



OPN™

Organic Produce Network

Media Kit 2024

The Organic Produce Network (OPN) is a vibrant resource serving the organic fresh produce industry. We deliver industry news weekly via the **OPN Connect** e-newsletter and online at www.OrganicProduceNetwork.com/News. Our annual year-end report, **State of Organic Produce**, provides sales analysis and trends for the organic fresh produce industry.

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 18,000+ subscribers which includes those who are connected to organic fresh produce:

- 🌿 **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

Within this Media Kit you will find information regarding the following digital advertising opportunities:

- 🌿 **OPN Connect** is the weekly e-newsletter of the Organic Produce Network (OPN) delivered to the in-boxes of over 18,000+ members of the organic fresh produce community—including over 1,200 retailers. This newsletter has an open rate of over 28% and provides timely news and original content on the people, issues, and companies of the industry. Medium Rectangle and Leaderboard banner ads are available in every issue.
- 🌿 www.OrganicProduceNetwork.com/News are our online pages where subscribers read our full-length articles. The “News” pages of the www.OrganicProduceNetwork.com website receive over 45,000 impressions per month. Medium Rectangle and Leaderboard banner ads are available monthly.
- 🌿 **OPN Blast!** is an exclusive, customized email marketing opportunity that is delivered to our readers on your behalf. These weekly eblasts allow you to market your product or service directly to over 18,000 organic produce industry professionals. Open rates have consistently been above 22% and click-through rates range from 2.3% to as high as 6.8%.
- 🌿 **State of Organic Produce** is an information and data-filled publication that covers sales and trends for organic producers over the past 12 months. It is available in both hard-copy and digital formats. In early 2024, the *State of Organic Produce 2023* report will be sent to retailers across North America as well as to our 18,000+ e-newsletter subscribers.

“Peri & Sons Farms has been advertising with OPN for several years and we’ve consistently seen a good response on our ads and custom email campaigns. We feel that OPN’s high-quality and trusted online correspondences directly reach the type of engaged organic customers we’re looking for. Our campaigns are creative and relevant to their audience, and I think our solid CTR numbers are a positive sign that OPN is working for us.”

Teri Gibson
Director, Marketing & Customer Relations
Peri & Sons Farms

“Working with OPN for the past 7 years has always been such an enjoyable experience. OPN is a part of our media strategy because of the audience, reach, and events are close to home and has always made sense for our service and products we serve the industry with.”

Sara Lozano
Marketing and Product Development
Sambrailo Packaging

To advertise, contact Dana Davis at 302-750-4662 or dana@organicproducenetwork.com.

Advertising Rates for OPN CONNECT e-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

- Deadline:** Your organic-focused 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.
- File Type:** Please send your ad with a resolution of 72 dpi and in RGB. 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. 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.
- We reserve the right to exclude any advertisement which does not meet the standards of the publication in the publisher's opinion.

To advertise, contact Dana Davis at 302-750-4662
or dana@organicproducenetwork.com.

OPN CONNECT
Connecting the Organic Fresh Produce Community through Information, Education, and Live Events

Crespo SUMMER MANGO MANIA
#MuchosMangoes
New Organic Retail Bins to Highlight Crespo's Mango Mania
Next month, Crespo Organic Mangoes will launch its annual Summer Mango Mania promotion, which will feature a brand-new retail display bin that holds about 11 cases of fruit.

NL LEADERBOARD 1 728 x 130

JIMBO'S
Jimbo's Sees Continued Strong Demand for Organic Produce: Due to Home-Cooking Trend
OPN recently caught up with Jimbo's Produce & Floral Director Ryan Peterson who shared that the home-cooking trend continues to drive organic produce demand for the San Diego-based retailer.

NL MEDIUM RECTANGLE 1 300 x 250 **NL MEDIUM RECTANGLE 2 300 x 250**

FreshEdge
FreshEdge Eyes Growth in Organics
FreshEdge, a family of produce and specialty food companies backed by Wind Point Partners, operates 899,800 square feet of warehouse space across 28 facilities with a fleet of more than 620 trucks and more than 2,000 employees.

NL LEADERBOARD 2 728 x 130

Organic Lemons Top Summer Citrus Promos
While citrus is often considered a winter fruit and tends to be promoted as such, there are summertime promotional opportunities, and organic lemons are leading the way this year.

