



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 in each location: Philadelphia, PA; Pittsburgh, PA; Orlando, FL; Las Vegas, NV

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

- Prominent front cover exposure
- Full page editorial content with accompanying images
- Primary banner ad posted on Samuels Seafood Company website for 30 days
- Featured item on home page (image or video on the website)
- Primary position in the monthly specials
- Original recipe created by the Samuels culinary team
- Up to four (4) posts on social media throughout the month
- Featured item advertised on the back of the Samuels (Philadelphia & Pittsburgh and Florida) invoices for 30 days. Your logo, a picture, and text (160 words). All text and images are black and white
- Recognition of sponsorship on the Fish Tales [sponsor page](#)
- Spotlitged item in our retail location: Giuseppe's Market
- The digital version of Fish Tales is posted on the Samuels Seafood Company website for one (1) year
- Direct access to sales staff for product demo/training

Featured Item in Samuels Welcome Brochure

- Two-page color spread in brochure, ad dimensions: 5.25 x 8.5 in (w x h); no bleed; rate \$2,500
- Distributed at trade shows to attendees
- Distribution varies (1,000+) depending on the event schedule

Print Color 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 archived on website for one (1) year; ad format; color PDF

Sponsor Social Media Posts:

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

Sponsor Blog

- 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



Primary Banner Ad on Samuels 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

- Top primary banner position for thirty (30) days; e-mailed to 6,000 + users daily; rate \$4,950
- Top Primary banner position for five (5) consecutive days; e-mailed to 5,000+ customers daily; rate \$790
- Monthly and Daily specials are transmitted to 6,000 wholesale, chefs, restaurants, and hospitality customers in the Mid-Atlantic/Pittsburgh and South Coast

Sponsor Options at Samuels Events

- **Chef's Night Out (industry event), up to eight (8) events per year**
 - ✓ Product donation for event
 - ✓ Representative (s) onsite; 6 PM- 9 PM (hours subject to change)
 - ✓ Featured product on the menu
 - ✓ Product line or selected items on display
 - ✓ Support is recognized onsite, on the Samuels website, and on 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

Product Donation for an Event (Festival, Trade show, or event)

- Recognition on menu
- Recognition in event program
- Recognition on the Samuels site

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 or 215-768-6068

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