

The Benefits of
Sponsoring



FISH TALES™

UNMATCHED EXPOSURE TO THE SEAFOOD INDUSTRY

Be the featured product on the front cover of Fish Tales, Samuels' industry-renowned monthly newsletter, in addition to a full-page editorial spotlight that dives into your product's unique benefits and selling points.

SPONSORSHIP HIGHLIGHTS

A \$6,000 investment includes:

In-Person Access

- 🐟 Exclusive opportunities for product training and ride-alongs with Samuels' sales staff, plus in-person product knowledge sessions.

Print & Editorial Features

- 🐟 Front Cover Placement: Your product prominently featured on the cover of Fish Tales, a trusted resource in the industry for over 20 years.
- 🐟 Full Page Article: An in-depth editorial with custom images showcasing your product.
- 🐟 Monthly Specials & Invoice Promotion: Product highlighted in our Monthly Specials and featured on the back of Samuels' invoices for 30 days.

Digital Promotions

- 🐟 Top Banner Ads: Premium banner placement in daily specials e-blasts to our Mid-Atlantic and Florida customer base.
- 🐟 Homepage Feature: Banner ad and featured item on SamuelsSeafood.com.
- 🐟 Social Media Reach: Four branded social media posts throughout the sponsorship month.
- 🐟 Website Sponsor Page: Recognition as a featured sponsor.

Additional Benefits

- 🐟 Custom Recipe Feature: A unique recipe developed by our culinary team or supplied by you, featured across our channels.
- 🐟 Retail Spotlight: Item displayed and promoted at our Philadelphia retail store, Giuseppe's Market.



Your product will be featured on the Front Cover!
On page three, you will have a full feature article touting all of your product's benefits and unique selling points!

SAMUELS' FISH TALES REACH

- **17,800+ Instagram Followers**
- **6,000+ webpage hits per month**
- **25,500+ industry contacts**
- Distributed to **10,000+ emails monthly**
- reaching restaurants, vendors, and retail customers directly.

BECOME A SPONSOR TODAY!

MARKETING@SAMUELSSEAFOOD.COM | SAMUELSSEAFOOD.COM