

# 2024 MEDIA PLANNER

rastechmagazine.com



Photo: Christian Pérez Mallea/Salmones Austral

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AUDIENCE

# WHO READS RASTECH?

THE SOURCE FOR RECIRCULATING AQUACULTURE SYSTEMS PROFESSIONALS

20,933  
PRINT  
READERSHIP

6,377  
ENEWS  
SUBSCRIBERS

10,311  
MONTHLY  
PAGEVIEWS

**RASTECH** is the dedicated global news source for owners and operators of Recirculating Aquaculture Systems (RAS).

Using a multi-media approach, the latest RAS industry content is delivered to industry readers via:

- 4 print & digital editions per year
- weekly e-newsletter
- news website
- monthly podcast “RAS TALK”
- annual in-person event, RASTECH
- social media channels
- webinars
- annual supplement, SOLUTIONS IN RAS
- and more.

Based on an average pass-on rate of 3.5 readers, every printed issue of RASTECH magazine reaches close to 21,000 industry professionals.

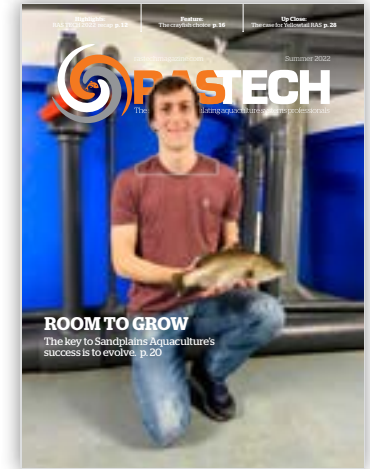


Photo: © denisismagilov / Adobe Stock

Reaching owners and operators of Recirculating Aquaculture Systems (RAS) worldwide

rastechmagazine.com

2024

# EDITORIAL LINEUP

Issue	Content Focus	Feature Item	Bonus Show Distribution	Ad Close Deadline	Ad Copy Deadline	Target Mail Date
Spring 2024	Sustainability & operations management	Smolts & post-smolts facilities	<ul style="list-style-type: none"> <li>Aquaculture America 2024, San Antonio, USA</li> </ul>	Dec 15, 2023	Dec 22, 2023	March
Solutions In RAS	Annual resource guide written in collaboration with our sponsors featuring cutting edge innovations and solutions in RAS.		<ul style="list-style-type: none"> <li>RASTECH 2024, Charlotte, NC, USA</li> <li>Aquaculture Canada 2024, Charlottetown, PEI, Canada</li> <li>Aquaculture UK 2024, Aviemore, UK</li> </ul>	Jan 26, 2024	Feb 9, 2024	May
Summer 2024	RASTECH 2024 Issue	New technologies & innovations	<ul style="list-style-type: none"> <li>RASTECH 2024, Charlotte, NC, USA</li> <li>Aquaponics Assoc Conference, USA</li> </ul>	Apr 5, 2024	Apr 12, 2024	June
Fall 2024	Fish health and welfare	Latest research on best practices and industry standards	<ul style="list-style-type: none"> <li>AQUA 2024, Copenhagen, Denmark</li> <li>LACQUA 2024, Medellin, Colombia</li> </ul>	June 21, 2024	June 28, 2024	September
Winter 2024	Business and supply chain management	RAS industry and market analysis	<ul style="list-style-type: none"> <li>Northwest Fish Culture Concepts, Pacific Northwest, USA</li> </ul>	Aug 30, 2024	Sept 6, 2024	November

Planned content and show distribution subject to change at Editor/Publisher's discretion.

RATES	1X	4X
Full Page	\$2,865	\$2,290
1/2 Page HZ	\$1,945	\$1,555
1/3 page Square	\$1,720	\$1,370
1/4 page	\$1,025	\$825
1/6 page	\$690	\$550
2-page spread	\$4,865	\$3,785
Outside Back Cover	\$3,230	\$2,585
Inside Front Cover	\$3,060	\$2,450
Inside Back Cover	\$2,920	\$2,380
Page 5 <small>(opposite Editor's welcome)</small>	\$3,060	\$2,450

Solutions In RAS Annual supplement showcasing suppliers		
Options	Price	freelancer fee (interview & write-up)
2-page content spread	\$2775	+\$360
1 page of content	\$2160	+\$260



Photo: Cawthron Institute

Join the conversation in accelerating the growth of the RAS industry.

