Sponsorship & Advertising

Media & Events Kit

2022
**ENGAGEMENT**

**Advocate Online Magazine**

**Total Pageviews**

3.3M

since Oct. 2015

**Monthly Pageviews**

216,684

**Average Monthly Users**

103,000

Jan. to Aug. 2021

**Average Time on Page**

4:13

since Sep. 2019

Average for B2B websites is 1:22

Average for B2B websites is 1:22

**Media & Events Kit**

2022

**Questions about sponsorship or advertising?**

Email Us
Advocate Demographics

- **Gender:**
  - 44% Female
  - 56% Male

- **Device:**
  - 48% Mobile
  - 50% Desktop
  - 2% Tablet

- **Region:**
  - 33% Asia
  - 11% Europe
  - 5% Africa
  - 3% Oceania
  - 44% Americas
ENGAGEMENT

Advocate Newsletter

Weekly recipients

as of Aug. 2021

24,000

Email open rate

17.8%

Desktop users

67.9%

Email click-through rate

13.4%

Mobile users

32.1%
Questions about sponsorship or advertising?

Engagement

GOAL Events

Attendance 2019

425

Attendee Profile

- Producer - 40%
- Supplier - 30%
- Buyer - 15%
- Government, Institutional - 5%
- Other (NGO, Academia, Finance) - 10%
Our Partners

“The U.S. Soybean Export Council is proud to support the Global Seafood Alliance’s GOAL conference because this meeting convenes the leading individuals in the aquaculture industry. Aquaculture is a focal industry for U.S. soy, and this partnership enables our organization to showcase the value of quality and sustainable U.S. soy-optimized feed to the aquaculture value chain.”

- COURTNEY KNUPP, USSEC

“We have been working with the Global Seafood Alliance and its certification programs for over 15 years now. Devi Seafoods’ larger goals are to improve traceability and sustainability and to support the industry and its stakeholders. Devi Seafoods appreciates the work put in by GSA to help the industry progress, which aligns with our goals.”

- SREEARAM ATLURI, DEVI SEAFOODS
Advocate Advertising

Desktop Ad Placements

Mobile Ad Placements

Ad Specs & Rates

1. WEBSITE SKYSCRAPER
   - 350 X 500 pixels
   - .jpeg/.png/.gif
   - $50/CPM (per 1,000 impressions)
   (advertiser to provide artwork; Advocate can create artwork for a $500 fee)

2. WEBSITE BANNER
   - 1050 X 125 pixels
   - .jpeg/.png/.gif
   - $500/week
   (includes six banner ads across two newsletters)

3. NEWSLETTER BANNER
   - 600 X 150 pixels
   - .jpeg/.png/.gif
   - $500/week
   (includes six banner ads across two newsletters)
Advocate Advertising

Sponsored Content

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

Tiers & Rates

<table>
<thead>
<tr>
<th>TIERS</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>You provide copy, with light editing</td>
</tr>
<tr>
<td>2</td>
<td>You provide copy, with heavy editing</td>
</tr>
<tr>
<td>3</td>
<td>Our editors conduct interviews and write copy</td>
</tr>
</tbody>
</table>
Podcast Reads

Hosted by Global Seafood Alliance’s Shaun O’Loughlin, Justin Grant and Maddie Cassidy, Aquademia is your go-to podcast for a fresh take on all things seafood. Launched in 2019, Aquademia aims to educate consumers and industry professionals on how seafood is connected with the issues facing our planet and what consumers can do to help, to arm them with the knowledge to make better seafood choices. Each weekly episode features interviews with professionals from varied disciplines to demonstrate how deeply seafood is connected with our world.

Rates & Specs

**Rates**

$1,000 per episode (permanent placement)

**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
# Sponsorship Benefits

## Sponsorship

**Benefits**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo placement on conference webpage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo placement on conference platform, which houses virtual events</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo placement in all conference presentations (virtual and in-person)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo placement in all conference emails</td>
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<td>✔</td>
<td>✔</td>
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<tr>
<td>Social media (10 posts across GAA's social media channels)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Corporate profile on conference platform, with ability to share sales collateral</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Corporate video displayed during intermission of all virtual events (3-5 minutes)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Opportunity to host a breakout session at one virtual event (up to 45 minutes)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Complimentary registration for all employees (virtual events)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Logo placement in conference venue (print and digital)</td>
<td>✔</td>
<td>✔</td>
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</tr>
<tr>
<td>Literature and/or gift placement in delegate packs (in-person event)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Complimentary registration for one employee (in-person event)</td>
<td>✔</td>
<td>✔</td>
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| Sponsorship of one in-person activity, including breaks, awards ceremonies and technology | ✔ |
| Complimentary registration for two employees (in-person event)         | ✔ |
| Sponsorship of a lunch (in-person event)                              | ✔ |
| Complimentary registration for three employees (in-person event)       | ✔ |
| Sponsorship of a reception or dinner (in-person event)                | ✔ |
| Complimentary registration for four employees (in-person event)        | ✔ |
## Sponsorship Benefits

### Attendee Registration

#### Virtual

**REGISTRATION RATES**

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<tr>
<th>Type</th>
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<th>Non-Member</th>
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<tr>
<td>Early</td>
<td>$1,495</td>
<td>$2,095</td>
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<tr>
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<tr>
<td>Late</td>
<td>$2,695</td>
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**REGISTRATION SCHEDULE**

- Early: May 1 - June 30
- Regular: July 1 - Sept. 15
- Late: Sept. 16 - Oct. 24

#### In-Person

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GOAL 2022 will be held at The Okura Hotel in Tokyo, Japan, from Oct. 24 to 27, 2022. A Tokyo landmark since 1962, The Okura Tokyo is a fusion of 1960s modernist design combined with Japanese craftsmanship. The historic hotel reopened in 2019 following a USD $1 billion makeover. A total of 508 luxury rooms are available in two buildings on the spacious property, about half of which is covered with lush gardens. The larger Okura Prestige Tower is a 188-meter, 41-story structure, while the smaller The Okura Heritage Wing is a 17-story structure with views of the gardens on three sides. The Heian Room can accommodate up to 2,000 people, making it one of Tokyo's largest ballrooms. Located in the northeastern part of central Tokyo, The Okura Tokyo housed the International Olympic Committee during the Olympic Games.
Reach & Contact

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