NL MEDIUM RECTANGLE 3 300 x 250 **NL MEDIUM RECTANGLE 4 300 x 250**

ORGANIC Market Update
Week 20, 2023

NL MEDIUM RECTANGLE 5 300 x 250 **NL MEDIUM RECTANGLE 6 300 x 250**

Top 5 Organic News to Help You Grow

- Whole Foods to Purchase Bragg's Fresh Regenerative Trial Crop
- Fruit World Delivers a Delightful Organic Grape Program
- Glennville Vineyards Details Organic Program Process
- Pennsylvania Looks to Further Boost Its Support of Organic Ag
- Alsum Farms Begins Wisconsin Yellow Potato Harvest


NL MEDIUM RECTANGLE 7 300 x 250 **NL MEDIUM RECTANGLE 8 300 x 250**

Advertising Rates for www.OrganicProduceNetwork.com/News

Ad Position	Size (pixels)	Rate/Month (net)	12x Rate/Month (net)
AP Medium Rectangle 1	300 x 250	\$ 1,600	\$ 1,280
AP Medium Rectangle 2	300 x 250	\$ 1,550	\$ 1,240
AP Medium Rectangle 3	300 x 250	\$ 1,500	\$ 1,200
AP Medium Rectangle 4	300 x 250	\$ 1,450	\$ 1,160
AP Medium Rectangle 5	300 x 250	\$ 1,400	\$ 1,120
AP Medium Rectangle 6	300 x 250	\$ 1,350	\$ 1,080
AP Medium Rectangle 7	300 x 250	\$ 1,300	\$ 1,040
AP Medium Rectangle 8	300 x 250	\$ 1,250	\$ 1,000
AP Leaderboard 1	728 x 130	\$ 1,600	\$ 1,280
AP Leaderboard 2	728 x 130	\$ 1,500	\$ 1,200
AP Leaderboard 3	728 x 130	\$ 1,400	\$ 1,120


Artwork Specifications

- Deadline:** Your organic-focused 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.
- File Type:** Please send your ad with a resolution of 72 dpi and in RGB. 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. 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.


EVENTS NEWS EDUCATION RESOURCES  MEDIA ABOUT OPN

OPN CONNECT NEWSLETTER 332 - AUGUST 10, 2023

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



NL MEDIUM RECTANGLE 1 300 x 250



NL MEDIUM RECTANGLE 2 300 x 250

NL MEDIUM RECTANGLE 3 300 x 250

NL MEDIUM RECTANGLE 4 300 x 250

NL LEADERBOARD 1 728 x 130

NL MEDIUM RECTANGLE 5 300 x 250

NL MEDIUM RECTANGLE 6 300 x 250

NL LEADERBOARD 2 728 x 130

NL MEDIUM RECTANGLE 7 300 x 250

NL MEDIUM RECTANGLE 8 300 x 250

NL LEADERBOARD 3 728 x 130

To advertise, contact Dana Davis at 302-750-4662 or dana@organicproducenetwork.com.

Advertising Rates for OPN BLAST!

Advertising in this exclusive customized e-blast allows you to talk directly to our 18,000+ OPN Connect e-newsletter subscribers. The e-blast content features the OPN Blast logo followed by your artwork.

The OPN Blast opportunities are scheduled weekly throughout the year. For availability, contact Dana Davis.

Price: \$4,500 for one OPN Blast
\$4,000 each for two or more in 2024

Artwork Specifications

- Deadline:** Your organic-focused artwork, Subject Line and corresponding URL (for click-throughs) are due at least four business days before the send date. This way we can send you a test and you can tweak your artwork, if necessary. Email your artwork to Dana Davis at dana@organicproducenetwork.com.
- File Type:** Please send your artwork file as a high resolution .png at 72 dpi
- Size:** Artwork needs to be 728 pixels wide by 2,000 pixels long (max).

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

JAZZ *Always Refreshing*
CRUNCHY & SWEET

VISIT WEBSITE

LET'S TALK!
(509) 663-1955
CLICK TO VIEW OUR APPLES

Facebook, Twitter, Instagram, LinkedIn icons

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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](#).

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Advertising Rates for STATE OF ORGANIC PRODUCE 2023



The Organic Produce Network (OPN) is pleased to announce the publication of the “State of Organic Produce 2023”. This free report will be sent electronically to our 18,000+ OPN Connect e-newsletter subscribers in early 2024. OPN will also print and mail hard copies of the publication to retailers across North America.

This report will include:

- 🌿 Highlights on how our industry can move organic produce forward
- 🌿 An overview of 2023 organic produce sales data
- 🌿 Interviews with retailers, direct-to-consumer marketers, and other buyers on how they are moving organic produce forward
- 🌿 Grower/Shipper/Processor perspectives across popular fresh organic fruit and vegetable categories
- 🌿 Conversations with industry experts, associations, and policy makers
- 🌿 And more...



Artwork Specifications

Print ads must be submitted as high resolution (300 dpi) PDFs in CMYK with fonts outlined. Ad artwork and URL's are due to Dana Davis by January 8, 2024.

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 offset .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 offset .25" outside trim edge

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.**

Price: \$3,000 Full Page Ad
\$1,500 Half Page Ad

We are happy to invoice you in either 2023 or 2024 - depending on how you would like to budget for your ad.

To advertise, contact Dana Davis at 302-750-4662 or dana@organicproducenetwork.com.