[rastechmagazine.com](http://rastechmagazine.com)

## AD SPECIFICATIONS

# PRINT DISPLAY ADS

REGULAR EXPOSURE TO RAS PROFESSIONALS WORLDWIDE

## AD SPECIFICATIONS




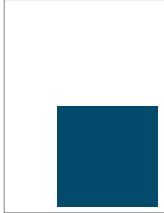
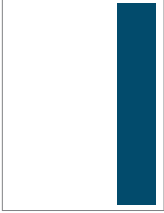
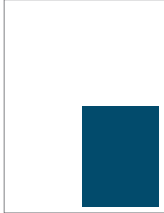
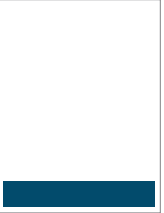

FULL PAGE	DOUBLE PAGE SPREAD	1/2 HORIZONTAL	1/3 SQUARE	1/3 VERTICAL	1/4 VERTICAL	1/4 HORIZONTAL	1/6 SQUARE
							
LIVE AREA/NO BLEED 7.125 (w) x 9.625 (h)	LIVE AREA/NO BLEED 15.25 x 9.625 (h)	LIVE AREA/NO BLEED 7.125 (w) x 4.75 (h)	LIVE AREA/NO BLEED 4.6875 (w) x 4.75 (h)	LIVE AREA/NO BLEED 2.25 (w) x 9.625 (h)	LIVE AREA/NO BLEED 3.475 (w) x 4.75 (h)	LIVE AREA/NO BLEED 7.125 (w) x 2.4375 (h)	LIVE AREA/NO BLEED 3.5 (w) x 3.125 (h)
TRIM SIZE 8.125 x 10.625	TRIM SIZE 16.25 x 10.625						
BLEED SIZE 8.375 x 10.875	BLEED SIZE 16.5 x 10.875						

Photo: Cawthron Institute

### FILE TRANSFER OPTIONS

1: [www.Annexprod.loadingdock.ca](http://www.Annexprod.loadingdock.ca)

2: [wetransfer.com](http://wetransfer.com) – Send to [production@annexbusinessmedia.com](mailto:production@annexbusinessmedia.com)

### FILE FORMAT

CMYK, 300 dpi, PDF

[rastechmagazine.com](http://rastechmagazine.com)

TAKE YOUR BRAND TO THE NEXT LEVEL

# HIGH-IMPACT PRINT ADVERTISING

SEE THE WONDER THAT IS SPECIALTY PRINT ADVERTISING

**USING OUR IN-HOUSE PRINTING FACILITY,** we can work with your team to produce innovative print ideas – belly bands, cover wraps, French door covers, gatefolds – that will take your marketing efforts to the next level and will raise your brand above the crowd. Call us today to learn more about how our high-impact print tactics can elevate your brand to our targeted and qualified magazine subscribers.

**CLICK HERE TO VIEW SPECS AND VIDEO EXAMPLES.**



**BELLY BAND**  
The first item readers see when they pick up our magazine

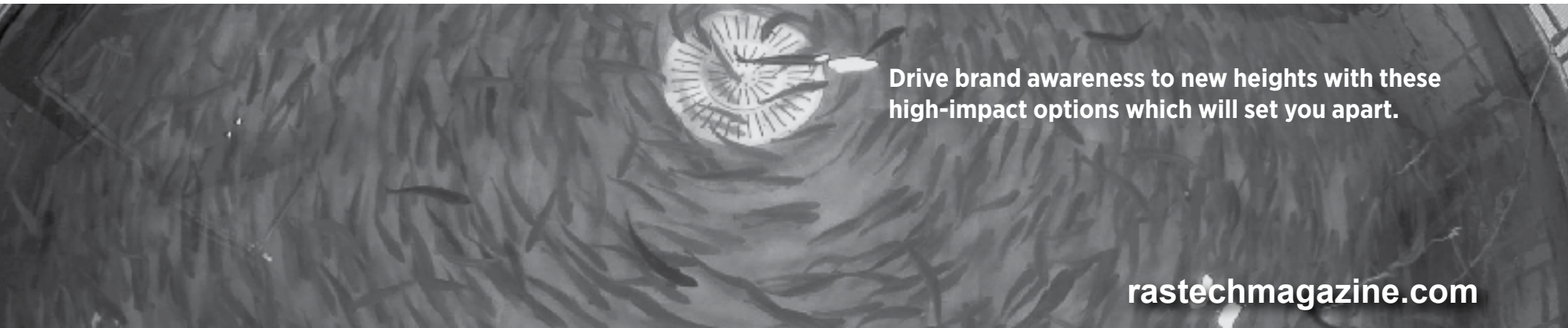
**BELLY BURST**  
Great opportunity to communicate bold ad messages

