



Media Kit 2026

The Go-To Media Platform for Organic Fresh Produce

Organic Produce Network (OPN) has been the trusted voice in the fresh organic produce industry since 2017. We connect the organic fresh produce community by delivering content that drives industry growth. From editorial coverage and exclusive interviews to deep dives into trends, regulatory updates, and sustainability – our platform keeps the industry informed and engaged.

At OPN, it's not just about how many - it's about who. We deliver impact by reaching the **real decision-makers** across organic growing, processing, shipping, and retail. No other publication is as deeply rooted in the organic sector. With Organic Produce Summit (OPS) and Organic Grower Summit (OGS) as anchor events, we are the media brand built **for the organic industry, by the organic industry.**

Who You'll Reach

- Organic Growers, Processors, Distributor, & Shippers
- Foodservice & Retail Buyers
- Processors & Packers
- Wholesalers, Natural Food Stores, & Distributors
- Input + Tech Suppliers
- Industry Associations & Educators
- Ingredients, Supplements, Vitamins, Beverages, Juices, Snacks, Frozen Foods

**They read with purpose.
They act on what they see.**

Why OPN?

We reach the right eyes, not just more of them.

- **Built-in Audience** of organic buyers, retailers, suppliers, and marketers
- **Trusted Industry Platform** with in-depth editorial, show coverage, and analysis
- **Exclusive OPS + OGS Access** connecting you directly to leaders shaping the future of organic
- **OPN Connect Weekly E-Newsletter**, delivering timely industry news to thousands of subscribers each week
- **OrganicProduceNetwork.com**, our digital hub for stories, insights, and updates across the supply chain
- **The State of Organic Produce**, our annual data-driven publication analyzing organic category performance at retail

This is where your brand belongs if your business is in organics.



New High-Impact Opportunities

- [OPS Premium Pre- or Post-Show Email](#)
- [Event Extension Display Advertising](#)
- [Category Leader Download & eBlast](#)
- [Static Article Feature & Press Releases](#)
- [Countdown to OPS Webinar Series](#)

Let's Build Your Media Plan

Whether your goal is growth, brand recognition, or category leadership, OPN helps you show up. To get started, contact Shelley Baugh at (515) 867-9116 or shelley@organicproducenetwork.com.

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 Connect Weekly Email Newsletter

Delivered Thursdays to an engaged audience of over 15,000 organic-focused professionals and growing.

Ad Position	Size (pixels)	Rate/ Month (net)	12x Rate/ Month (net)	Weekly Rate (2-week min)
NL Medium Rectangle 1	300 x 250	\$1,770	\$1,415	\$450
NL Medium Rectangle 2	300 x 250	\$1,770	\$1,415	\$450
NL Medium Rectangle 3	300 x 250	\$1,645	\$1,310	\$420
NL Medium Rectangle 4	300 x 250	\$1,645	\$1,310	\$420
NL Medium Rectangle 5	300 x 250	\$1,530	\$1,227	\$400
NL Medium Rectangle 6	300 x 250	\$1,530	\$1,227	\$400
NL Medium Rectangle 7	300 x 250	\$1,415	\$1,130	\$370
NL Medium Rectangle 8	300 x 250	\$1,415	\$1,130	\$370
NL Leaderboard 1	728 x 130	\$1,770	\$1,410	\$450
NL Leaderboard 2	728 x 130	\$1,645	\$1,310	\$420



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 Jenny.Lee@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.

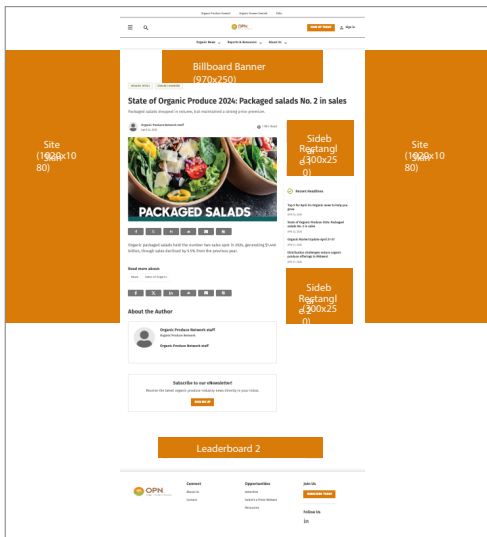
Advertising Rates

OPN Website

www.organicproducenetwork.com

Where the industry comes to read, learn, and take action. Our readers include decision-makers across retail, production, and supply chain - making monthly banner ads a smart way to stay visible, build brand recognition, and support campaign goals.

