



Sponsorship & Advertising

Media & Events Kit

2022

ENGAGEMENT

Advocate Online Magazine

Total Pageviews
since Oct. 2015

3.3M

Average Monthly Users
Jan. to Aug. 2021

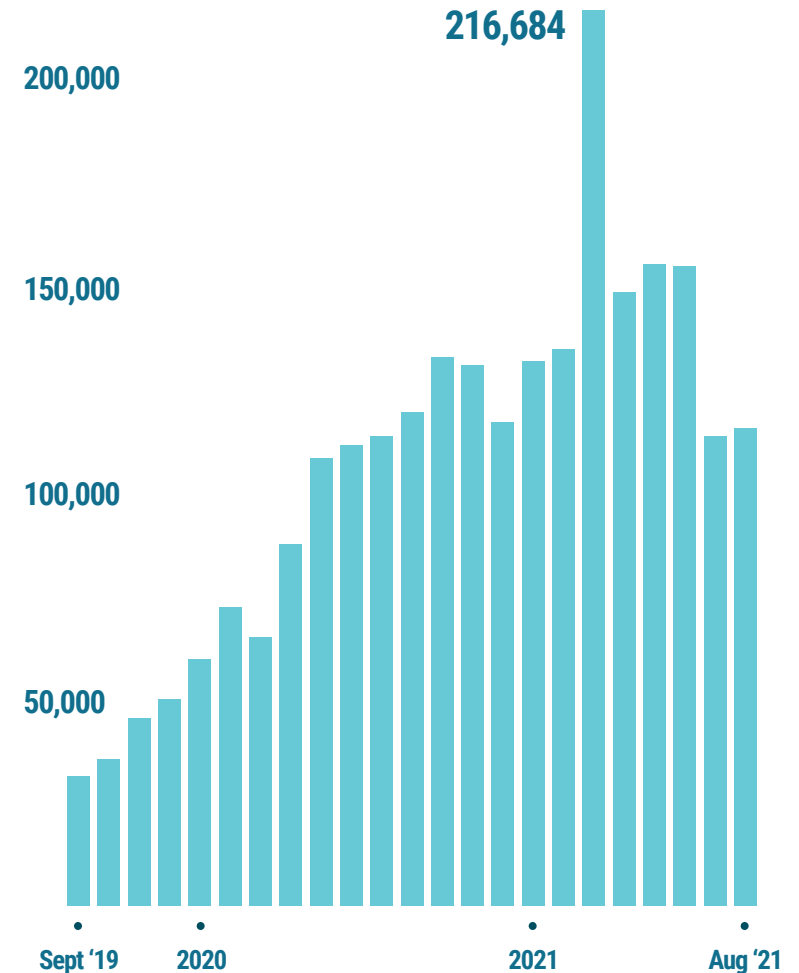
103,000

Average Time on Page
since Sep. 2019

4:13

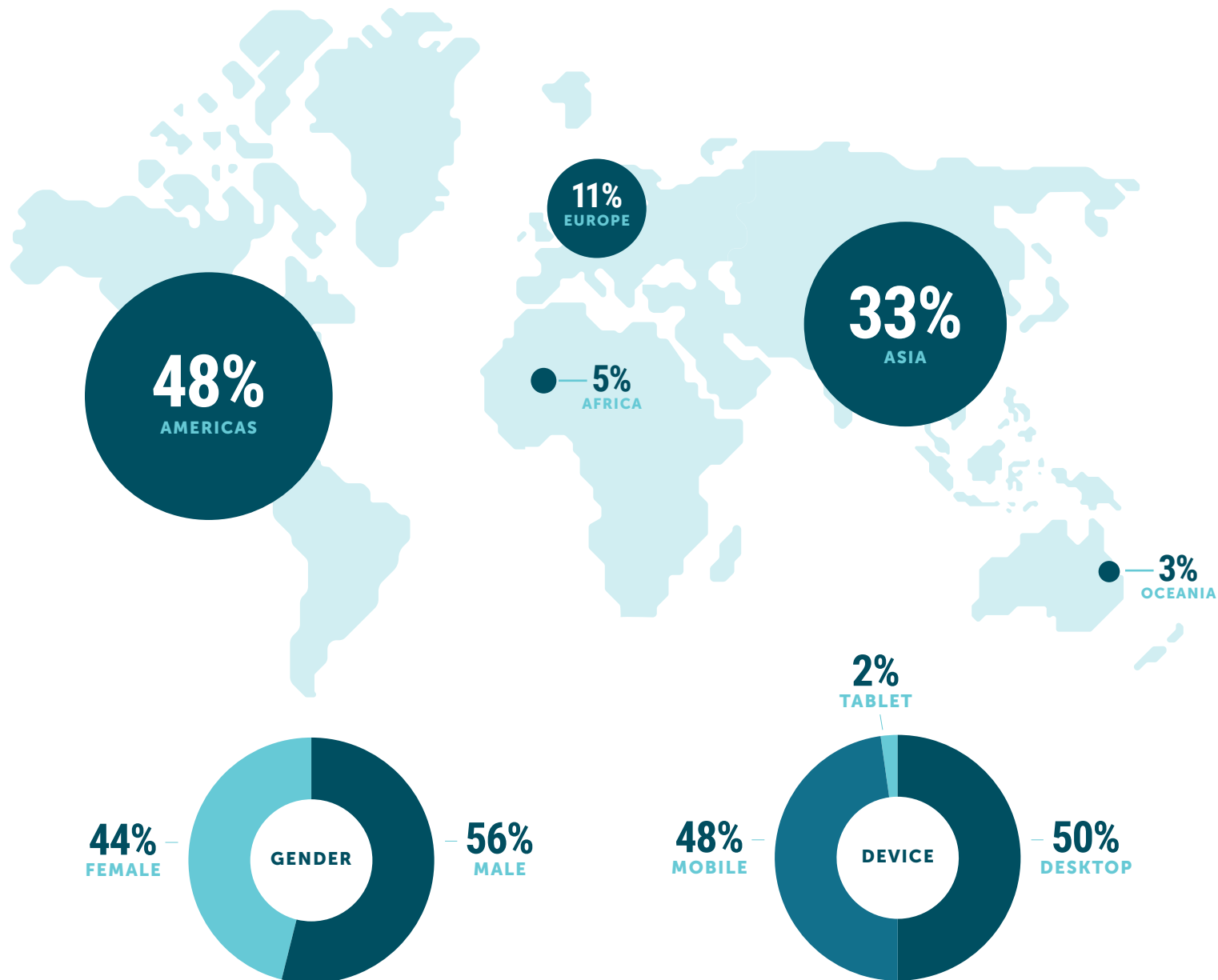
Average for B2B websites is 1:22

Monthly Pageviews



ENGAGEMENT

Advocate Demographics



