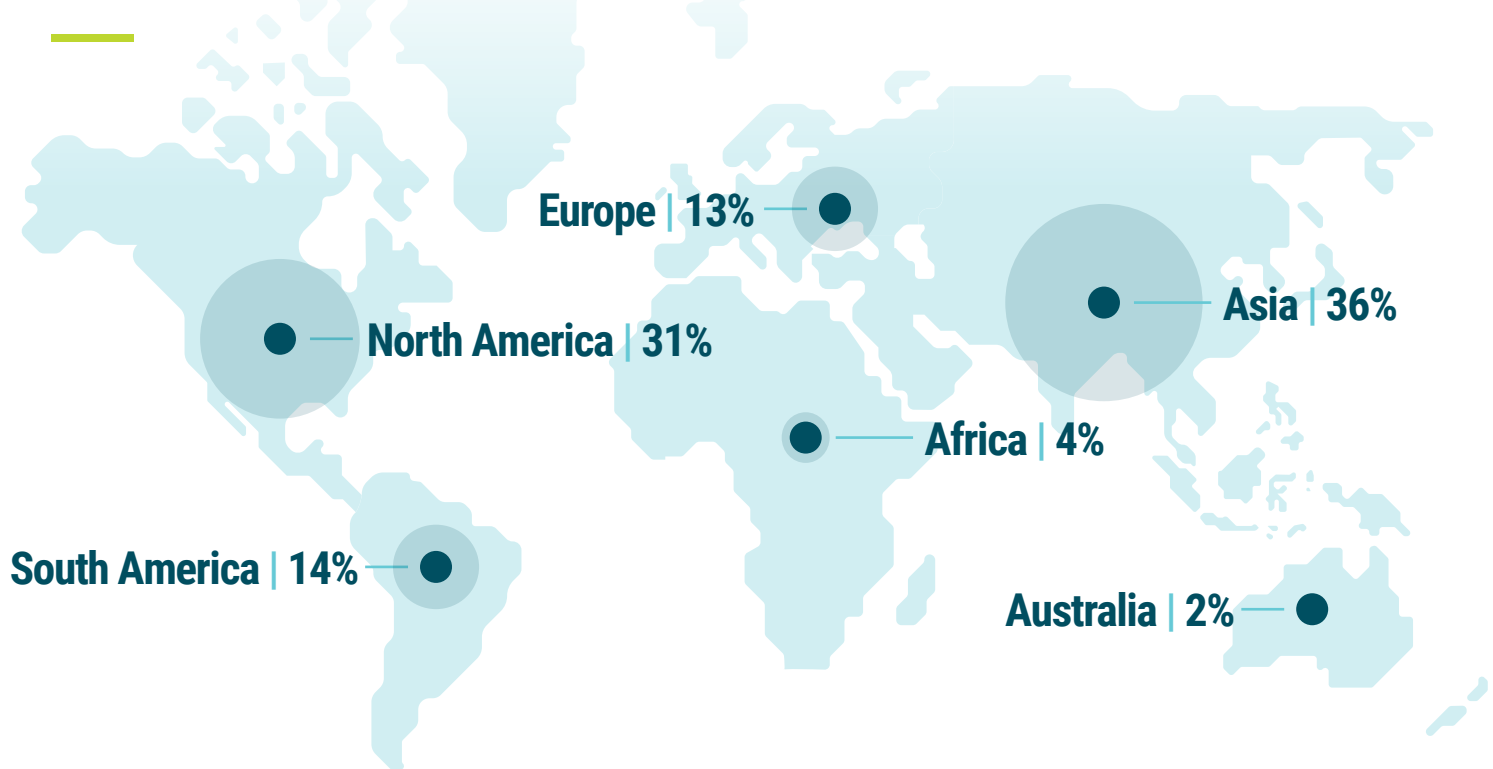
Articulos en Español

Spanish articles are a top traffic driver to the site

ENGAGEMENT

Advocate Demographics

Advocate Readership By Continent (As Measured By Pageviews)



Questions about sponsorship or advertising?

Email Us

ENGAGEMENT

Podcast: Aquademia

136K

Number of downloads all time

160

Number of countries represented by listeners

237

Number of episodes all time

174

Number of guests all time

11K

Number of minutes of content released all time

3K

Number of minutes of content released in 2023

Questions about
sponsorship or advertising?

