

## ECSGA 2021 Advertising Rates

The ECSGA is the voice of the shellfish farming community on the East Coast. Our industry consists of some 1,300 small farms from Maine to Florida that collectively produce over \$170M in sustainably farmed shellfish.

We publish five (or six), 16-page newsletter editions a year, and mail a paper copy to every dues-paying member inside a complimentary copy of Fish Farming News. Our membership includes:

- 180 shellfish growers
- 53 shellfish dealers/equipment suppliers
- 120 associates

We also distribute over 500 paper copies of our newsletter through extension agents and equipment distributors located up and down the East Coast.

All published editions are also available as pdf files on our website, which enjoys an active readership well beyond our paying membership. In 2019 the [newsletter portal](#) got nearly 1,900 unique page views. Ads in the online newsletters contain active links to advertisers' websites.

Equipment suppliers (\$250 membership fee) are entitled to a free business-card-sized advertisement in all four newsletters, as well as a listing on our [Members](#) webpage. That online listing contains logos and contact information for each supplier, with active links to supplier websites and emails. Card print dimensions are: 3.125" W x 1.79"H

Any dues-paying member may purchase larger advertisements at the rates listed below.

- 1/6 page ad. \$ 450/yr
- 1/3 page ad. \$ 660/yr
- 2/3 page ad \$ 900/yr
- Full-page ad \$1,320/yr

Ads are printed in **full color** on tabloid-size newsprint (10.75" x 13").

Copy deadlines for 2021: January 7, March 10, May 1, June 17 (potential show issue, but only if Aquaculture America is held in Texas in August), September 9, November 11.

Please e-mail full-color artwork in.pdf, or .jpg format to: [annrheault@gmail.com](mailto:annrheault@gmail.com). Remember to include any web links you would like embedded in the online version.

Ad sizes	1 col wide	1.3 cols wide	2 cols wide	3 cols wide	4 cols wide
<b>1/6 page</b>	2.3" W x 8.15" H	3.12" W x 6" H	4.75" W x 3.9" H	7.26" W x 2.6" H	n/a
<b>1/3 page</b>	n/a	n/a	4.75" W x 7.9" H	7.26" W x 5.16" H	n/a
<b>2/3 page</b>	n/a	n/a	n/a	n/a	9.75" W x 7.7" H
<b>Full page</b>	n/a	n/a	n/a	n/a	9.75" W x 12" H

Please send check with payment to:

ECSGA c/o Kelly Jurgenson  
 RCE of Ocean County  
 1623 Whitesville Rd.  
 Toms River, NJ 08755