**COVER WRAP**  
Highly visible ad unit offering great design potential  
Mail Label Size: 3.5 x 1.5"  
Position: 0.375" from bottom trim and spine

**FRENCH DOOR COVER**  
High-impact advertising unit with maximum visibility

**6 PAGE GATEFOLD**  
Oversized page that is perfect for promoting important brand information

Photo: Freshwater Institute



Drive brand awareness to new heights with these high-impact options which will set you apart.

AVERAGE OF OVER 10,300 WEB PAGE VIEWS PER MONTH

# WEB DISPLAY

DRIVE ENGAGEMENT AND NAME RECOGNITION WHERE AND WHEN NEEDED

**VIEW  
SAMPLES**  
OF ALL OUR  
WEB DISPLAY  
ADS NATIVELY  
IN-BROWSER



## TOP BILLBOARD

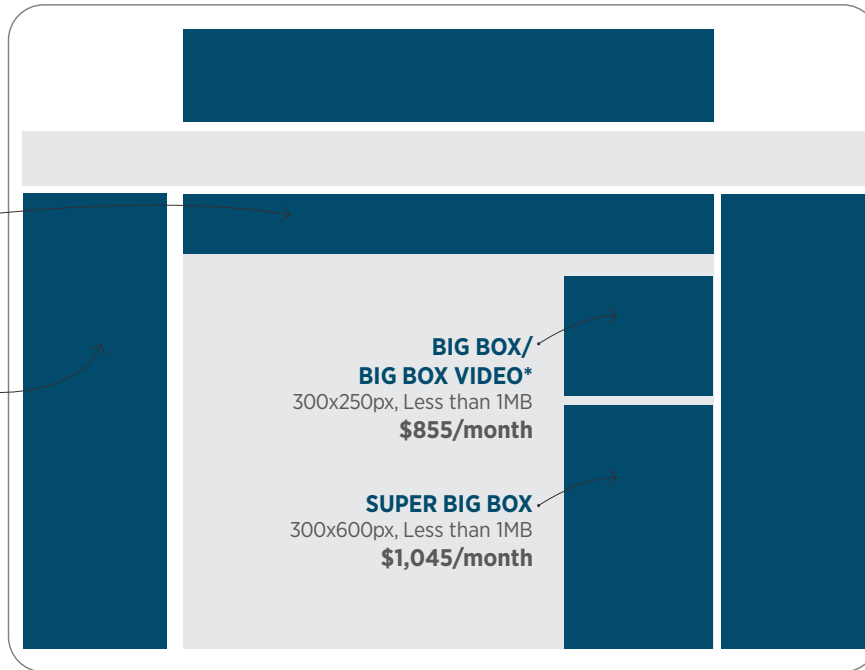
100% viewability  
970x250px, Less than 1MB  
320x50px, Less than 1MB  
**\$1,710/month**

## LEADERBOARD\*

728x90px, Less than 1 MB  
320x50px, Less than 1 MB  
**\$855/month**

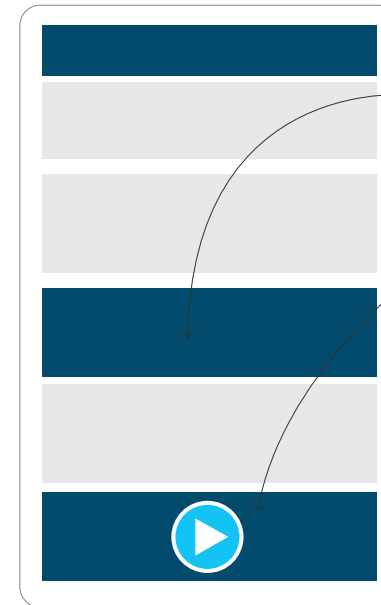
## WALLPAPER

Fixed and exclusive position  
Includes mobile sticky banner  
Specs provided at time of purchase  
**\$1,655/month**



