

POTATO GROWER

**YOUR STRONGEST
ADVERTISING BUY
TO REACH POTATO
GROWERS NATIONWIDE**



**SERVING THE
NATIONAL POTATO
INDUSTRY SINCE 1971**

WWW.POTATOGROWER.COM

READ • LEARN • GROW

**2024
MEDIA PLANNER**

What makes Potato Grower magazine the No.1 potato-specific publication in the industry?

POTATO GROWER MAGAZINE



MORE ISSUES

13 per year

MORE TECHNICAL INFORMATION

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

MORE AD PAGES

Than any potato publication

MORE EDITORIAL PAGES

Than any potato publication, providing more editorial opportunities

MORE OFTEN

GROWERS COUNT ON POTATO GROWER EVERY MONTH

See all issues online at www.potatogrower.com

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 7,458

CANADA/FOREIGN 42

BONUS DISTRIBUTION AT TRADE SHOWS 700

TOTAL DISTRIBUTION . . . 8,200

EDITORIAL PLANNER: JANUARY THROUGH DECEMBER 2024

JANUARY - TRACTOR BUYERS' GUIDE

- SPECIAL SEED ADVERTISING SECTION
- CHEMICAL UPDATES • PRECISION PLANTING
- WINTER MEETINGS

Space Closes: Nov. 17 • Materials Due: Nov. 24

Mail Date: Dec. 22

FEBRUARY - IRRIGATION PRODUCTS BUYERS' GUIDE

- SPECIAL SEED ADVERTISING SECTION
- POTATO LOVER'S MONTH • WATER ISSUES
- CHEMIGATION • FOLIAR APPLICATION

Space Closes: Dec. 28 • Materials Due: Jan. 4

Mail Date: Jan. 26

MARCH - FUNGICIDE BUYERS' GUIDE

- FERTILIZER & GROWTH PROMOTERS BUYERS' GUIDE • SEED TREATMENTS • CROP PROTECTION RESEARCH • PREPARING FOR DISEASES • PLANTING

Space Closes: Jan. 30 • Materials Due: Feb. 6

Mail Date: Feb. 27

APRIL - HERBICIDE BUYERS' GUIDE

- BLIGHT PROTECTION AND VIRUS CONTROL
- PEST UPDATE • CHEMICAL APPLICATION

Space Closes: Feb. 27 • Materials Due: Mar. 5

Mail Date: Mar. 26

MAY - PESTICIDE BUYERS' GUIDE

- ROTATIONAL CROPS • ADJUVANT OPTIONS

Space Closes: Mar. 26 • Materials Due: Apr. 2

Mail Date: Apr. 23

JUNE - HARVESTING EQUIPMENT BUYERS' GUIDE

- BRUISE CONTROL • VINE KILL • MID-SEASON PESTS

Space Closes: Apr. 30 • Materials Due: May 7

Mail Date: May 29

JULY - TRUCKS/BULK BEDS/TRAILERS BUYERS' GUIDE

- PREPARING FOR HARVEST • EQUIPMENT PREP
- STORAGE CHEMICALS • SMART IRRIGATION MONTH

Space Closes: May 28 • Materials Due: June 4

Mail Date: June 25

AUGUST - BAGGING/PACKING/SHIPPING BUYERS' GUIDE

- FALL CHEMICALS • IGSA PROGRAM INSERT
- STORAGE CONTROLS • WEED RESEARCH RESULTS

Space Closes: June 25 • Materials Due: July 2

Mail Date: July 23

SEPTEMBER - STORAGE BUYERS' GUIDE

- COMMERCIAL FINANCIAL PROGRAMS
- STORAGE PREP

Space Closes: July 30 • Materials Due: Aug. 6

Mail Date: Aug. 27

POTATO GROWER MAGAZINE

OCTOBER - INDUSTRY HANDBOOK AND SEED DIRECTORY

NATIONAL INDUSTRY HANDBOOK AND POTATO SEED DIRECTORY

Space Closes: Aug. 27 • Materials Due: Sep. 3

Mail Date: Sept. 25

NOVEMBER - PRECISION AG TECH BUYERS' GUIDE

- SPECIAL SEED ADVERTISING SECTION
- IRRIGATION • PRECISION AG

Space Closes: Oct. 1 • Materials Due: Oct. 8

Mail Date: Oct. 25

DECEMBER - PLANTING EQUIPMENT BUYERS' GUIDE

- SPECIAL SEED ADVERTISING SECTION
- STORAGE DISEASE CONTROL • SEED RESEARCH

Space Closes: Oct. 29 • Materials Due: Nov. 5

Mail Date: Nov. 27

SPECIAL ISSUES

IDAHO ANNUAL (IDAHO CIRCULATION ONLY)

IDAHO GROWER OF THE YEAR

- ASSOCIATION REPORTS

Space Closes: Oct. 8 • Materials Due: Oct. 15

Mail Date: Nov. 1

POTATO INDUSTRY MAP REFERENCE CHART

Space Closes: Oct. 15 • Materials Due: Oct. 22

Mail Date: Nov. 12



DIGITAL ADVERTISING RATES & SPECS

PERFECT COMPLEMENT TO YOU
PRINT ADS



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

WEBSITE: POTATOGROWER.COM

320 x 50 Banner.....	\$300
Visible on mobile only.	
300 x 250 Banner.....	\$400
Visible on all pages • Visible on mobile.	
300 x 600 Tower	\$500
Visible on all pages • Visible on mobile.	
728 x 90 Banner.....	\$600
Visible on all pages • Not visible on mobile.	
970 x 90 Banner	\$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 2,200

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 2,200

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 / 2024 RATE CARD 52

POTATO GROWER

MAGAZINE

PRINT ADVERTISING

FOUR COLOR	1x	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
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 services, Product literature



**Shooting Video
Editing Video Delivery**

**For information call:
Rob, 208-542-2218
Kevin, 208-542-2237**

AD SPECIFICATIONS

Full Bleed Size	8.25 x 11	1/3 Page Horizontal	7.083 x 3.167
Trim Size	8 x 10.75	1/3 Page Square	4.667 x 4.833
Live Area	7.0625 x 10	1/6 Page Horizontal	4.667 x 2.333
2/3 Page Vertical	4.667 x 10	1/6 Page Vertical	2.25 x 4.833
2/3 Page Horizontal	7.083 x 6.667	1/12 Page	2.25 x 2.333
1/2 Page Vertical	4.667 x 7.333	Two-Page Spread	15.125 x 10
1/2 Page Horizontal	7.083 x 4.833	Spread Bleed Size	16.25" x 11
1/3 Page Vertical	2.25 x 10		

Complete ad specs: potatogrower.com/media

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