



Media Kit 2025

Organic Produce Network (OPN) is a trusted resource for the organic fresh produce industry, offering timely news, data, and original content, with shared insights and connections brought to life at the Organic Produce Summit (OPS).

New High-Impact Opportunities

- OPS Premium Pre- or Post-Show Email
- Event Extension Display Advertising
- Category Leader Download & eBlast
- Static Article Feature
- Countdown to OPS Webinar Series

Key offerings include:

- **OPN Connect Newsletter:** Reaches over 17,000 industry members weekly, with a 28% open rate and ad placements in various banner formats.
- **OPN Blast!:** A targeted email marketing opportunity to our 17,000+ readers with consistent open rates above 22% and click-through rates between 2.3% and 6.8%.
- **State of Organic Produce Report:** Comprehensive annual report on sales trends, distributed digitally and via print.
- **OrganicProduceNetwork.com:** With more than 45,000 impressions per month, monthly banner advertising options are ideal for visibility.

OPN's Audience

Production

Growers
Processors
Distributors

Buyers

Retailers
Wholesalers
Natural Food Stores
Foodservice Operators

Allied Industries

Seed Suppliers
Packaging Suppliers
Technology Suppliers
Equipment Suppliers
Educational Organizations
Industry Commissions

Other Suppliers

Ingredients
Supplements
Vitamins
Beverages
Juices
Snacks
Frozen Foods

For ad bookings, contact Shelley Baugh at (515) 423-0504 or shelley@organicproducenetwork.com



By Informa Markets

Advertising Rates

OPN Connect Email Newsletter

Ad Position	Size (pixels)	Rate/ Month (net)	12x Rate/ Month (net)
NL Medium Rectangle 1	300 x 250	\$1,700	\$1,360
NL Medium Rectangle 2	300 x 250	\$1,700	\$1,360
NL Medium Rectangle 3	300 x 250	\$1,580	\$1,260
NL Medium Rectangle 4	300 x 250	\$1,580	\$1,260
NL Medium Rectangle 5	300 x 250	\$1,470	\$1,180
NL Medium Rectangle 6	300 x 250	\$1,470	\$1,180
NL Medium Rectangle 7	300 x 250	\$1,360	\$1,090
NL Medium Rectangle 8	300 x 250	\$1,360	\$1,090
NL Leaderboard 1	728 x 130	\$1,700	\$1,360
NL Leaderboard 2	728 x 130	\$1,580	\$1,260



Artwork Specifications

File Type: 72 dpi, RGB, .gif or .jpg. For animated .gif files, please send the archive and font type. If you use animation in your artwork, the speed should be no less than 2-3 seconds between frames to allow the reader to easily view your ad. Outlook users cannot see animated GIFs, therefore it is our recommendation that the first frame of your animated GIF be a stand-alone or call to action frame. Maximum # of loops: 3. Maximum # of frames: 4. A URL must be provided for click-through.

File Size: Max 200kb

Deadlines: Materials should be sent to Robert.Steigleider@informa.com at least 10 business days prior to posting. Our team will reach out a few weeks before your ad is due with a reminder.

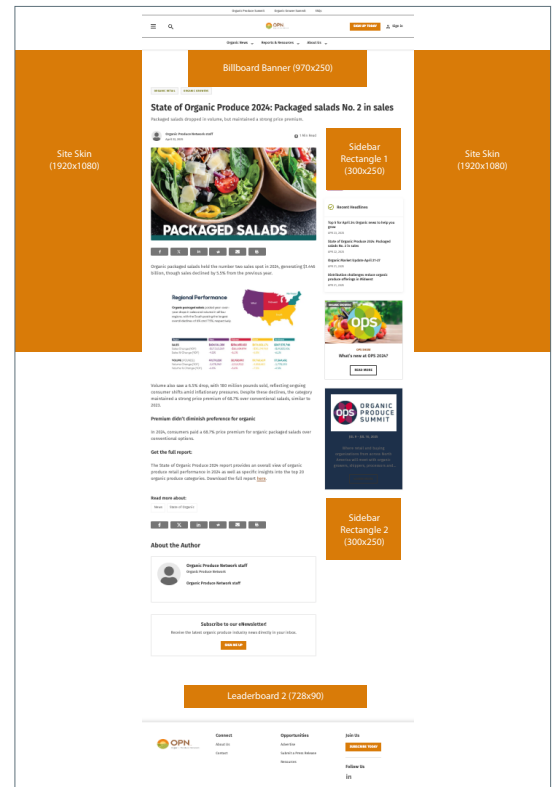
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We reserve the right to exclude any advertisement which does not meet the standards of the publication in the publisher's opinion.

Advertising Rates OPN Website

www.organicproducenetwork.com

Ad Position	Size (pixels)	Rate/ Month (net)	12x Rate/ Month (net)
Site Skin (positioned on the right and left hand "rails" on a homepage and article pages)	1920 x 1080	\$2,000	\$1,600
Billboard Banner	970 x 250	\$1,800	\$1,440
Leaderboard 2	728 x 90	\$1,500	\$1,200
Sidebar Rectangle 1	300 x 250	\$1,600	\$1,280
Sidebar Rectangle 2	300 x 250	\$1,550	\$1,240



Artwork Specifications

File Type: 72 dpi, RGB, .gif or .jpg for web ads. For animated .gif files, please send the archive and font type. If you use animation in your artwork, the speed should be no less than 2-3 seconds between frames to allow the reader to easily view your ad. Maximum # of loops: 3. Maximum # of frames: 4. A URL must be provided for click-through.