**BIG BOX/  
BIG BOX VIDEO\***  
300x250px, Less than 1MB  
**\$855/month**

**SUPER BIG BOX**  
300x600px, Less than 1MB  
**\$1,045/month**



## INLINE BILLBOARD

Appears within article pages  
970x250px & 300x250px  
(desktop/mobile)  
Less than 1 MB  
**\$995/month**

## INLINE VAST

Appears within article pages  
Mobile responsive  
3rd party VAST tags required  
**\$1,575/month**

## MOBILE BANNERS

320x50px, Less than 1MB  
Included for Leaderboard,  
Wallpaper and Top Billboard

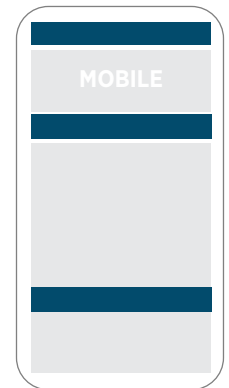
## INTERSCROLLER AD

1200x1000px,  
Less than 1 MB  
Safe Area:  
800x800px  
**\$2,100/month**



## MOBILE INTERSCROLLER

850x1000px,  
Less than 1 MB  
Safe Area:  
360x500px



# KEEPING OUR AUDIENCE INFORMED eNEWSLETTERS

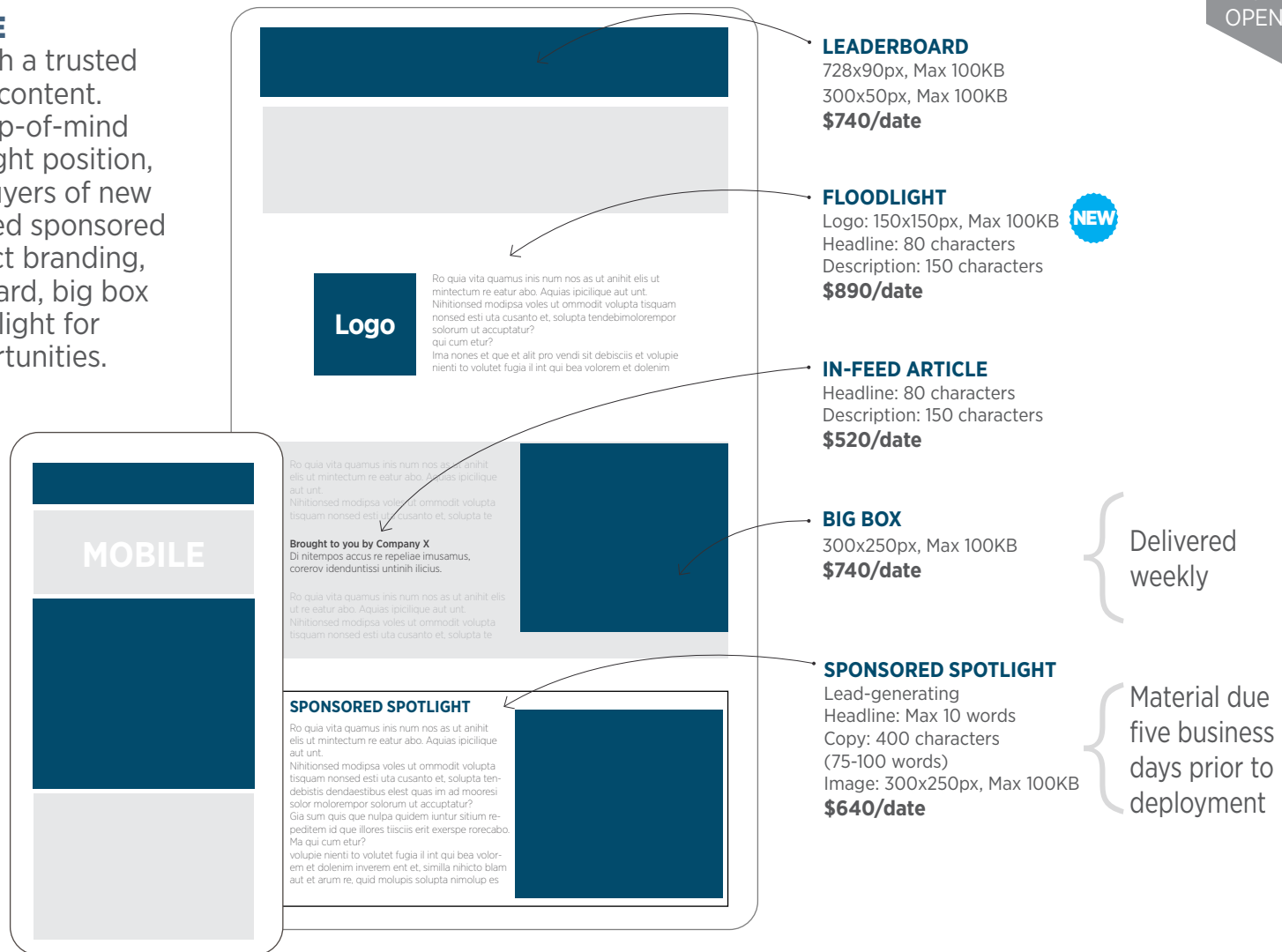
COST-EFFECTIVE, CASL-COMPLIANT\*, BRAND-SAFE EMARKETING