Email Us

EVENT SPONSORSHIP

Summit Sponsorship



Benefits

Copper | \$5,000

- » Logo placement on event webpage
- » Logo placement in all event emails
- » Logo placement in event venue (on print and digital signage)
- » Sponsor a hole for golf tournament (flagstick, signage)
- » One complimentary registration

Bronze | \$10,000

- » Social media (5 posts across GSA's social media channels)
- » Literature and/or gift placement in delegate bags
- » Exhibit space in hallway of conference facility (signage to be provided by sponsor, table and chairs provided by event organizer)
- » Two complimentary registrations

Silver | \$20,000

- » Sponsor of a breakfast (for Day 1 or Day 2)
- » Sponsor of morning and afternoon breaks (for Day 1 or Day 2)
- » Sponsor of hotel key cards
- » Sponsor of charging stations
- » Sponsor of elevator and public bathrooms
- » Three complimentary registrations

Gold | \$30,000

- » Sponsorship of a lunch (for Day 1 or Day 2)
- » Sponsor of 12th annual Responsible Seafood Innovation Awards & Reception (Day 1)
- » Sponsor of delegate bag
- » Sponsor of lanyard
- » Sponsor of chair slipcovers for plenary tables
- » Sponsor of branded notepad and pens on all plenary tables
- » Sponsor of airport and field-trip transportation
- » Sponsor of web-based file sharing / polling and Q&A tool
- » Sponsor of delegate gift or care package (room drop at Fairmont and Old Course)
- » Sponsor of Zephyr Sports Bar for planned activity (simulated golf, trivia, etc.)
- » Sponsorship of Kittocks Den
- » Four complimentary registrations

Diamond | \$40,000

- » Sponsor of golf tournament, including lunch in clubhouse (Day 3)

Platinum | \$50,000

- » Sponsor of opening reception (Day 0)

Co-Host | \$200,000

Sponsorship of a gala-style reception

EVENT INFORMATION

St. Andrews

SCOTLAND



Fairmont St. Andrews, October 21-24, 2024

The Global Seafood Alliance has been encouraging collaboration and facilitating dialogue throughout the seafood community for 23 years. This is the world's only seafood event focused on bridging the differences and nurturing the commonalities between aquaculture and fisheries, with the goal of building a more unified front for seafood.

No two events are the same! The Responsible Seafood Summit has been held in 19 cities on four continents since 2001. Each event is unique, embracing the identity and culture of the host country while providing an entertaining, casual atmosphere for seafood professionals to learn and network through an education program, meals and receptions, and field trips to production facilities.

The 23rd edition of the Responsible Seafood Summit, co-hosted by Seafood Scotland, will be held at the Fairmont St. Andrews in historic St. Andrews on Scotland's east coast from Oct. 21 to 24, 2024.



Engagement >

Event Sponsorship >

Event Information >

Advertising >

Contact >

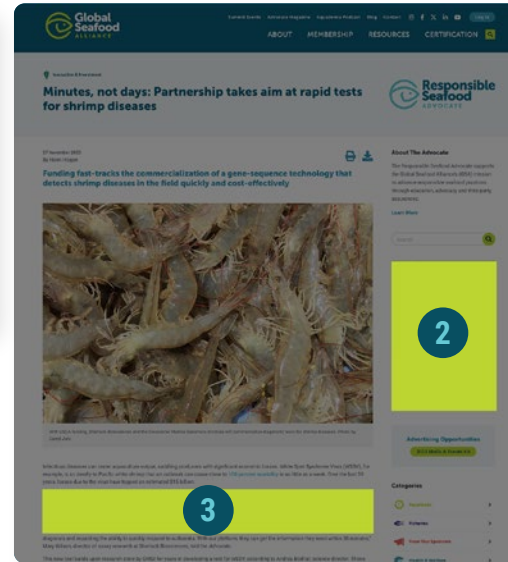
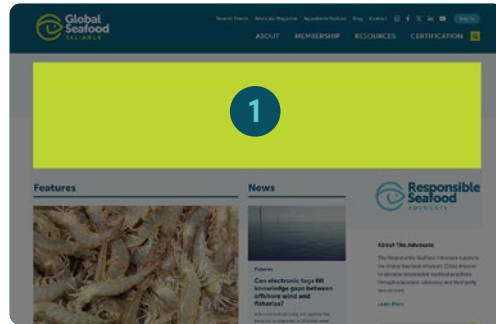
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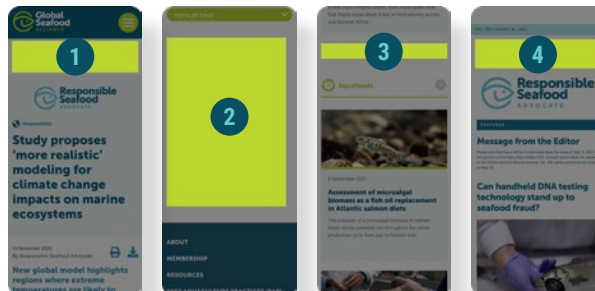
ADVERTISING