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%

ENGAGEMENT

GOAL Events



Attendance 2019

425

Attendee Profile

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



OUR PARTNERS

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 on 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.”

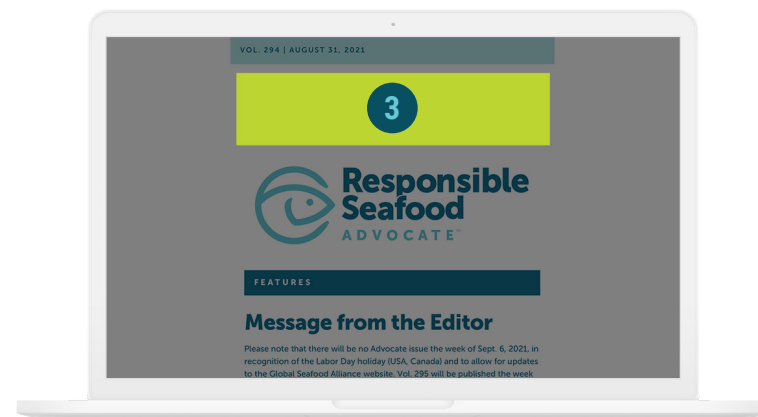
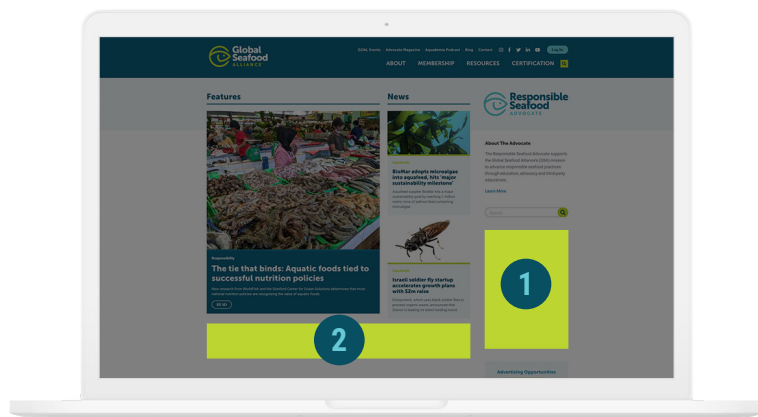
- SREERAM ATLURI, DEVI SEAFOODS