6,377  
SUBSCRIBERS

52%  
AVERAGE  
OPEN RATE

## REACH A PRECISELY TARGETED AUDIENCE

while they engage with a trusted source sharing timely content. Keep your business top-of-mind with our NEW Floodlight position, or update potential buyers of new insights with an In-Feed sponsored article. For high-impact branding, consider the leaderboard, big box or the sponsored spotlight for lead-generating opportunities.



# TARGETED SOLUTIONS ePRODUCTS

YOUR MESSAGE DIRECT TO THEIR INBOX

**SEND YOUR EXCLUSIVE MARKETING MESSAGE** to our target list of CASL-compliant subscribers, consisting of RAS operators, investors and contractors. Target our audience with your product promo, share a video or article at your website. Create. Deliver. Engage.

eBLAST  
**6,432**  
SUBSCRIBERS

**49%**  
OPEN RATE

**Listen Now**  
THE  
WORKHORSE  
OF B2B  
MARKETING



### **EBLAST/VBLAST**

Subject line: 50 characters max

Headline: 8-12 words

Content: 200 words max

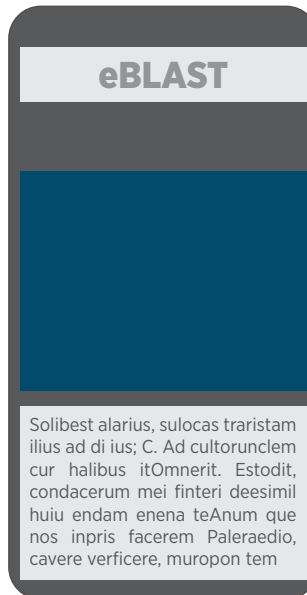
eBlast Poster Image: 558px x variable height

Accepted formats: .GIF, .JPG, .PNG

vBlast Poster Image: 558x350

Video play button required on image

**\$1,655 net each**



### **BIG BOX WITH TEXT MESSAGE**

High-impact & Lead-generating

Headline (8-15 words)

Description (50-75 words)

Photo: Freshwater Institute

**Exclusive targeting of our audience**

**rastechmagazine.com**



ARTICLE, VIDEO, ROUNDTABLE, SUPPLEMENT, ETC.

# SPONSORED CONTENT

SHARE YOUR COMPANY'S THOUGHT LEADERSHIP AND MARKET KNOWLEDGE

**TODAY'S MARKETING HAS TO BE MORE STRATEGIC**, which is why good content marketing works. The form it takes – and the audience it's placed in front of – makes it even more effective. Position your company as an industry expert and provide producers with information they need to make well-informed buying decisions. Content has a long shelf life and increases brand awareness, while building trust and loyalty. Work with Amplify, our content studio, to create brand stories that prioritize your customers' needs and drive growth through credible content.

## DIGITAL SPONSORED CONTENT

### PREMIER PACKAGE – CREATED BY AMPLIFY

Our in-house storytelling experts will create a custom article featuring third-party sources for a trustworthy content experience. A multi-channel digital marketing program will promote and drive traffic to your article.

