OPN™
Organic Produce Network



Media Kit 2027

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.



2027 OPN Opportunities

Email Newsletter
OPN Website
Dedicated eBlasts
Category Leader Download & eBlast
Static Article Feature
State of Organic Produce
Webinar Series
Event Extension Display Advertising

Let's Build Your Media Plan

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.

New Hope NETWORK
By Informa Markets

OPN
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Media Kit 2027

Advertising Rates

OPN Connect Weekly Email Newsletter

Delivered Thursdays to an engaged audience of over 13,000 organic-focused professionals.

Ad Position	Size (pixels)	Rate/ Month (net)	12x Rate/ Month (net)
NL Medium Rectangle 1	300 x 250	$1,820	$1,460
NL Medium Rectangle 2	300 x 250	$1,820	$1,460
NL Medium Rectangle 3	300 x 250	$1,690	$1,350
NL Medium Rectangle 4	300 x 250	$1,690	$1,350
NL Leaderboard 1	728 x 130	$1,820	$1,460
NL Leaderboard 2	728 x 130	$1,820	$1,460
NL Leaderboard 3	728 x 130	$1,690	$1,350
NL Leaderboad 4	728 x 130	$1,690	$1,350



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.

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Advertising Rates

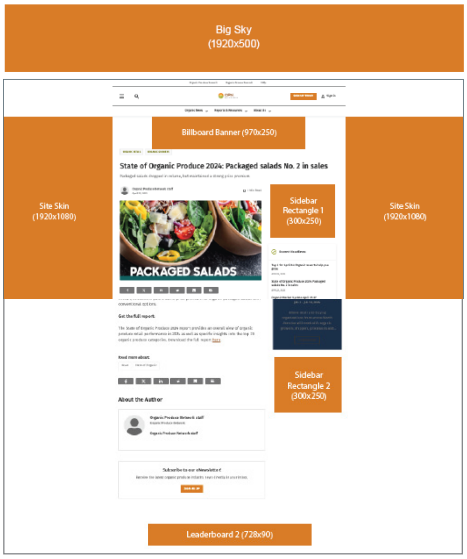
OPN Website

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. Your ad appears on every page, maximizing touchpoints throughout the user experience.

Ad Position	Size (pixels)	Mobile 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	No mobile version	$2,060	$1,650
Big Sky	1920x500	Respon-sive	$2,000	$1,600
Billboard Banner	970 x 250	320x50	$1,850	$1,480
Leaderboard 2	728 x 90	320x50	$1,600	$1,285
Sidebar Rectangle 1	300 x 250	300x250	$1,710	$1,370
Sidebar Rectangle 2	300 x 250	300x250	$1,660	$1,300





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.

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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: $4,725 for one eBlast, $4,225 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.



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Advertising Rates

Category Leader Download + Email Campaign

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 campaign** 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: **$5,150** for one campaign, **$4,625 each** when you reserve **two or more**

Timing & Process:

- 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.

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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: $3,600 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 website**
- Promoted in the **OPN Weekly Connect e-newsletter**, driving traffic to the article
- **Embedded link** to your company website
- Additional promotion through **Email Marketing** campaign

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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State of Organic Produce

A comprehensive annual report distributed digitally to 35,000+ subscribers in the produce and food industry and distributed directly to retail attendees through an exclusive room drop at the Organic Produce Summit, placing your message in the hands of key retail buyers and decision-makers. It includes industry insights and growth perspectives, organic produce sales data, and expert interviews.

Half-Page Ad: $1,650

Full Page: $3,200

Preferred Placement (Full Page): $3,500
Guarantee your profile appears within the first half of the publication. Limited availability.

Table of Contents: $4,100

Inside Front Cover: $4,625

Inside Back Cover: $5,125



Publication date: April 2026, with flexible invoicing for 2026 or 2027.

Artwork Specifications

To be part of this unique publication, advertising opportunities are available in both full-page and half-page 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 Shelley Baugh (email: shelley@organicproducenetwork.com).

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

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30-Minute Webinar

$9,850 for Non-Exhibitors

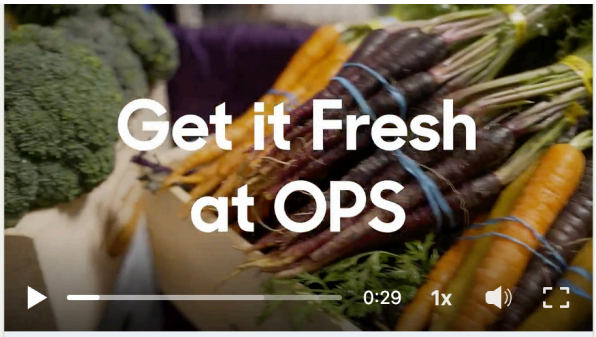
$8,200 for OPS Exhibitors or Sponsors

Position your brand as a category leader through a high-quality educational webinar moderated by the OPN team. These are designed to build anticipation or extend campaign impact.

Includes:

- 30-minute webinar moderated by OPN
- Content strategy + panel curation support
- 2-touch targeted email campaign to OPN audience
- 2 social media promotions via OPN/OPS channels
- Featured in the OPN Weekly Connect e-Newsletter
- Lead delivery + full webinar recording for evergreen use

Great for product storytelling, trends, or thought leadership moments.



Get Ready For The Freshest Event of The Year: Organic Produce Summit!

Extension Display Advertising

$2,600/month – 50k Display Impressions (30-day run)

$1,800/month – 30k Display Impressions (15-day run)

Capture attention before, during, or after the show with premium display ads placed across the web. Extend your reach beyond the booth with targeted brand awareness placements.

Details:

- 15- or 30-day campaigns
- Display banners run sitewide during peak OPS interest
- Perfect for reinforcing messaging from event booth or emails



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Connect with Organic Produce Summit Attendees – Before, During, and After the Show

Make the most of your OPS presence (or absence) with high-impact digital marketing placements designed to expand visibility, generate leads, and drive lasting engagement with the organic produce industry's key decision-makers.



Priority Booth Selection for OPS 2027

We're excited to continue the new benefit for approved OPS 2027 exhibitors: your OPN media spend will help determine your priority booth selection ranking.

Any signed advertising agreements with OPN between March 1, 2026, and February 26, 2027, for advertising opportunities delivered between August 1, 2026 to July 31, 2027 will count toward your placement on the priority list for selecting your booth at the OPS 2027.

This incentive rewards exhibitors who invest early and consistently in OPN's media platforms



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