ADVERTISING

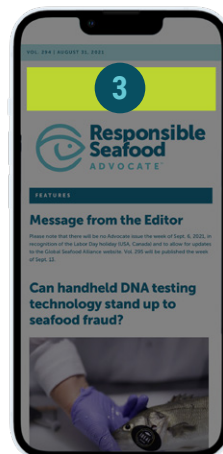
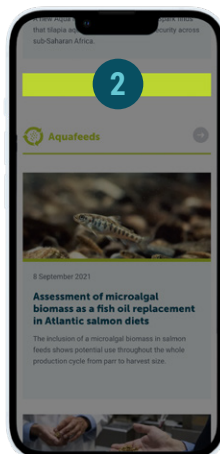
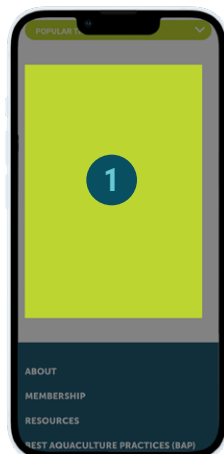
Advocate Advertising



Desktop Ad Placements



Mobile Ad Placements



Ad Specs & Rates

1	2	3
WEBSITE SKYSCRAPER	WEBSITE BANNER	NEWSLETTER BANNER
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 six banner ads across two newsletters)

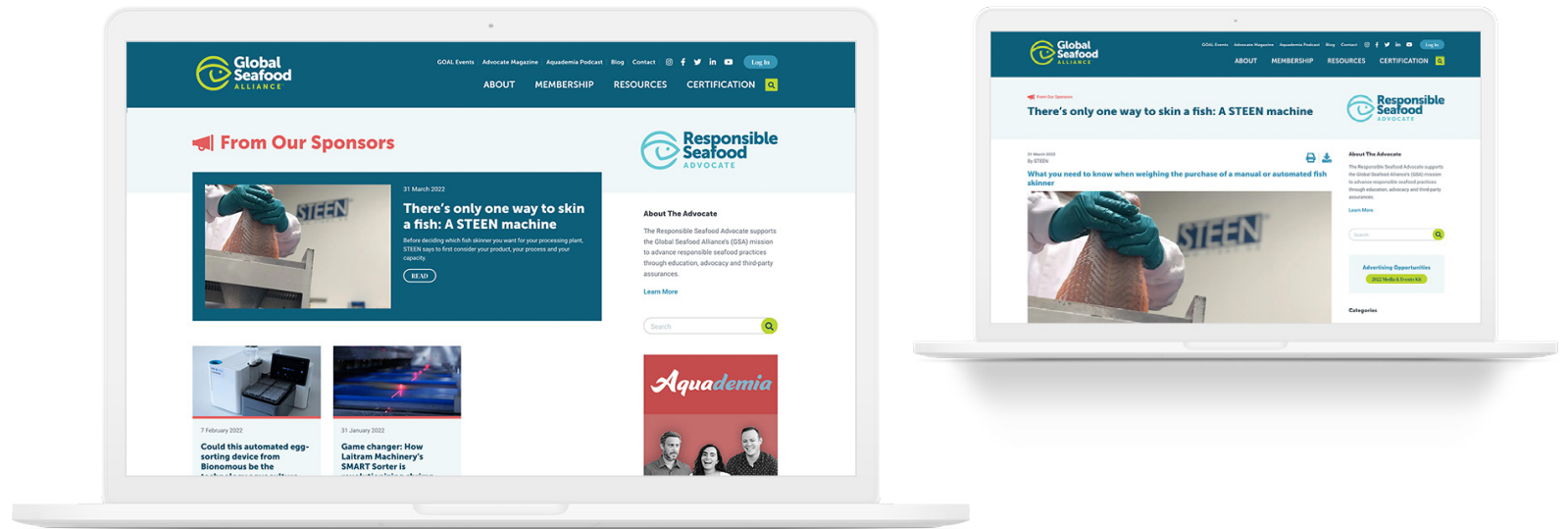
ADVERTISING

Advocate Advertising



Sponsored Content

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



Tiers & Rates

TIERS

- 1 | You provide copy, with light editing
- 2 | You provide copy, with heavy editing
- 3 | Our editors conduct interviews and write copy

RATES

- \$1,000 per article
- \$3,000 per article
- \$5,000 per article

ADVERTISING

Aquademia Advertising



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.