**\$5,000**

Includes:

- Custom article written by Amplify (1,000-1,200 words)
- Article hosted on [rastechmagazine.com](http://rastechmagazine.com)
- Article pinned on homepage for 2 weeks with brand recognition
- 1x Content eBlast promoting article
- 1x eNewsletter Floodlight promoting article
- 1x social media post per platform promoting article on [rastechmagazine.com](http://rastechmagazine.com)

### ELITE PACKAGE - CLIENT-SUPPLIED

Supply your own branded article and *RASTECH* will help promote to key decision makers.

**\$3,500**

Includes:

- Client-supplied article (Up to 1,000 words)
- Article hosted on [rastechmagazine.com](http://rastechmagazine.com)
- Article pinned on homepage for 2 weeks with brand recognition
- 1x Content eBlast promoting article
- 1x eNewsletter In-Feed Sponsored Article
- 1x social media post per platform promoting article on [rastechmagazine.com](http://rastechmagazine.com)



## INTEGRATED SPONSORED CONTENT

Ask about our Integrated Sponsored Content program to include your custom article in a print issue of *RASTECH* magazine.

## A-LA-CARTE SPONSORED CONTENT

1. **eNewsletter Floodlight:** The most exclusive content marketing position available within our leading eNewsletter. This unit is designed to capture the attention of readers with its strategic placement at the top of the eNewsletter.
2. **eNewsletter In-Feed Sponsored Article:** A true native content opportunity positioning your branded content in line with our top news stories with brand recognition.
3. **eNewsletter Sponsored Spotlight:** A proven lead-generating position that allows for middle ground between branding and content marketing.
4. **Custom content:** Create a unique content experience with Amplify by Annex, our in-house content studio. Work with our team to determine the best form your content should take – an article, blog, social media campaign, video, podcast, eBook or infographic? The possibilities are endless.
5. **Custom stand-alone print issue or direct-mail piece:** Become a thought leader on a topic that your target audience cares most about.

TURN-KEY SOLUTION

# WEBINARS

DEMONSTRATE YOUR THOUGHT LEADERSHIP TO OUR AUDIENCE OF RAS INDUSTRY PROFESSIONALS

Listen  
Now

WEBINARS:  
WHY THEY  
WORK  
FOR B2B  
MARKETERS



## WEBINARS BY ANNEX ARE POSITIONED TO DELIVER RELEVANT AND TIMELY INFORMATION

to the audience with convenience and affordability for all. Webinars give your company the opportunity to encourage real-time conversation with current and potential clients. Webinars also allow the conversation to continue, reaching registrants, attendees and potential customers long after the live broadcast is over by creating an on-demand version accessible to your targeted audience. We'll help host, promote and execute – leaving you to be the thought leader.

- Align your brand with one of our topical, educational sessions or create a branded webinar by providing the topic, speaker and presentation
- RASTECH hosts, promotes and moderates
- RASTECH provides all promotion, logistics and technical support to run the webinar, including setting up the registration page and developing a marketing campaign that will run for up to six weeks across our advertising channels
- Lead-generation and performance report provided to sponsor following the webinar
- Archived version of the webinar hosted on [rastechmagazine.com](http://rastechmagazine.com) and shared with all registrants by email

**PACKAGES START AT \$5,245**



\* During a live webinars, experts can further engage the audience through the use of video and interactive options, such as Q&A sessions and audience polls.

# WE TAKE CARE OF IT ALL PODCASTS

LISTEN TO INDUSTRY INSIDERS DISCUSS TOPICAL TRENDS

## EFFECTIVE PODCASTS BEGIN WITH ENGAGING AND TRUSTED CONTENT.

Aligning your brand with thoughtful, insightful and actionable content can help you stand out from the competition and encourage listeners to build a relationship with your brand.

Secure your company's annual sponsorship of our popular RAS TALK series which continues to offer listeners engaging discussions about recirculating aquaculture systems. Listen to previous episodes at <https://www.rastechmagazine.com/podcast/> and contact our team to find out full details of this exclusive sponsorship.



### PRESENTING SPONSOR

Includes a pre- and post-roll sponsor script read by the host, and logo recognition among podcast promotions (eBlasts, eNewsletters, social media and website).

**\$15,750 total / year**

### MID-ROLL ADVERTISER

a 15-30 second advertising script included during an episode of RAS TALK

**\$1,575 / episode**

### CUSTOM SEGMENTS

Sponsor what your customers want to hear about. Work with us to be part of a special episode or series interviewing multiple guests about a topic of importance to the industry.

### AUDIO FROM A TRUSTED SOURCE

Industry influencers known for their knowledge and insight.

