# POTATO GROWER MAGAZINE

# Serving The National Potato Industry Since 1971

www.potatogrower.com

READ • LEARN • GROW

# **2023 MEDIA PLANNER**

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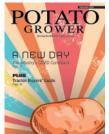
Page 5: Digital advertising rates & specs

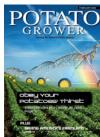
Page 6: Print advertising rates & specs

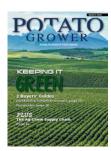
# What makes Potato Grower PO magazine the No. 1

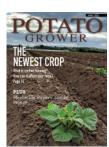


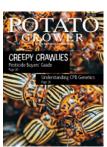
potato-specific publication in the industry?



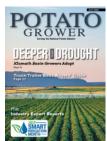










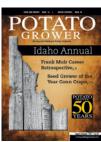


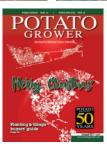












#### More issues

13 per year

# More technical information

Giving growers the knowledge they need to produce a quality, profitable crop

See all issues online at www.potatogrower.com

# More ad pages

Than any potato publication

#### More often

Growers count on *Potato Grower* every month

# More editorial pages

Than any potato publication, providing more editorial opportunities

# **CIRCULATION:** The most current in the market

Reach every potato grower in the U.S.

Potato Grower magazine circulation is completely auditable and updated using industry contacts, USDA Farm Service Agency payment records, satellite imagery and field boundaries.

UNITED STATES	7,678
CANADA/FOREIGN	52
BONUS DISTRIBUTION AT	
TRADE SHOWS	770
TOTAL DISTRIBUTION	8,500

# ADVERTISER BENEFITS: Added value opportunities



- Every issue online at www.potatogrower.com
- Online issue features free hotlink to your website
- New Products section for your products
- Around The Vine section for your company news

# **Buyers' Guides:**

#### January

Tractor Buyers' Guide
Special Seed Advertising Section

#### **February**

Irrigation Products Buyers' Guide Special Seed Advertising Section

#### **March**

Fungicide Buyers' Guide Fertilizer & Growth Promoters Buyers' Guide

#### **April**

Herbicide Buyers' Guide

#### May

Pesticide Buyers' Guide

#### June

Harvesting Equipment Buyers' Guide

#### July

Trucks/Bulk Beds/Trailers Buyers' Guide

#### **August/IGSA Program**

Bagging/Packing/Shipping Buyers' Guide

#### **S**eptember

Storage Buyers' Guide

#### **October**

Industry Handbook & Seed Directory Special Seed Advertising Section

#### **November**

Precision Ag Tech Buyers' Guide Special Seed Advertising Section

#### **December**

Planting Equipment Buyers' Guide Special Seed Advertising Section

<sup>\*</sup>These Buyers' Guides are a reader favorite and are free and easy to participate in. Simply email around 100 words describing the benefits of your product and a high-resolution image to <a href="mailto:lane@potatogrower.com">lane@potatogrower.com</a>

# EDITORIAL PLANNER: January through December 2023



#### January - Tractor Buyers' Guide

- Special Seed Advertising Section
- Chemical Updates Precision Planting Winter Meetings

**Space Closes Nov. 18** 

Materials Due Nov. 25 Mail Date: Dec. 28

# February - Irrigation Products Buyers' Guide

- Special Seed Advertising Section
- Potato Lover's Month Water Issues
- Chemigation Foliar Application

**Space Closes Dec. 16** 

Materials Due Dec. 23 Mail Date: Jan. 20

#### **March - Fungicide Buyers' Guide**

Fertilizer & Growth Promoters Buyers' Guide

- Seed Treatments Crop Protection Research
- Preparing for Diseases Planting

Space Closes Jan. 20

Materials Due Jan. 27 Mail Date: Feb. 22

#### **April - Herbicide Buyers' Guide**

- Blight Protection and Virus Control
- Pest Update Chemical Application

Space Closes Feb. 17

Materials Due Feb. 24 Mail Date: Mar. 20

#### May - Pesticide Buyers' Guide

• Rotational Crops • Adjuvant Options

Space Closes Mar. 17

Materials Due Mar. 24 Mail Date: Apr. 17

### June - Harvesting Equipment Buyers' Guide

• Bruise Control • Vine Kill • Mid-season Pests

Space Closes Apr. 14

Materials Due Apr. 21 Mail Date: May 15

# July - Trucks/Bulk Beds/Trailers Buyers' Guide

- Preparing for Harvest Equipment Prep
- Storage Chemicals Smart Irrigation Month

Space Closes May 19

Materials Due May 26 Mail Date: June 20

# August - Bagging/Packing/Shipping Buyers' Guide

- Fall Chemicals
- IGSA Program Insert Storage Controls
- Weed Research Results

**Space Closes June 16** 

Materials Due June 23 Mail Date: July 21

#### September - Storage Buyers' Guide

- Commercial Financial Programs
- Storage Prep

**Space Closes July 14** 

Materials Due July 21 Mail Date: Aug. 16

# October - Industry Handbook & Seed Directory

**National Industry Handbook and Potato Seed** 

Directory

Space Closes Aug. 18

Materials Due Aug. 25 Mail Date: Sept. 25

### **November - Precision Ag Tech Buyers' Guide**

- Special Seed Advertising Section
- Irrigation Precision Ag

Space Closes Sept. 15

Materials Due Sept. 22 Mail Date: Oct. 18

### **December - Planting Equipment Buyers' Guide**

- Special Seed Advertising Section
- Storage Disease Control Seed Research Space Closes Oct. 20