WEBSITE

Rates & Specs

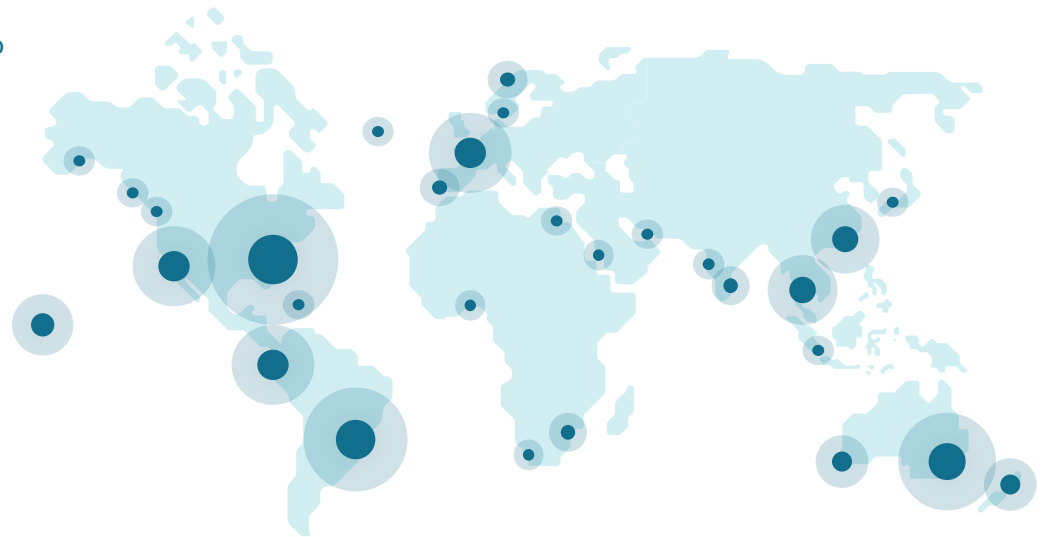
RATES

\$1000 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

OUR GLOBAL LISTENERS



SPONSORSHIP BENEFITS

Sponsorship

Benefits

	BRONZE \$10,000	SILVER \$20,000	GOLD \$30,000	PLATINUM \$50,000
Logo placement on conference webpage	✓	✓	✓	✓
Logo placement on conference platform, which houses virtual events	✓	✓	✓	✓
Logo placement in all conference presentations (virtual and in-person)	✓	✓	✓	✓
Logo placement in all conference emails	✓	✓	✓	✓
Social media (10 posts across GAA's social media channels)	✓	✓	✓	✓
Corporate profile on conference platform, with ability to share sales collateral	✓	✓	✓	✓
Corporate video displayed during intermission of all virtual and in-person events (3-5 minutes)	✓	✓	✓	✓
Complimentary registration (number to be agreed upon)	✓	✓	✓	✓
Logo placement in conference venue (print and digital)	✓	✓	✓	✓
Literature and/or gift placement in delegate packs (in-person event)	✓	✓	✓	✓
Dedicated meeting space in conference venue for duration of event		✓	✓	✓
Sponsorship of one in-person activity, including breaks, awards ceremonies and technology		✓		
Sponsorship of a lunch (in-person event)			✓	
Sponsorship of a reception or dinner (in-person event)				✓

SPONSORSHIP BENEFITS

Attendee Registration



Virtual

REGISTRATION RATES

\$0 – Free to all registrants

REGISTRATION SCHEDULE

Open

In-Person

REGISTRATION RATES

Early: \$1,495 member* | \$2,095 non-member

Regular: \$2,095 member* | \$2,695 non-member

Late: \$2,695 member* | \$3,295 non-member

REGISTRATION SCHEDULE

Early: June 1 - June 30

Regular: July 1 - Sept. 7

Late: Sept. 8 - Oct. 3

*paying corporate members only



Media & Events Kit

2022

Engagement >

Our Partners >

Advertising >

Sponsorship Benefits >

Conference Venue >

Reach & Contact >

Questions about
sponsorship or advertising?

Email Us

CONFERENCE

Seattle



The Global Seafood Alliance's GOAL

GOAL: The Responsible Seafood Conference has a 21-year history of convening seafood thought leaders from across the globe. Originally called the Global Shrimp Outlook for Leadership (GSOL), the first event was held in Singapore in 2001. The event was rebranded as the Global Outlook for Aquaculture Leadership (GOAL) in 2008 and again in 2020 as GOAL: The Responsible Seafood Conference when wild-capture fisheries, ocean health and climate change began to be incorporated into the conference program and the Global Aquaculture Alliance rebranded as GSA. GOAL has been held in 18 cities in four continents (North America, South America, Europe and Asia) since 2001.

Today, GOAL consists of a series of virtual events culminating with a three-day in-person event in the fall. The 21st edition of GOAL will be held at the Fairmont Olympic Hotel in Seattle from Oct. 3 to 5, 2022. Though the in-person event has grown from less than 100 attendees in 2001 to upward of 500 today, the mission remains the same — to provide a pre-competitive space for seafood thought leaders to put day-to-day business aside to learn, network and socialize.



REACH & CONTACT

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