

# Media Kit 2018

OPN  
CONNECT



OPN™  
Organic Produce Network

## What is OPN Connect?

**OPN Connect** is the weekly e-newsletter of the Organic Produce Network. Timely news and information, combined with original content from established fresh produce journalists are featured in each issue. Once a reader clicks on a headline they are taken to the OPN website where articles can be read in full and are archived for future reference.

The **OPN Connect** e-newsletter is delivered to the in-boxes of over 13,000+ organic produce industry professionals – including over 700 retailers – every week. The open rate has stayed consistent at 17%+. The news pages of the [www.OrganicProduceNetwork.com](http://www.OrganicProduceNetwork.com) website receive over 9,300 impressions per month.

## What is the Organic Produce Network (OPN)?

The **Organic Produce Network (OPN)** is a vibrant online resource serving the organic fresh produce industry. We deliver industry news via the OPN Connect weekly e-newsletter and online at [www.OrganicProduceNetwork.com/News](http://www.OrganicProduceNetwork.com/News). Our reporting is fresh and original – never recycled press releases!

We are constantly taking the pulse of the organic fresh produce community to deliver the latest information to our readers who include retailers, wholesalers, foodservice operators, growers, processors, distributors and industry suppliers of seeds, packaging, technology, equipment and more.

Within this Media Kit you will find the banner ad rates and sizes for the weekly OPN Connect e-newsletter and website, [www.organicproducenetwork.com](http://www.organicproducenetwork.com), on pages two and three, respectively; and artwork specifications on page four. OPN also produces engaging live events which bring together various components of the organic food community.

## Who is OPN's Target Market?

Everyone who is connected to organic fresh produce including:

- Production – Growers, Processors and Distributors
- Buyers – Retailers, Wholesalers, Natural Food Stores and Foodservice Operators
- Allied Industries – Suppliers of Seeds, Packaging, Technology and Equipment, Educational Organizations and Industry Commissions
- Other Miscellaneous Industries – Suppliers of Ingredients, Supplements, Vitamins, Beverages, Juices, Snacks and Frozen Foods

To advertise, contact Dana Davis at 302-750-4662 or [dana@organicproducenetwork.com](mailto:dana@organicproducenetwork.com).

# Advertising Rates for the OPN CONNECT e-Newsletter

Ad Position	Size (pixels)	Rate/Month (net)	12x Rate/ Month (net)
NL Medium Rectangle 1	300 x 250	\$ 1,400	\$ 1,120
NL Medium Rectangle 2	300 x 250	\$ 1,400	\$ 1,120
NL Medium Rectangle 3	300 x 250	\$ 1,300	\$ 1,040
NL Medium Rectangle 4	300 x 250	\$ 1,300	\$ 1,040
NL Medium Rectangle 5	300 x 250	\$ 1,200	\$ 960
NL Medium Rectangle 6	300 x 250	\$ 1,200	\$ 960
NL Medium Rectangle 7	300 x 250	\$ 1,100	\$ 880
NL Medium Rectangle 8	300 x 250	\$ 1,100	\$ 880
NL Leaderboard 1	728 x 130	\$ 1,400	\$ 1,120
NL Leaderboard 2	728 x 130	\$ 1,300	\$ 1,040

The screenshot displays the OPN Connect e-newsletter interface. At the top, there's a header with the OPN logo and the word 'Connect' in a script font. Below the header, the main content area includes several sections:

- Article:** 'Pacific Organic: Cultivating the Global Organic Marketplace' by Andy Hermans, RD. It discusses the growing market for organic produce and consumer preferences.
- Ad Placement:** 'NL LEADERBOARD 1 728 X 130'.
- Statistical Content:** 'Organic Produce 10 Percent of All Retail Produce Sales in March' and 'Packaged Sales Lead the Way'. It cites Nielsen data showing robust growth in organic sales.
- Ad Placement:** Two 'NL MEDIUM RECTANGLE' ads (300 X 250).
- Interview:** 'IN THEIR words' featuring John Harley, CEO of Anthony Vineyards Inc., discussing organic grape shipping.
- Article:** 'Ashley's Better Bites: May Means Cherries!' by Ashley Korf, RD, highlighting the benefits of cherries.
- Ad Placement:** 'NL LEADERBOARD 2 728 X 130'.
- Event:** 'ORGANIC GROWER SUMMIT' presented by COO & A&P, scheduled for December 13-14 in Monterey, CA.
- Ad Placement:** Two 'NL MEDIUM RECTANGLE' ads (300 X 250).
- Weekly Top 5:** A list of five organic news items, including USDA webinars, new resources for handlers, and research updates.
- Ad Placement:** Two 'NL MEDIUM RECTANGLE' ads (300 X 250).
- Quote of the Week:** A quote by J.P. Moysset from SICar Farms about the future of organic produce.
- Ad Placement:** Two 'NL MEDIUM RECTANGLE' ads (300 X 250).
- Footer:** A call to action: 'Not Connected? Join OPN Connect Today! SIGN UP FOR OUR NEWSLETTER >' and contact information.

# Advertising Rate for the Article Pages on **OrganicProduceNetwork.com**

Ad Position	Size (pixels)	Rate/Month (net)	12x Rate/Month (net)
AP Medium Rectangle 1	300 x 250	\$ 1,500	\$ 1,200
AP Medium Rectangle 2	300 x 250	\$ 1,450	\$ 1,160
AP Medium Rectangle 3	300 x 250	\$ 1,400	\$ 1,120
AP Medium Rectangle 4	300 x 250	\$ 1,350	\$ 1,080
AP Medium Rectangle 5	300 x 250	\$ 1,300	\$ 1,040
AP Medium Rectangle 6	300 x 250	\$ 1,250	\$ 1,000
AP Medium Rectangle 7	300 x 250	\$ 1,200	\$ 960
AP Medium Rectangle 8	300 x 250	\$ 1,150	\$ 920
AP Leaderboard 1	728 x 130	\$ 1,500	\$ 1,200
AP Leaderboard 2	728 x 130	\$ 1,400	\$ 1,120

The screenshot shows the OrganicProduceNetwork.com website layout. At the top is the OPN logo and navigation menu. The main content area features an article with a photo of a person in a grocery store. The article title is "Who is the Organic Shopper? It Depends on Whom You Ask" by Mindy Hermann, RD. The article text discusses organic produce demand and survey results. Several ad placements are highlighted with green boxes on the right side of the page, including AP Medium Rectangles 1 through 8 and AP Leaderboards 1 and 2.

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## Advertising Specifications

### Deadlines:

Artwork and corresponding URL (for click-throughs) are due at least two business days before your ad is set to go live. Email your artwork to Dana Davis at [dana@organicproducenetwork.com](mailto:dana@organicproducenetwork.com).

### File Type:

Please send your ad with a resolution of 72 dpi and in RGB. For website ads, you can choose to have either an animated ad (.gif) or still image (.jpg). For animated .gif files, please send the archive and font type. For e-Newsletter ads, a .jpg file is best.

### Animation Speed:

If you use animation in your artwork, we request that the speed be no less than 2-3 seconds between frames to allow the reader to easily view your ad.

### File Size:

The file size for each ad can be no more than 40kb.

### Artwork Sizing:

Please refer to your specific ad on the past two pages for the size of your ad in pixels (width x height).

### Mobile vs Desktop:

Please note that your ad may show up differently on a mobile device as compared to a desktop. The graphic representations of the newsletter and site in this media kit are based on the desktop version.

### General Information:

Payment for your ad is due 30 days from date of billing. We reserve the right to exclude any advertisement which does not meet the standards of the publication in the publisher's opinion.



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