OPN
Organic Produce Network

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

New Hope
NETWORK
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.

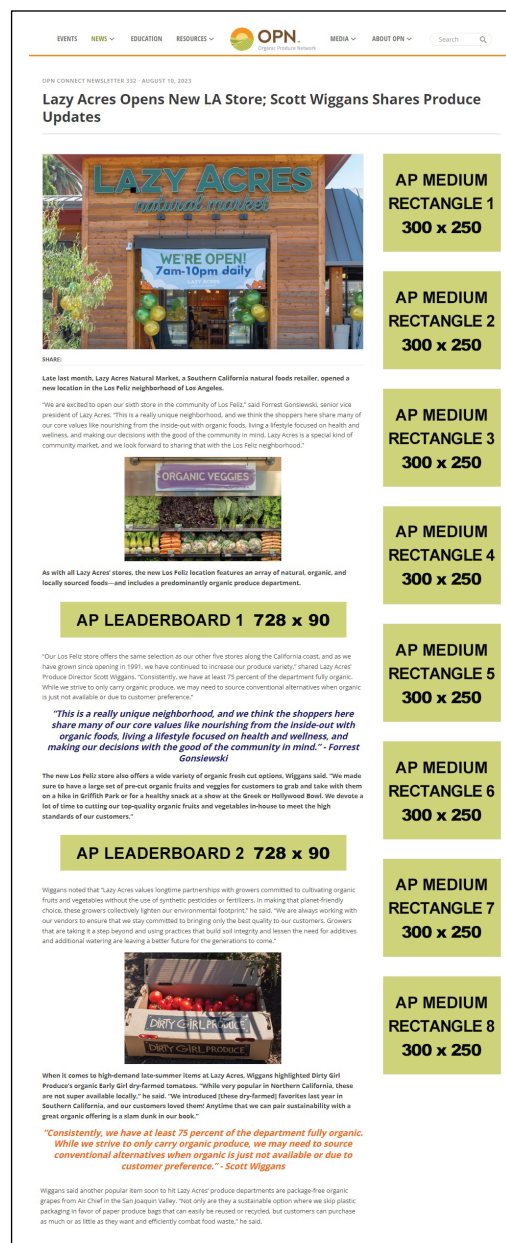# Advertising Rates
OPN Website

www.organicproducenetwork.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.

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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.
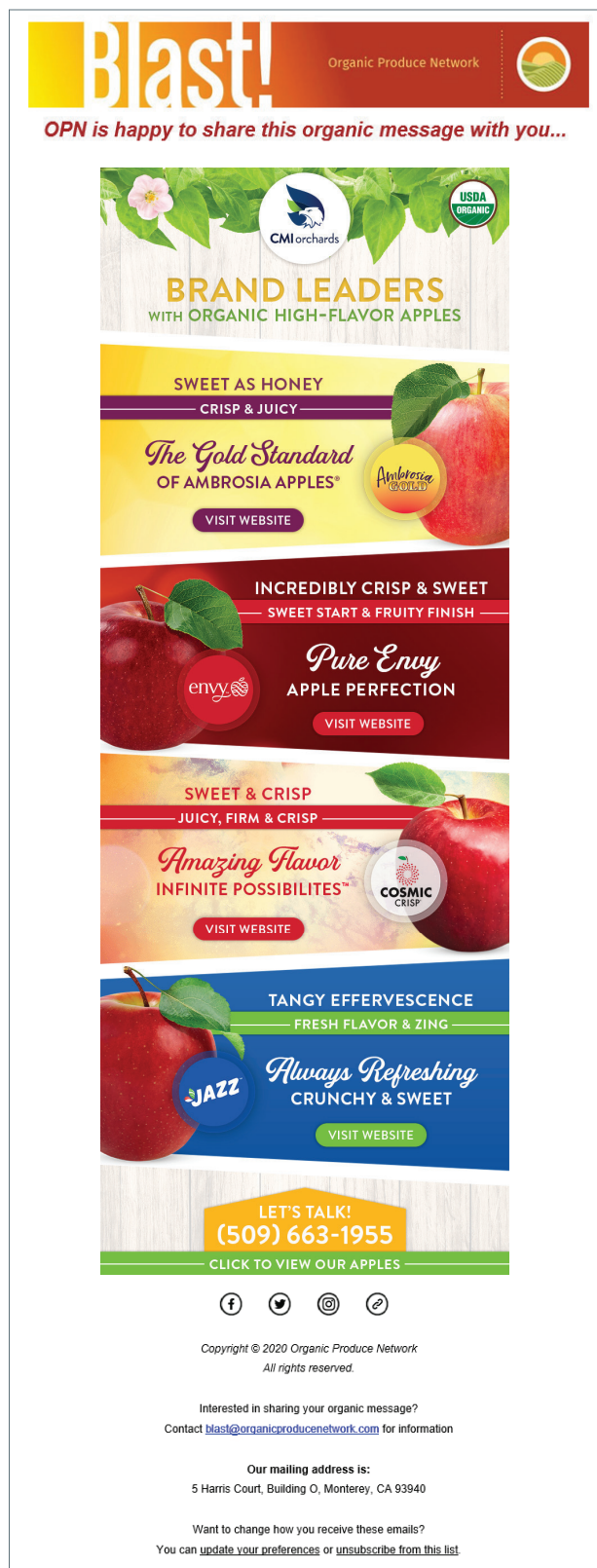
Footer Details:

- 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.

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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

STATE *of* ORGANIC PRODUCE 2023

PRESENTED BY ORGANIC PRODUCE NETWORK

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