Advocate Advertising

Desktop Ad Placements



Mobile Ad Placements



Ad Specs & Rates

1	2	3	4
WEBSITE LEADERBOARD	WEBSITE SKYSCRAPER	WEBSITE BANNER	NEWSLETTER BANNER
1272 x 300 pixels .jpeg/.png/.gif	350 X 500 pixels .jpeg/.png/.gif	1050 X 125 pixels .jpeg/.png/.gif	600 X 150 pixels .jpeg/.png/.gif
\$50/CPM (per 1,000 impressions) (advertiser to provide artwork; Advocate can create artwork for a \$500 fee)			\$500/week (includes three banner ads across one newsletter)

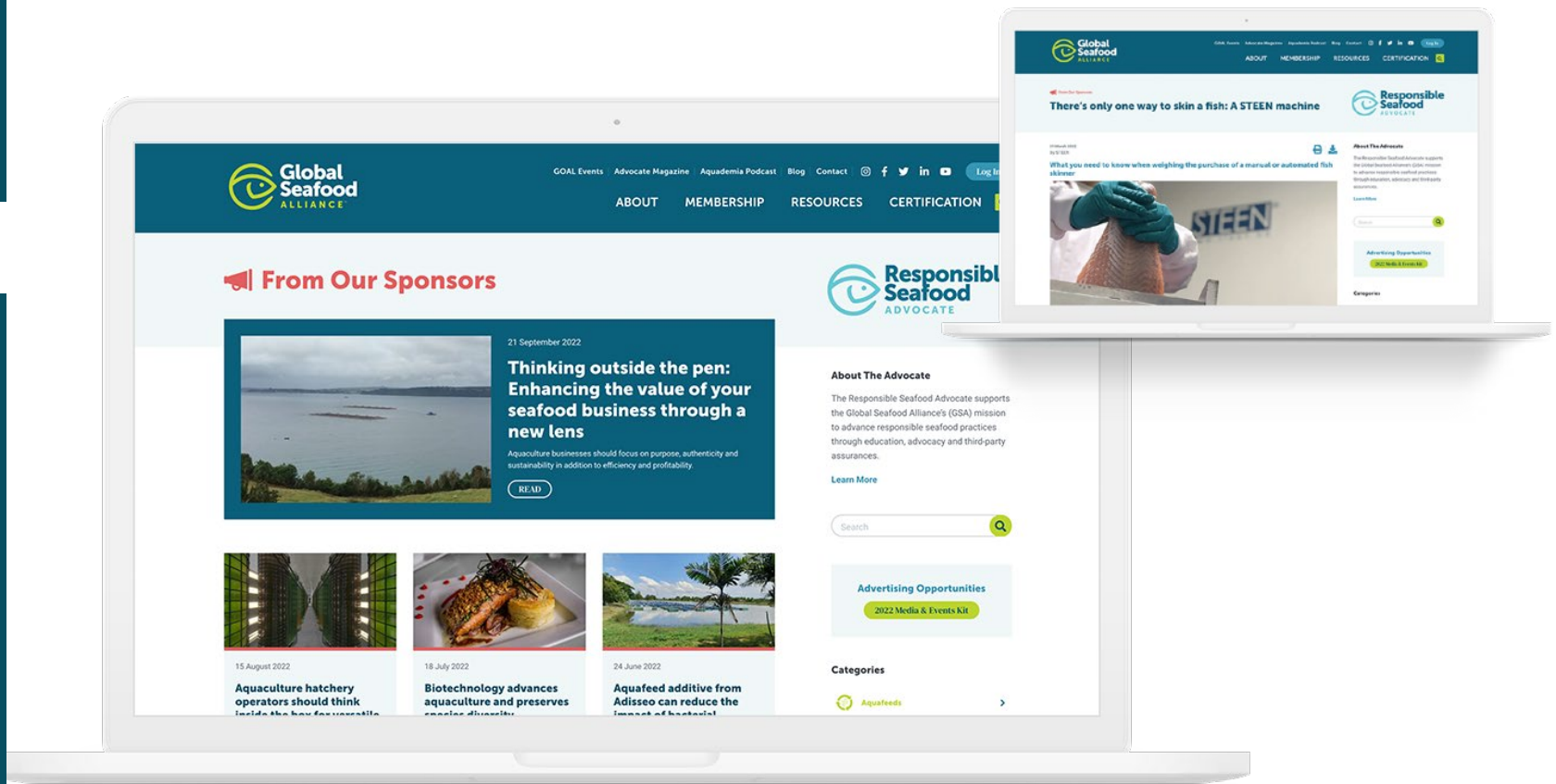
ADVERTISING

Advocate Advertising



Sponsored Content & Targeted Emails

Let us help you tell your story and engage your buyers through custom-content solutions.



