



Media Kit 2025

Organic Produce Network (OPN) is a trusted resource for the organic fresh produce industry, offering timely news, data, and original content.

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.
- **OrganicProduceNetwork.com:** With more than 45,000 impressions per month, monthly banner advertising options are ideal for visibility.
- **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.

OPN's Audience

Production	Buyers	Allied Industries	Other Suppliers
Growers	Retailers	Seed Suppliers	Ingredients
Processors	Wholesalers	Packaging Suppliers	Supplements
Distributors	Natural Food Stores	Technology Suppliers	Vitamins
	Foodservice Operators	Equipment Suppliers	Beverages
		Educational Organizations	Juices
		Industry Commissions	Snacks
			Frozen Foods

For ad bookings, contact Shelley Baugh at (515) 423-0504 or shelley@organicproductnetwork.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 that does not meet the standards of the publication in the publisher's opinion.

Advertising Rates OPN Website

www.organicproductnetwork.com

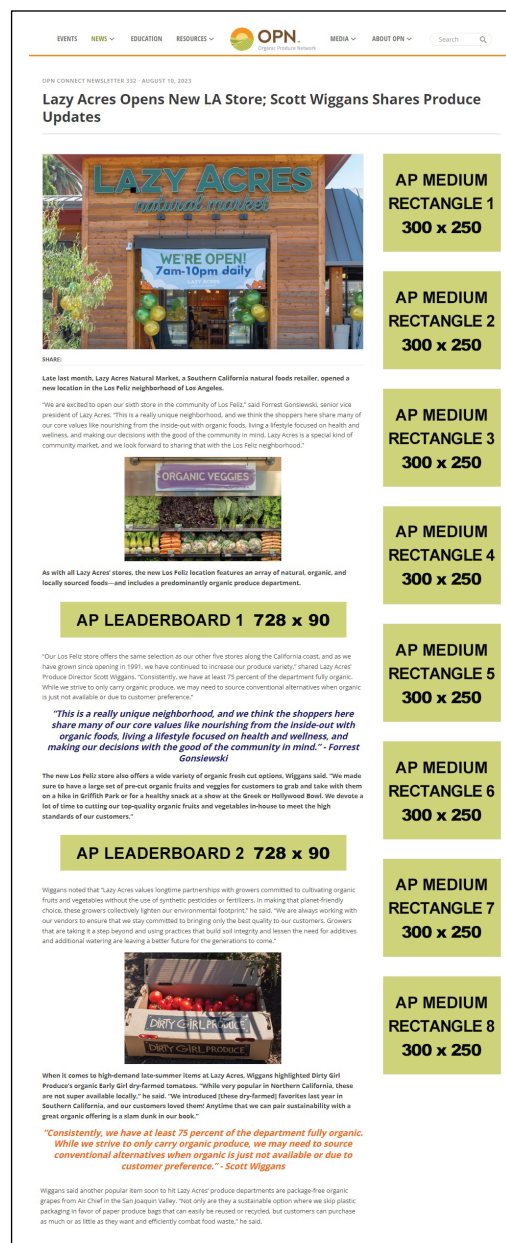
Ad Position	Size (pixels)	Rate/ Month (net)	12x Rate/ Month (net)
Medium Rectangle 1	300 x 250	\$1,600	\$1,280
Medium Rectangle 2	300 x 250	\$1,550	\$1,240
Medium Rectangle 3	300 x 250	\$1,500	\$1,200
Medium Rectangle 4	300 x 250	\$1,450	\$1,160
Medium Rectangle 5	300 x 250	\$1,400	\$1,120
Medium Rectangle 6	300 x 250	\$1,350	\$1,080
Medium Rectangle 7	300 x 250	\$1,300	\$1,040
Medium Rectangle 8	300 x 250	\$1,250	\$1,000
Leaderboard 1	728 x 90	\$1,600	\$1,280
Leaderboard 2	728 x 90	\$1,500	\$1,200

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.



