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Page 2: No. 1 magazine in the industry
Page 3: Advertiser benefits: added value
Page 4: Editorial planner
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Page 6: Print advertising rates & specs
What makes Potato Grower 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.

United States ....................... 8,243
Canada/Foreign ................. 57
Bonus Distribution at Trade Shows .......... 700
Total Distribution .............. 9,000
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

September
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

*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 tyrell@potatogrower.com
EDITORIAL PLANNER:
January through December 2022

January - Tractor Buyers’ Guide
• Special Seed Advertising Section
• Chemical Updates • Precision Planting • Winter Meetings
Space Closes Nov. 19
Materials Due Nov. 30  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. 17
Materials Due Dec. 28  Mail Date: Jan. 25

March - Fungicide Buyers’ Guide
Fertilizer & Growth Promoters Buyers’ Guide
• Seed Treatments • Crop Protection Research
• Preparing for Diseases • Planting
Space Closes Jan. 21
Materials Due Jan. 28  Mail Date: Feb. 23

April - Herbicide Buyers’ Guide
• Blight Protection and Virus Control
• Pest Update • Chemical Application
Space Closes Feb. 18
Materials Due Feb. 25  Mail Date: Mar. 21

May - Pesticide Buyers’ Guide
• Rotational Crops • Adjuvant Options
Space Closes Mar. 18
Materials Due Mar. 25  Mail Date: Apr. 20

June - Harvesting Equipment Buyers’ Guide
• Bruise Control • Vine Kill • Mid-season Pests
Space Closes Apr. 15
Materials Due Apr. 23  Mail Date: May 16

July - Trucks/Bulk Beds/Trailers Buyers’ Guide
• Preparing for Harvest • Equipment Prep
• Storage Chemicals • Smart Irrigation Month
Space Closes May 20
Materials Due May 27  Mail Date: June 21

August - Bagging/Packing/Shipping Buyers’ Guide
• Fall Chemicals
• IGSA Program Insert • Storage Controls
• Weed Research Results
Space Closes June 17
Materials Due June 24  Mail Date: July 22

September - Storage Buyers’ Guide
• Commercial Financial Programs
• Storage Prep
Space Closes July 15
Materials Due July 22  Mail Date: Aug. 17

October - Industry Handbook & Seed Directory
National Industry Handbook and Potato Seed Directory
Space Closes Aug. 19
Materials Due Aug. 26  Mail Date: Sept. 26

November - Precision AgTech Buyers’ Guide
• Special Seed Advertising Section
• Irrigation • Precision Ag
Space Closes Sept. 16
Materials Due Sept. 23  Mail Date: Oct. 19

December - Planting Equipment Buyers’ Guide
• Special Seed Advertising Section
• Storage Disease Control • Seed Research
Space Closes Oct. 21
Materials Due Oct. 28  Mail Date: Nov. 29

SPECIAL ISSUES
Potato Industry Map - Reference Chart
Space Closes Oct. 14
Materials Due Oct. 21  Mail Date: Nov. 29

Idaho Annual
Idaho Grower of the Year • Association Reports
Space Closes Oct. 7
Materials Due Oct. 14  Mail Date: Nov. 4
DIGITAL ADVERTISING RATES & SPECS

Perfect complement to your print ads

With an average of 14,000 page views per month and an average of 54,000 impressions per month, potatogrower.com is responsive. Delivering optimized viewing for all devices, SEO is done daily.

WEBSITE: POTATOGROWER.COM.

320 x 50 Banner .................................................$200
Right hand side on all pages. Visible on mobile only.

300 x 250 Banner .................................................$300
Right hand side on all pages. Visible on mobile.

300 x 600 Tower .................................................$400
Right hand side on all pages. Visible on mobile.

728 x 90 Banner .................................................$500
Right hand side on all pages. Not visible on mobile.

970 x 90 Banner .................................................$600
Top of each page. Not visible on mobile.

“THE CONVEYOR” WEEKLY E-NEWSLETTER

Full Banner (728x90) $500 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 ...... $500 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
PRINT ADVERTISING

Four Color  

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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
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

Additional savings
Additional 15% off the discounted rate when you furnish a completed ad

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

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