Connect with engaged listeners in a brand-safe, low ad-clutter environment. With limited ad spots available, your message will stand out and drive brand recall – no matter the location of the listener.

INFORM. ENGAGE. ACQUIRE.

# TARGETED AUDIENCE

DELIVERING YOU A TARGETED AND RELEVANT AUDIENCE

## OMNICHANNEL

*Looking to motivate and measure in-market audiences as they look to buy your products and services?*

Our Omnichannel platform uses proven digital marketing tactics to ensure your ad is delivered to the right person at the right time as they surf the internet. We will help your company reach customers already searching online for businesses like yours. It is simple: you tell us about your business and who you want to reach with your online ads, and we do the rest. Omnichannel guarantees a minimum number of impressions, with audiences developed through our exclusive first-party data, programmatic and social media advertising, and site and search engine retargeting.

In-depth reports provide key metrics and insights into your campaign's performance and success. We take the lead and walk you through everything that needs to happen to make sure your Omnichannel campaign is as successful as possible.

## OMNICHANNEL+

With Omnichannel+, you receive all the benefits of our Omnichannel marketing solution PLUS the additional benefits of a personalized landing page, with gated access, which provides your sales staff with scored leads to follow up on during and after the campaign.



CLICK TO LEARN MORE



## LEAD DRIVER

*Lead Driver is your way to inform, engage and acquire our trusted and loyal audience through compelling content.*

Using an automated multi-channel marketing approach, we share your content, marketing message and brand with our audience. From case studies to whitepapers to special product launches and webinars, we take our audience of industry decision-makers through a content journey that, at the end of your campaign, will provide you with a list of scored leads that are prioritized by who was most engaged with your content and digital ads.

## LEAD DRIVER+

With Lead Driver+, you receive all the benefits of our Lead Driver marketing solution PLUS the additional benefits of our Omnichannel marketing solution, which amplifies your message to a target audience built from our exclusive first-party data, programmatic and engaged audiences. This combined solution extends your time-in-market, increases the reach of your content and delivers you more qualified leads at the end of your campaign.

CLICK TO LEARN MORE



## SOCIAL MEDIA

*RASTECH's strong social media presence can help your company promote its brand, upcoming events, products and services, and even specific content like videos and blogs, to our brands' loyal followers.*

*RASTECH uses social media to stay connected with industry members and partners, to regularly share our own original content with members of our online community, and to develop new partnerships with key industry stakeholders, associations and thought leaders.*

\$525/POST/CHANNEL

*Sponsored posts are limited to a maximum of two per week.*

 @RAStechmag

 @RAStechmag

 RASTECH magazine

MORE THAN  
**4,000**  
SOCIAL  
FOLLOWERS

rastechmagazine.com

2024

# RASTECH 2024 CONFERENCE

JUNE 5-6, 2024, CHARLOTTE, NORTH CAROLINA, USA

**RASTECH 2024** is an international conference and trade fair that serves owners and operators of Recirculating Aquaculture Systems (RAS) technology. This includes RAS fish farmers/producers, fish hatchery professionals, engineers, contractors, consultants, researchers and investors in RAS.

At RASTECH 2024 we will be bringing together some of the biggest names in recirculating aquaculture, including Atlantic Sapphire, AquaBounty Technologies, the Freshwater Institute, the Aquaculture Engineering Society and more.

For the latest updates, visit the conference website at <https://www.ras-tec.com/>

**400**  
ATTENDEES

**73**  
EXHIBITORS



## SPONSORSHIP OPPORTUNITIES

We offer a variety of sponsorship opportunities such as Platinum, Gold, Silver, Breakfast, Lunch, Wi-fi, and more.

**Contact us for pricing**

## EXHIBITING OPPORTUNITIES

Our trade show floor always sells out quickly so be sure to contact us right away if you're thinking of exhibiting.

