



## 2023 Sponsorship Options

### Exclusive Car Wrap Sponsorship

- Two (2) Kia Soul cars wraps for two (2) years - \$16,500
- Eight (8) cars are available: two (2) cars are located in each location: Philadelphia, PA; Pittsburgh, PA; Orlando, FL; Las Vegas, NV

### Exclusive Sponsorship Fish Tales \$6,000 per issue:

- Full page feature article
- Primary banner ad posted on Samuels Seafood Company website for 30 days and sponsorship recognized on Samuels website
- Primary position in the monthly specials
- Original recipe created by the Samuels culinary team
- Up to four (4) posts on social media in the month
- The digital version of Fish Tales is posted on the Samuels Seafood Company website for one (1) year

### Social Media Sponsors posts:

- Up to 15 scheduled posts in a calendar year; 16,300 followers on Instagram; rate \$5,000
- Up to 10 scheduled posts in a calendar year; 16,300 followers on Instagram; rate \$3,500
- Up to three (3) scheduled posts in a calendar year; 16,300 followers on Instagram; rate \$1,500

### Color Print Advertisements in Fish Tales:

- Full page ad, ad dimensions: 8.5 in x 11 in (w x h); bleed; rate \$1,900 per issue
- Half page ad, ad dimensions: 8.5 in x 5.5 in (w x h), bleed; \$950 per issue
- ¼ ad, horizontal, ad dimensions: 8.5 in x 2.75 in (w x h); bleed; \$475 per issue
- Issue is posted on website for one (1) year; ad format; color PDF

### Sponsored Blogs Samuels Seafood Company website

- 30 day posting; links and videos can be included in the post; 25,000+ page views per month; 11,000 users per month; rate \$790

### Top banner ads on Samuels Seafood Company website

- Primary banner; ad dimensions 728 x 90 pixels; Format: JPG or PNG; 30 day posting; 25,000+ page views per month; 11,000 users per month; rate \$1,950

### Sponsor Monthly or Daily specials e-Newsletters

- Primary position for thirty (30) days; e-mailed to 6,278 + users daily; rate \$4,950
- Primary position for five (5) consecutive days; e-mailed to 5,000+ users daily; rate \$790



### **Sponsor Options at Samuels Events**

- **Chef's Night Out (industry event), up to eight (8) events per year**
  - ✓ Representative (s) onsite; 6PM- 10PM (hours subject to change); product is highlighted throughout the event; the support is recognized onsite; on the Samuels website, Fish Tales, and social media

### **Sponsor Options at Conferences**

- Marine Hotel Association (MHA); Naples, FL; April 2-4, 2023; sponsor items TBD
- Seafood Expo North America (SENA24); Boston, MA; March 12-14, 2024; sponsor items TBD

### **Sponsor Co-Branded items**

- Bandanas, sharpies, cooking thermometers, beanies, beach blankets, pens, notebooks, bags, or water bottles

Customized sponsor packages can be created please contact Kristin O'Neill at [kristino@samuelsseafood.com](mailto:kristino@samuelsseafood.com) or 215-768-6068.

All Sponsorships will be recognized on the Samuels Seafood Company website, Fish Tales, and social media. Samuels Seafood Company reserves the right to reject or approve all insertions, advertisements, and sponsorships.