

2017



China Fisheries & Seafood Expo

# CFSE 2017 MEDIA KIT

There are now more ways than ever to expand your presence at the 2017 China Fisheries & Seafood Expo! Your company will stand out from the crowd with our high-impact advertising opportunities.



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**1,400**

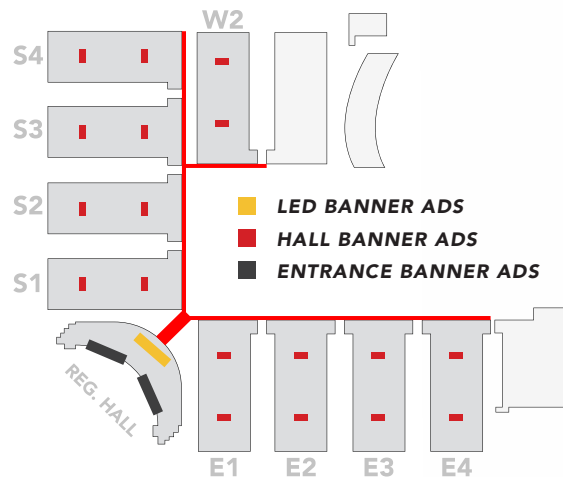
EXHIBITING COMPANIES

**28,000**

NUMBER OF VISITORS

**34,000m<sup>2</sup>**

NET EXHIBIT SPACE



**BUILD** company and brand recognition.

**DRIVE** more traffic to your booth.

**COMMUNICATE** your message to 28,000 visitors from more than 100 countries.

**SELL** more products and services to the world's largest seafood market.

2017



**China Fisheries & Seafood Expo**

# WEBSITE BANNERS

- Your banner is the *FIRST THING* our 50,000 visitors see when they visit the CFSE family of websites.
- Ads run in continual rotation on the Home and Visit pages of our websites, from the date of submission through the end of the year. Our homepage banner ads receive over 500,000 impressions each year.
- Banners are limited to *FIVE* per position, ensuring the highest levels of brand exposure.



## NEED A BANNER AD?

We'll build one for you. Complete design and translation services available. Contact Jennie Fu for more information.

### LEADERBOARD AD SPECIFICATIONS

<b>CFSE WEBSITE</b>	<b>SIZE:</b> 1170px Wide 120px High	<b>FILE FORMAT:</b> GIF/Animated, png, or jpg	<b>ROTATION:</b> 20% (minimum guaranteed)	<b>PRICE:</b> 3,000USD
<b>SEA FARE CHINA WEBSITE</b>	<b>SIZE:</b> 640px / 96px <b>AND</b> 1123px / 400px	<b>FILE FORMAT:</b> GIF/Animated, png, or jpg	<b>ROTATION:</b> 20% (minimum guaranteed)	

### CFSE SIDE BANNER AD SPECIFICATIONS

<b>SIDE BANNER - A</b>	<b>SIZE:</b> 360px Wide 360px High	<b>FILE FORMAT:</b> GIF/Animated, png, or jpg	<b>ROTATION:</b> 20% (minimum guaranteed)	<b>PRICE:</b> 1,500USD
<b>SIDE BANNER - B</b>	<b>SIZE:</b> 360px Wide 120px High	<b>FILE FORMAT:</b> GIF/Animated, png, or jpg	<b>ROTATION:</b> 20% (minimum guaranteed)	<b>PRICE:</b> 1,000USD

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# LED BANNERS



- With its *CAN'T MISS* location in our main registration hall, our LED banner is the easiest way to put your brand in front of over 28,000 global seafood professionals.
- Each and every visitor to CFSE 2017 will pass under your ad as they enter the show, putting your advertisement front and center when they hit the exhibition floor.

## LED AD SPECIFICATIONS

**ARTWORK SIZE:**

1365px Wide  
768px High

**FILE FORMAT:**

JPG, PDF, MP4, AVI, or VOB

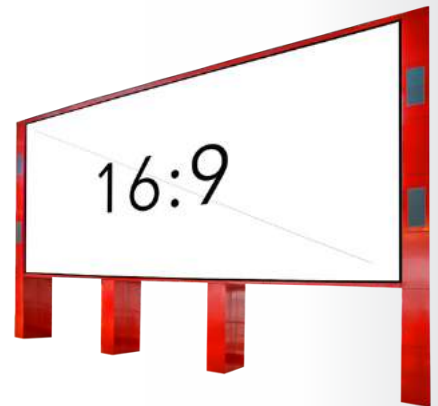
**PHYSICAL SIZE:**

9.8 Meters Wide  
4.8 Meters High

**PRICE:**

**JPG:** 1,300USD  
**VIDEO:** 10sec – 1,400USD  
15sec – 1,900USD  
20sec – 2,500USD

**ARTWORK MUST BE RECEIVED BY OCTOBER 10th.**



ON-SITE LED ADS



DIRECTORY ADS

**JPG LED AD + DIRECTORY AD ONLY \$2500**

Save \$300 by booking your JPG LED ad with a Full Page Directory Ad!