EVENTS NEWS EDUCATION RESOURCES OPN MEDIA ABOUT OPN Search

OPN CONNECT NEWSLETTER 332 - AUGUST 16, 2023

Lazy Acres Opens New LA Store; Scott Wiggins Shares Produce Updates

AP MEDIUM RECTANGLE 1 300 x 250

AP MEDIUM RECTANGLE 2 300 x 250

AP MEDIUM RECTANGLE 3 300 x 250

AP MEDIUM RECTANGLE 4 300 x 250

AP MEDIUM RECTANGLE 5 300 x 250

AP MEDIUM RECTANGLE 6 300 x 250

AP MEDIUM RECTANGLE 7 300 x 250

AP MEDIUM RECTANGLE 8 300 x 250

AP LEADERBOARD 1 728 x 90

AP LEADERBOARD 2 728 x 90

Lazy Acres Natural Market, a Southern California natural foods retailer, opened a new location in the Los Feliz neighborhood of Los Angeles.

"We are excited to open our sixth store in the community of Los Feliz," said Forrest Gonskowski, senior vice president of Lazy Acres. "This is a really unique neighborhood, and we think the shoppers here share many of our core values like nourishing from the inside-out with organic foods, living a lifestyle focused on health and wellness, and making our decisions with the good of the community in mind. Lazy Acres is a special kind of community market, and we look forward to sharing that with the Los Feliz neighborhood."

As with all Lazy Acres stores, the new Los Feliz location features an array of natural, organic, and locally-sourced foods—and includes a predominantly organic produce department.

"Our Los Feliz store offers the same selection as our other five stores along the California coast, and as we have grown since opening in 1991, we have continued to increase our produce variety," shared Lazy Acres' Produce Director Scott Wiggins. "Consistently, we have at least 75 percent of the department fully organic. While we strive to only carry organic products, we may need to source conventional alternatives when organic is just not available or due to customer preference."

"This is a really unique neighborhood, and we think the shoppers here share many of our core values like nourishing from the inside-out with organic foods, living a lifestyle focused on health and wellness, and making our decisions with the good of the community in mind." - Forrest Gonskowski

The new Los Feliz store offers a wide variety of organic fresh cut options. Wiggins said, "We made sure to have a large set of pre-cut organic fruits and veggies for customers to grab and take with them on a hike in Griffith Park or for a healthy snack at a show at the Greek or Hollywood Bowl. We devote a lot of time to cutting our top-quality organic fruits and vegetables in-house to meet the high standards of our customers."

Wiggins noted that "Lazy Acres values long-time partnerships with growers committed to cultivating organic fruits and vegetables without the use of synthetic pesticides or fertilizers. In making that planet-friendly choice, these growers collectively lighten our environmental footprint," he said. "We are always working with our growers to ensure that we stay committed to bringing only the best quality to our customers. Growers that are taking it a step beyond and using practices that boost soil integrity and lessen the need for additives and additional watering are leaving a better future for the generations to come."

When it comes to high-demand late-summer items at Lazy Acres, Wiggins highlighted Dirty Girl Produce's organic Early Girl dry-farmed tomatoes. "While very popular in Northern California, these are not super available locally," he said. "We introduced (these dry-farmed) tomatoes last year in Southern California, and our customers loved them! Anytime that we can pair sustainability with a great organic offering is a slam dunk in our book."

"Consistently, we have at least 75 percent of the department fully organic. While we strive to only carry organic products, we may need to source conventional alternatives when organic is just not available or due to customer preference." - Scott Wiggins

Wiggins said another popular item soon to hit Lazy Acres' produce departments are package-free organic grapes from Air Chief in the San Joaquin Valley. "Not only are they a sustainable option where we skip plastic packaging in favor of paper produce bags that can easily be reused or recycled, but customers can purchase as much or as little as they want and efficiently combat food waste," he said.

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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
\$4,000 each for two or more.
- **Scheduling:** Available weekly throughout the year.