File Size: Max 200kb

Deadlines: Materials should be sent to Robert.Steigleider@informa.com at least 10 business days prior to posting. Our team will reach out a few weeks before your ad is due with a reminder.

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Advertising Rates

OPN Blast!

A customized e-blast sent to over 17,000 OPN subscribers, featuring your artwork and the OPN Blast logo.

- **Price:** \$4,500 for one email, or \$4,000 each for two or more.
- **Scheduling:** Available weekly on Tuesdays throughout the year, ask me about event specific marketing dates!

Artwork Specifications

HTML Requirements:

- Design using INLINE coding; limit CSS use.
- Avoid embedding a single, large image as an HTML file (spam risk).

Subject Line:

Maximum 65 characters; avoid trigger words like “free,” symbols, or excessive punctuation.

Footer Details:

- Opt-out/Suppression list or link.
- Physical mailing address.

Assets Required:

- HTML with images embedded and hosted.
- Test seed list and final seed list (if different).
- URLs for click-throughs.

Submission Timeline:

Materials must be sent to SR-Assets@informa.com at least (5) business days prior to deployment. Our team will reach out a few weeks before your ad is due with a reminder.



Blast! Organic Produce Network

OPN is happy to share this organic message with you...



BRAND LEADERS
WITH ORGANIC HIGH-FLAVOR APPLES

SWEET AS HONEY
CRISP & JUICY

The Gold Standard
OF AMBROSIA APPLES™

AMBRROSIA GOLD

VISIT WEBSITE

INCREDIBLY CRISP & SWEET
SWEET START & FRUITY FINISH

Pure Envy
APPLE PERFECTION

envy

VISIT WEBSITE

SWEET & CRISP
JUICY, FIRM & CRISP

Amazing Flavor
INFINITE POSSIBILITIES™

COSMIC CRISP

VISIT WEBSITE

TANGY EFFERVESCENCE
FRESH FLAVOR & ZING

JAZZ

Always Refreshing
CRUNCHY & SWEET

VISIT WEBSITE

LET'S TALK!
(509) 663-1955

CLICK TO VIEW OUR APPLES

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Interested in sharing your organic message?
Contact blast@organicproducenetwork.com for information

Our mailing address is:
5 Harris Court, Building O, Monterey, CA 93940

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

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Advertising Rates

Category Leader & Audience Extension Opportunities

Elevate Your Brand with OPN's High-Impact Opportunities

Organic Produce Summit, Premium Pre- or Post- Show Email

Price: \$5,500 for one email, \$5,000 each for two or more.

Opportunity to expand your OPS reach – HURRY! There are limited dates available, and this opportunity allows you to connect with both the OPS attendees and the OPN audience through an exclusive pre- or post- show email spot before or after OPS, July 9-10, 2025.

Event Extension Display Advertising

Price: \$2,500/month for 50k Display Impressions, 30 Day Run

\$1,750/month for 30k Display Impressions, 15 Day Run

Opportunity to expand your reach – Connect with both the OPS attendees and the OPN audience through event extension display advertising before, during, or after OPS, July 9-10, 2025. Event extension runs for 15 or 30 days.

Category Leader Download and eBlast

Price: \$5,000 for one, \$4,500 each for two or more.

Position your brand as a **trusted leader** in your category with a custom **2-page, lead-generating content piece**. OPN collaborates with your brand to create a downloadable PDF that combines category insights, consumer data, and your unique product takeaways. The asset answers FAQs and provides educational, actionable content.

Specifications:

- Professionally written and designed **Category Leader PDF**.
- **1-touch email blast** promoting the asset, linking directly to your website.
- Hosted on a **dedicated landing page** on OPN's website.
- **Newsletter Feature:** Promoted in OPN's newsletter to maximize exposure.
- **Lead Delivery:** Captures and delivers leads generated during the campaign.
- Asset is **yours to keep** after the campaign for use in future marketing.

Scheduling: Available weekly on Wednesdays throughout the year.

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Advertising Rates

Category Leader & Audience Extension Opportunities

Elevate Your Brand with OPN's High-Impact Opportunities

Static Article Feature

Price: \$3,500 for one article, \$3,000 each for two or more.

Boost your brand visibility with a **sponsored article** crafted by OPN's expert content team. Highlight your **key crop, sustainability initiatives, packaging innovations, or product category leadership** with a professionally written and designed article published on OPN's website.

Specifications:

- Sponsored article **written and designed by OPN.**
- Published on **OPN's high-traffic website.**
- Promoted in the **OPN newsletter**, driving traffic to the article.
- **Embedded link** to your company website.

Scheduling: Available weekly throughout the year.

Submission Timeline: Materials and content will require 8-10 week lead time before go-live date. Our team will reach out a few weeks before to start the process.

Countdown to Organic Produce Summit, Pre- or Post- Show 30-minute Webinar Series

Price: \$9,600

\$8,000 OPS Exhibitor / Sponsors Rate

These webinars will run as a countdown and follow up to OPS. They provide the opportunity for companies to highlight trends, expertise and thought leadership and to engage their target audience through meaningful content and education. OPN's content marketing team will work with sponsors to develop content, moderate and secure other industry experts as panelists as needed. These webinars will be supported via robust marketing campaigns and once completed, the recordings are provided to sponsors for evergreen use and audience education.

Inclusions:

- Content and moderating assistance from OPN team
- 2-touch email campaign to target audience to promote webinar
- 2 posts on OPS/OPN social channel(s)
- Promoted in OPN Connect newsletter
- Lead delivery

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