ADVERTISING

Advocate Advertising

Tiers & Rates

01 | One-off Article \$1,250

Do you prefer to lead story development from start to finish? This tier is for you. You write the article in-house and our editorial team touches up the final product. This tier includes:

- Search engine optimization
- Backlinks
- Story appears on home page for minimum of 10 days
- One newsletter placement

02 | Targeted Emails \$1,500

Are you looking to reach our audience of 12,000 “engaged” weekly email newsletter recipients? Work with us to create a targeted email featuring your content. Limit to one per month.

03 | Custom-Content Campaign \$10,000

Are you looking for guided storytelling combined with robust content strategy? This tier is for you. You bring your ideas. We manage the production. This tier includes:

- Development of up to four articles in 12 months
- Two discovery sessions with our editorial team
- Editorial team takes lead on commissioning writers, conducting interviews with client, fact checking and story production
- Robust keyword research and integration
- Story appears on home page for minimum of 30 days
- One newsletter placement
- Desktop and mobile ad placements (100,000 impressions)
- Five social media posts
- Backlinks



ADVERTISING

Aquademia Advertising



Podcast Reads

Hosted by Global Seafood Alliance’s Justin Grant and Maddie Cassidy, Aquademia is your go-to podcast for a fresh take on all things seafood. Each monthly episode features interviews with professionals from all facets of the seafood world and is streamed by thousands of listeners all over the globe.

Podcast Content Categories

- Career Pathways
- Seafood Innovations
- Country Spotlight
- Species Spotlight
- Event Focus

[VISIT WEBSITE](#)

Rates & Specs

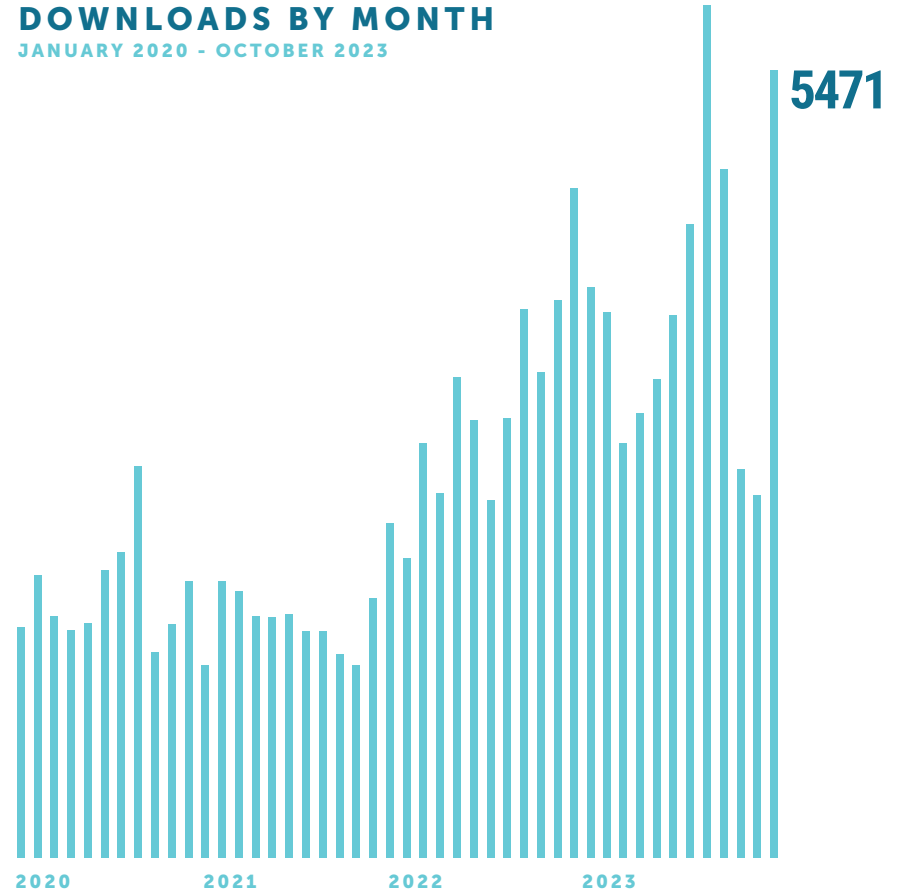
RATES

\$1,000 per episode

\$3,000 per four episodes

DOWNLOADS BY MONTH

JANUARY 2020 - OCTOBER 2023



SPECS

30-second read of sponsor’s message in the middle of the episode, plus a mention at the beginning and end of the episode

REACH & CONTACT

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