MOBILE ADS

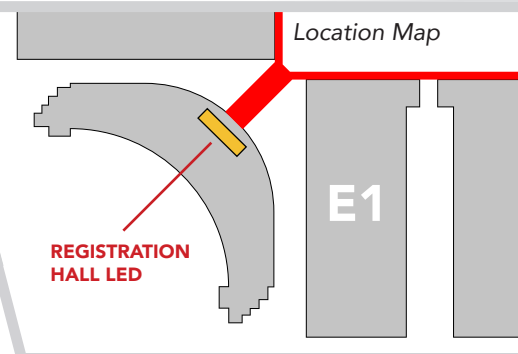


ON-SITE LED ADS

**JPG LED AD + MOBILE AD ONLY \$1450!**

Save \$250 by booking your Mobile Ad with an On-Site JPG LED Ad!

**Non-video ads will display a minimum of 8 seconds and cycle every 2 minutes or less during show hours.**



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# EXHIBITION BANNERS

- Stand out from the crowd with our high-impact banner advertising options.
- For maximum exposure inside the exhibition, choose our double-sided hanging banners (pictured below)
- To pack a punch as people walk in, choose our outside entrance banner option (pictured on right)



## EXHIBITION HALL BANNERS

**SIZE:**  
3 Meters Wide  
6 Meters High

**FILE FORMAT:**  
JPG, TIFF, PDF, PSD, or AI  
(72dpi or greater)

**PRICE:**  
One double-sided banner  
– 1,600USD

\*Please contact Jennie Fu for bulk discount prices.

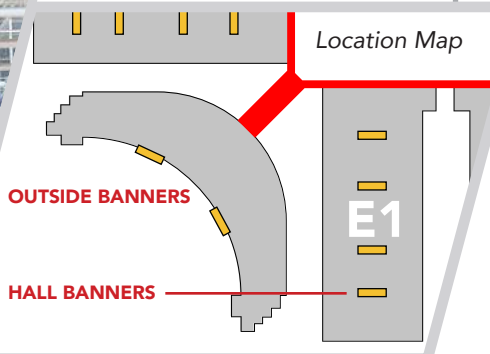
## OUTSIDE ENTRANCE BANNERS

**SIZE:**  
A. 5 Meters Wide  
10 Meters High

B. 10 Meters Wide  
10 Meters High

**FILE FORMAT:**  
JPG, TIFF, PDF, PSD, or AI  
(72dpi or greater)

**PRICE:**  
Size A. – 4,000USD  
Size B. – 7,000USD



**IF SENDING PHOTOSHOP OR ILLUSTRATOR FILES PLEASE EMBED IMAGES AND OUTLINE FONTS. ARTWORK MUST BE RECEIVED BY OCTOBER 10th.**

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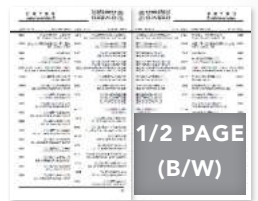
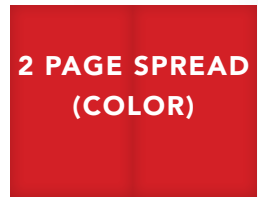
# SHOW DIRECTORY



Put your company, brand and message in full color and in the hands of every show visitor.

## ADVERTISING SPECIFICATIONS

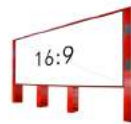
<b>FULL PAGE (COLOR)</b>	<b>ARTWORK SIZE:</b> 146mm Wide / 216mm High (Includes 4.83mm bleed)	<b>PRICE:</b> 1,500USD (1 Page) 2,500USD (2 Page Spread)
<b>OUTSIDE BACK COVER (COLOR)</b>	<b>ARTWORK SIZE:</b> 146mm Wide / 216mm High (Includes 4.83mm bleed)	<b>PRICE:</b> 2,100USD
<b>INSIDE COVERS (COLOR)</b>	<b>ARTWORK SIZE:</b> 146mm Wide / 216mm High (Includes 4.83mm bleed)	<b>PRICE:</b> 1,800USD
<b>HALF PAGE (B/W)</b>	<b>ARTWORK SIZE:</b> 140mm Wide / 105mm High	<b>PRICE:</b> 750USD



中國漁業博覽會



DIRECTORY ADS



ON-SITE LED ADS

## DIRECTORY AD + JPG LED AD ONLY \$2500

Save \$300 by booking your JPG LED Ad with a Full Page Directory Ad!