**\$2,750 USD**

2024

# SOLUTIONS IN RAS

ANNUAL SUPPLEMENT WRITTEN IN COLLABORATION WITH SPONSORS

**SOLUTIONS IN RAS** is an annual publication designed to highlight a sponsor's value proposition in the RAS segment. This annual resource guide features cutting edge innovations and solutions in RAS provided by our trusted brand partners. A great opportunity to demonstrate thought leadership and communicate your company's solutions in RAS. Check out last year's edition at <https://www.rastechmagazine.com/digital-edition/>

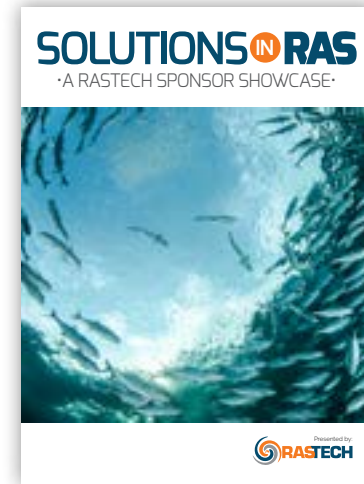
**DISTRIBUTION:** SOLUTIONS IN RAS 2024 will be distributed with the May/June 2024 issues of both Hatchery International and Aquaculture North America. Bonus copies will also be made available at the RASTECH 2024 conference in Charlotte, North Carolina, USA, June 5-6, 2024.

**NO TIME TO WRITE SOMETHING UP?**  
For an additional fee, we'll have a journalist connect with you and take care of it.

**SPREAD (2 PAGES) \$2775**  
**FULL PAGE \$2160**

**BOOKING DEADLINE:** { January 26th, 2024

**MATERIAL DEADLINE:** { February 9th, 2024



ON LOCATION (YOURS AND OURS)

# VIDEO PRODUCTION/DISTRIBUTION

TELL YOUR STORY THROUGH VIDEO AND THEN BLAST IT TO YOUR TARGET AUDIENCE

**VIDEO IS THE HOTTEST TREND IN B2B MARKETING TODAY**, and is one of the best ways to improve user understanding of a product or service. RASTECH can help share your already produced videos with our audience, but we can also help you create videos, too. Whether you want product demos, how-tos, or Q&A interviews with company thought leaders, our in-house video production team can produce compelling videos to tell your story. You can then use these videos to improve customer engagement through your marketing efforts, including vBlasts, social media and posting to our popular industry website.

**86%**  
OF  
BUSINESSES  
NOW USE  
VIDEO TO  
MARKET  
THEMSELVES.  
DO YOU?

## TRADE SHOW BOOTH VIDEO

Trade shows and conferences are a great place to show your product with our Booth Video package. Having your influential people on site with your product on display is the perfect opportunity to produce a 1-2 minute video.

- ▶ On-site interview with company reps
- ▶ On-site product B-roll
- ▶ On-site conference or expo B-roll
- ▶ Use of supplied product photos

## VIDEO INTERVIEW

Produced in our state-of-the-art green screen studio within easy driving distance within the GTA, or as a virtual interview on Zoom, our professional-quality interviews or product showcases will tell your story the way it needs to be told for your audience.

- ▶ Up to 2 interviews with company reps
- ▶ Filmed in our green screen studio or virtually
- ▶ Use of supplied product photos
- ▶ Use of supplied B-roll

## CORPORATE VIDEO

Filmed on location at your office or facility, our corporate video package tells the story of your business in a compelling and dynamic way. Video allows your viewer, or customer, to be informed easier than ever before.

- ▶ Interview with up to 3 company reps
- ▶ Product and facility B-roll
- ▶ Use of supplied product photos
- ▶ One location ▶ 4 hours on-site

\* Quotes will be supplied on a case-by-case request as location is a determining factor.

INSERT YOUR COMPANY LITERATURE WITH OUR MAGAZINE DISTRIBUTION

# FLYER INSERTS

## INSERT YOUR COMPANY LITERATURE WITH OUR MAGAZINE DISTRIBUTION

Our print readers are always excited to receive their magazines. Why not provide us with your printed flyers and we can distribute with our magazines? Contact your rep with weight and dimensions of your insert pieces for a quote.

### DESIGN & PRINT SERVICE

Need a postcard or flyer designed and printed up? We can take care of that too. Just let your rep know what you have in mind and we can have our production team work their magic. Why not get some new ads designed at the same time to run across our media? Talk to your rep about a consistent look across all your marketing.

**STAND OUT FROM  
THE CROWD**

WITH INSERTED FLYERS,  
POSTCARDS, RACK CARDS  
**Contact us for pricing**

Photo: J.LH Consulting

Read about important industry issues and trends, with emphasis on a well-researched quantitative and qualitative outlook.

[rastechmagazine.com](http://rastechmagazine.com)