Materials Due Oct. 27 Mail Date: Nov. 27

#### **SPECIAL ISSUES**

#### **Potato Industry Map - Reference Chart**

**Space Closes Oct. 13** 

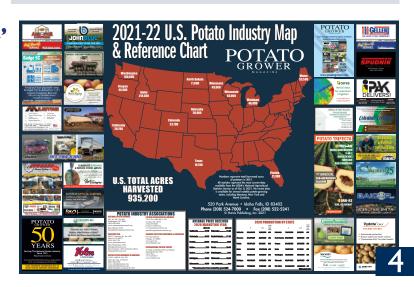
Materials Due Oct. 20 Mail Date: Nov. 08

#### **Idaho Annual**

Idaho Grower of the Year • Association Reports

**Space Closes Oct. 6** 

Materials Due Oct. 13 Mail Date: Nov. 2



# DIGITAL ADVERTISING RATES & SPECS



# Perfect complement to your print ads

With an average of 12,000 page views per month and an average of 45,000 impessions per month, potatogrower.com is responsive. Delivering optimized viewing for all devices, SEO is done daily.

#### WEBSITE: POTATOGROWER.COM.

<b>320 x 50 Banner</b> \$300 Visible on mobile only.	
<b>300 x 250 Banner</b>	
<b>300 x 600 Tower</b>	
<b>728 x 90 Banner</b>	
<b>970 x 90 Banner</b> \$800 Top of each page • Not visible on mobile.	

# "THE CONVEYOR" WEEKLY E-NEWSLETTER

Full Banner (728x90) \$800 net for one month (4 emails) Average send 2,400

**THE CONVEYOR** weekly e-newsletter is sent to an email list of potato growers and industry insiders. This is an inexpensive and effective way to get your message out on short notice.

#### **E-BLASTS**

HTML-based E-blast ..... \$800 net per send Average send 2,400

Your message, and yours alone. Send your updates and/ or offers to potato growers and industry insiders. Build in as many hotlinks as you like and expect your message to get sent quickly.

#### **E-BLAST SPECS**

E-blast specifications: Our system serves an HTML-based email message. All images and other supporting files must be called from other sources provided by the advertiser. We recommend the dimensions of the HTML design not exceed 680x907. Emails are best designed at around 600px wide. You can use any HTML tags and use inline CSS styles.

No Java Scripts or Ajax. We request all images have alternate text to help pass spam filters.

- -NO DIVS, it needs to be in tables. There can be nested tables. No floats, no inline blocks, etc. It all has to be in tables.
- -No linking outside stylesheets. No special font files. Anything linked elsewhere (except for images) won't work.
- -It's best NOT to use HTML converters or make things in programs like Word, since Word and similar programs insert a lot of junk HTML that, at best, bloats the memory size of your email, and, at worst, won't make your email template work at all in email systems.
- -No CSS styles declared in the head; Gmail and Hotmail strips them out. If you have things in the head they need to be repeated inline in the HTML, too.

Harris Publishing will add our disclaimer to the top and bottom of your email. You can supply your HTML email in a Notepad file or HTML document file.

Acceptable files for banner ads: JPG, PNG, GIF Max banner ad file size 150 KB

# Serving the National Potato Industry



### Since 1971 • 2023 Rate Card #51

#### PRINT ADVERTISING

Four Color	lx	3x	6x	9x	12x
Full Page	\$5,178	\$5,025	\$4,868	\$4,713	\$4,401
2/3 Page Vertical	4,098	3,975	3,852	3,729	3,483
2/3 Page Horizontal	3,707	3,597	3,486	3,374	3,152
1/2 Page Vertical	3,249	3,153	3,055	2,957	2,762
1/2 Page Horizontal	2,895	2,809	2,722	2,635	2,462
1/3 Page Vertical	2,235	2,169	2,102	2,034	1,900
1/3 Page Horizontal	2,132	2,069	2,005	1,941	1,813
1/3 Page Square	2,031	1,970	1,909	1,849	1,727
1/6 Page Horizontal	1,748	1,696	1,644	1,591	1,486
1/6 Page Vertical	1,748	1,696	1,644	1,591	1,486
1/12 Page	727	706	684	662	618
2nd or 3rd Cover	5,439	5,286	5,129	4,974	4,662
Back Cover	5,697	5,544	5,387	5,232	4,920
Spread	10,357	10,046	9,736	9,425	8,804

Combine print and digital ads for even greater savings: Contact your sales rep

Direct mail, polybags, belly bands, inserts, brochures, etc. All available and limited only by your imagination. Contact your sales rep

Don't forget to ask about printing options for:
Catalogs Brochures Mailing

Catalogs, Brochures, Mailing services, Product literature





Shooting Video • Editing
Video Delivery
For information call:
Rob, 208-542-2218
Kevin, 208-542-2237

#### **AD SPECIFICATIONS**

Trim Size	8 x 10.75
Full Page	7.0625 x 10
Full Bleed Size	8.25 x 11
2/3 Page Vertical	4.667 x 10
2/3 Page Horizontal	7.083 x 6.667
1/2 Page Vertical	4.667 x 7.333
1/2 Page Horizontal	7.083 x 4.833
1/3 Page Vertical	2.25 x 10
1/3 Page Horizontal	7.083 x 3.167

Jason Harris, Publisher (208) 542-2222 jasonharris@harrispublishing.com Lane Lindstrom, Editor (208) 542-2271 lane@potatogrower.com

1/3 Page Square	4.667 x 4.833
1/6 Page Horizontal	4.667 x 2.333
1/6 Page Vertical	2.25 x 4.833
1/12 Page	2.25 x 2.333
Two-Page Spread	15.125 x 10
Spread Bleed Size	16.25" x 11

Complete ad specs: potatogrower.com/media

#### For print email high-res pdf files to:

Rob Erickson, Advertising Director • (208) 542-2218 rob.erickson@potatogrower.com

Kevin Malcom, Account Executive • (208) 542-2237 kevin@potatogrower.com