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:

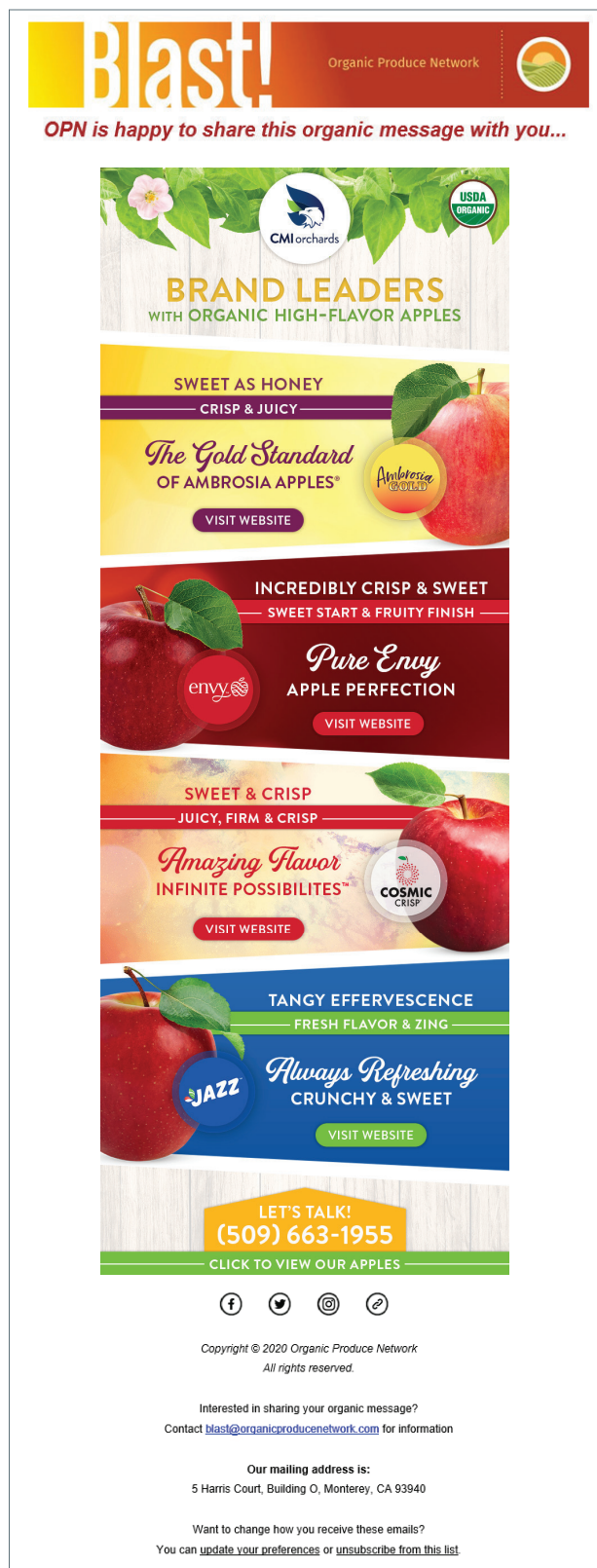
- Opt-out/Suppression list or link.
- Physical mailing address.

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®
VISIT WEBSITE

INCREDIBLY CRISP & SWEET
SWEET START & FRUITY FINISH
Pure Envy
APPLE PERFECTION
VISIT WEBSITE

SWEET & CRISP
JUICY, FIRM & CRISP
Amazing Flavor
INFINITE POSSIBILITIES™
VISIT WEBSITE

TANGY EFFERVESCENCE
FRESH FLAVOR & ZING
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](#)

State of Organic Produce

A comprehensive annual report distributed digitally to 17,000+ subscribers and printed and mailed to select retailers across North America. It includes **industry insights** and **growth perspectives, organic produce sales data, and expert interviews.**

- **Price:** Full-page ad for \$3,000 or half-page ad for \$1,500.
- **Publication date:** March 2025, with flexible invoicing for 2024 or 2025.

Artwork Specifications

To be part of this unique publication, advertising opportunities are available in both full-page and halfpage formats. Use your space to promote your brand and highlight how your company is moving organic produce forward. Your URL is included with your ad in our digital version of the report.

Print ads must be submitted as high resolution (300 dpi) PDFs in CMYK with fonts outlined.

Ad artwork and URLs are due to Jordan Wang (email: jordan.wang@informa.com) by **February 14, 2025.**

Full Page Ads:

- All full page ads are bleed ads
- File Size: 8.75" w x 11.25" h (includes .25" bleed)
- Publication Trim Size: 8.25" w x 10.75" h
- Keep all live material .375" from trim edges
- Crop marks should be off set .25" outside trim edge

Half Page Ads:

- All half page ads are non-bleed ads
- File Size: 7.25" w x 4.7" h
- Crop marks should be off set .25" outside trim edge