Ad Position	Size (pixels)	Mobile Size (pixels)	Rate/ Month (net)	12x Rate/ Month (net)	Weekly Rate (2-week min)
Site Skin (positioned on the right and left hand "rails" on a homepage and article pages)	1920 x 1080	No mobile version	\$2,000	\$1,600	\$550
Billboard Banner	970 x 250	320x50	\$1,800	\$1,440	\$500
Leaderboard 2	728 x 90	320x50	\$1,560	\$1,250	\$425
Sidebar Rectangle 1	300 x 250	300x250	\$1,660	\$1,330	\$450
Sidebar Rectangle 2	300 x 250	300x250	\$1,610	\$1,300	\$440
The Big Sky	1920 x 500	Adaptive for mobile	\$2,000	\$1,600	\$550



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

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Advertising Rates

Customized OPN Blast!

Reach 18,000+ Organic Industry Decision-Makers Directly

Want to get in front of retailers, buyers, growers, and foodservice leaders? Our high-impact OPN eBlasts put your brand directly in the inbox of 18,000+ engaged subscribers. With average open rates around 20% and click-through rates between 2.3%–6.8%, this is one of the most effective ways to create visibility, drive traffic, and spark conversations with your ideal audience.

Perfect for:

- Announcing a product launch
- Driving booth traffic before a trade show
- Highlighting brand updates or certifications
- Staying top-of-mind with retailers and supply chain buyers

Pricing: \$4,600 for one eBlast, \$4,100 each when you reserve two or more

Email Timing:

Dedicated eBlasts are available Monday through Friday, excluding Thursdays (reserved for our OPN Weekly Connect e-Newsletter).

- Tuesdays and Wednesdays typically deliver the highest open rates
- Need help picking a date? We'll help guide your timing for best results
- Book 2–3 weeks in advance to secure priority dates



Artwork Specifications

Format:

- Responsive HTML
- Use inline coding; avoid embedded CSS or single-image HTML formats
- Avoid spam triggers (e.g., “Free!!!”) in subject lines

Subject Line: Max 65 characters, submit with final creative

Deadline: All materials due 5 business days prior to send date

Submit to: sr-assets@informa.com. You'll receive a reminder email 2–3 weeks prior to your scheduled blast.



Let's Build Your Media Plan.

Advertising Rates

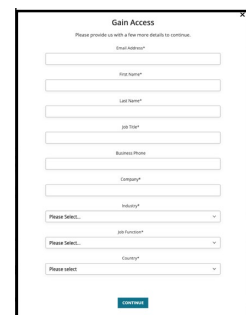
Category Leader Download + Email Marketing

Position Your Brand as a Thought Leader Showcase your category expertise and generate leads while you're at it.

This premium package combines strategic content with high-impact delivery. We'll help you create a downloadable, brand-forward resource, then get it in front of the people who matter most.

What's Included:

- **Custom 2-page content piece** designed by our team
- **Dedicated landing page on the OPN site** to host your download
- **One-touch email marketing** sent to our full audience promoting your download
- **Feature in the OPN Connect Weekly e-Newsletter** to amplify visibility
- **Lead capture & delivery** - you get the contact info from every download
- **You keep the PDF** for future use across your own channels



Perfect for:

- Proving your leadership in a category (e.g., berries, salads, soil health, packaging, etc.)
- Offering buyers a high-value, educational takeaway
- Supporting your brand story at a critical moment (launch, season, or show)

Pricing: **\$5,000** for one campaign, **\$4,500 each** when you reserve **two or more**

Timing & Process:

- Available Monday through Friday, excluding Thursdays (reserved for our OPN Weekly Connect e-Newsletter).
- Our team will reach out 2–3 weeks prior to your preferred date to kick off planning and gather assets
- Final approval required 3–5 business days prior to deployment
- Book 10-weeks before Go Live

Ready to lead your category?

We'll make the process simple and help ensure your content gets the attention it deserves.

Sponsored Static Articles

Get your message in front of the people who matter.

Whether you're launching a product, announcing a new hire, or sharing your brand story - this is a trusted way to gain visibility through the OPN platform.

Sponsored Static Articles

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.

- Sponsored article **written and designed by OPN.**
- Published on **OPN's high-traffic website**
- Promoted in the **OPN Weekly Connect e-newsletter & email marketing**, 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.



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