All art work must be received by **August 31st** and files must be in **Adobe Illustrator, Photoshop, or PDF/X-1A** form at 300dpi with fonts packaged or outlined.

chinaseafoodexpo.com

jennie8888@seafare.com

206.789.5741 (x317)

**Overseas Organizer:**  
Sea Fare Expositions

**Organized by:**  
China Council for the Promotion of International Trade (Specialized Sub-Council of Agriculture)

**Sponsored by:**  
The Ministry of Agriculture People's Republic of China

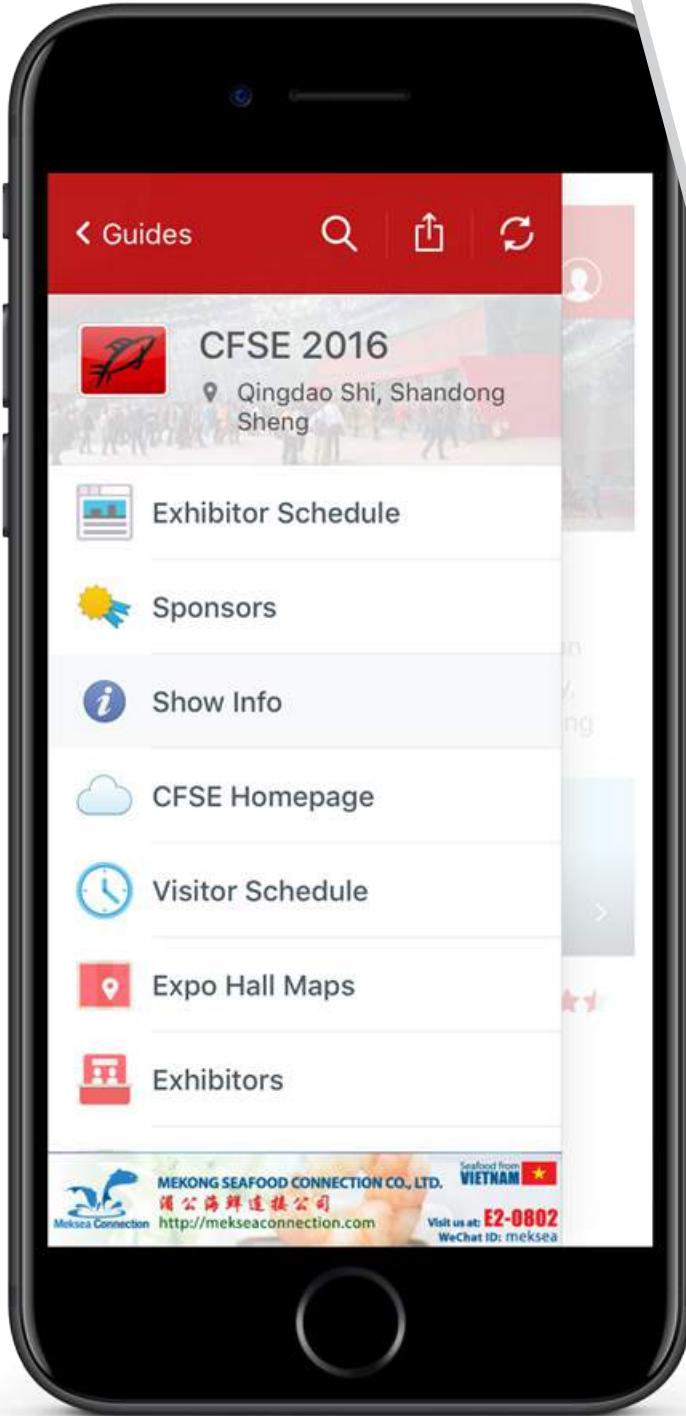
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# APP BANNER ADS

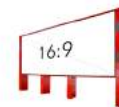
- Mobile app banner ads put your brand at the fingertips of every visitor!
- Advertisements are shown on the app's home screen and cycle every 10 seconds. Clicking on the banner ad will send customers directly to your website or preferred URL.



## MOBILE AD SPECIFICATIONS

<b>SIZE:</b>	<b>600 Pixels Wide 110 Pixels High</b>
<b>FILE FORMAT:</b>	JPG, TIFF, PDF, PSD, or AI (180 dpi or greater)
<b>PRICE:</b>	<b>\$400 (or only \$150 with JPG LED Ad Package!)</b> Please contact Jennie Fu for more information

**Thousands of visitors download the app each year!**



ON-SITE LED ADS



MOBILE ADS

**JPG LED AD + MOBILE AD ONLY \$1450!**

Save \$250 by booking your Mobile Ad with an On-Site JPG LED Ad!

**ARTWORK MUST BE RECEIVED BY OCTOBER 10th.**