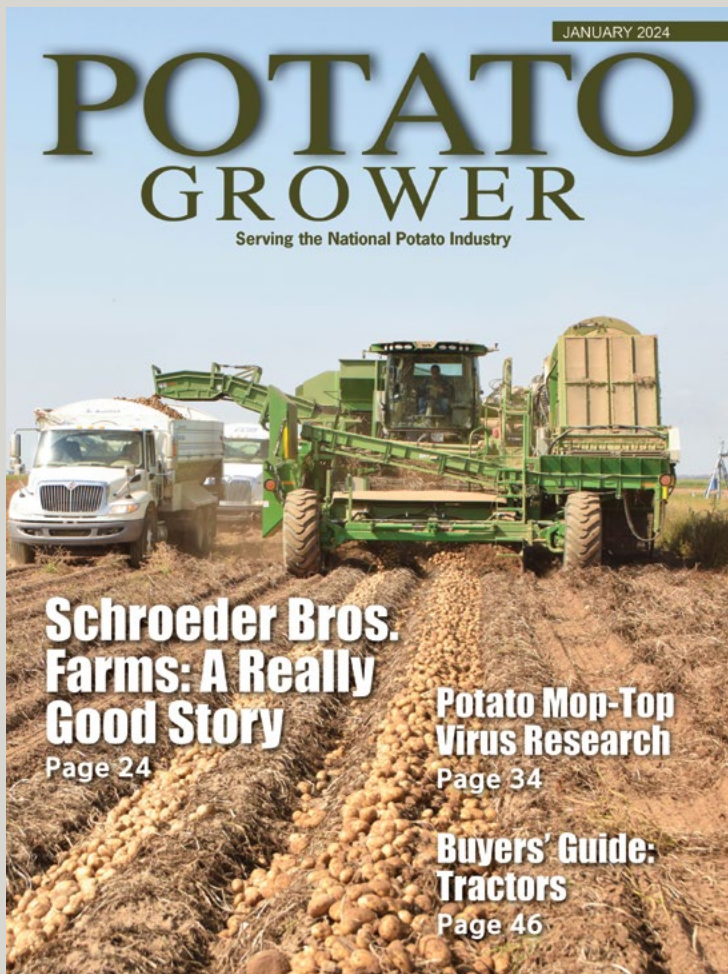


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**2025
MEDIA PLANNER**

**POTATO
GROWER**

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

POTATO GROWER MAGAZINE



MORE ISSUES
13 per year

MORE AD PAGES
Than any potato publication

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

MORE EDITORIAL PAGES
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MORE OFTEN
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CIRCULATION: THE MOST CURRENT IN THE MARKET

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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	6,937
CANADA/FOREIGN.....	36
BONUS DISTRIBUTION AT TRADE SHOWS	827
TOTAL DISTRIBUTION	7,800

EDITORIAL PLANNER: JANUARY THROUGH DECEMBER 2025

POTATO GROWER MAGAZINE

JANUARY - TRACTOR BUYERS' GUIDE

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

Space Closes Nov. 19 • Materials Due Nov. 26

Mail Date: Dec. 20

FEBRUARY - IRRIGATION PRODUCTS BUYERS' GUIDE

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

Space Closes Dec. 19 • Materials Due Dec. 30

Mail Date: Jan. 21

MARCH - FUNGICIDE BUYERS' GUIDE

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

Space Closes Jan. 28 • Materials Due Feb. 4

Mail Date: Feb. 24

APRIL - HERBICIDE BUYERS' GUIDE

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

Space Closes Feb. 25 • Materials Due Mar. 4

Mail Date: Mar. 21

MAY - PESTICIDE BUYERS' GUIDE

- ROTATIONAL CROPS • ADJUVANT OPTIONS

Space Closes Mar. 25 • Materials Due Apr. 1

Mail Date: Apr. 23

JUNE - HARVESTING EQUIPMENT BUYERS' GUIDE

- BRUISE CONTROL • VINE KILL • MID-SEASON PESTS

Space Closes Apr. 29 • Materials Due May 6

Mail Date: May 27

JULY - TRUCKS/BULK BEDS/TRAILERS BUYERS' GUIDE

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

Space Closes May 27 • Materials Due June 3

Mail Date: June 23

AUGUST - BAGGING/PACKING/SHIPPING BUYERS' GUIDE

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

Space Closes June 24 • Materials Due Jul. 1

Mail Date: Jul. 22

SEPTEMBER - STORAGE BUYERS' GUIDE

- COMMERCIAL FINANCIAL PROGRAMS
- STORAGE PREP

Space Closes July 29 • Materials Due Aug. 5

Mail Date: Aug. 25

OCTOBER - INDUSTRY HANDBOOK & SEED DIRECTORY

NATIONAL INDUSTRY HANDBOOK AND POTATO SEED DIRECTORY

Space Closes Aug. 26 • Materials Due Sep. 2

Mail Date: Sept. 23

NOVEMBER - PRECISION AG TECH BUYERS' GUIDE

- SPECIAL SEED ADVERTISING SECTION
- IRRIGATION • PRECISION AG

Space Closes Oct. 1 • Materials Due Oct. 8

Mail Date: Oct. 27

DECEMBER - PLANTING EQUIPMENT BUYERS' GUIDE

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

Space Closes Oct. 28 • Materials Due Nov. 4

Mail Date: Nov. 24

SPECIAL ISSUES

IDAHO ANNUAL

(IDAHO CIRCULATION ONLY)

IDAHO GROWER OF THE YEAR
ASSOCIATION REPORTS

Space Closes Oct. 7 • Materials Due Oct. 14

Mail Date: Nov. 3

POTATO INDUSTRY MAP REFERENCE CHART

Space Closes Oct. 14 • Materials Due Oct. 21

Mail Date: Nov. 10



DIGITAL ADVERTISING RATES AND SPECS

PERFECT COMPLEMENT TO YOUR PRINT ADS

With an average of 14,000 page views per month and an average of 58,000 impressions per month, potatogrower.com is responsive. Delivering optimized viewing for all devices, SEO is done daily.

WEBSITE: POTATOGROWER.COM

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728 x 90 Banner \$600

Visible on all pages • Not visible on mobile.

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Top of each page • Not visible on mobile.

Sponsored Online

Advertising \$1,500 per month

500 words

“THE CONVEYOR” WEEKLY E-NEWSLETTER

Full Banner (728x90)

\$800 net for one month (4 emails)

Average send 1,800

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 1,800

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.

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Max banner ad file size 150 KB

SERVING THE NATIONAL POTATO INDUSTRY

SINCE 1971 • 2025 RATE CARD #53

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

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Don't forget to ask about printing options for: Catalogs, Brochures, Mailing services, Product literature



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AD SPECIFICATIONS

Full Page Bleed Size 8.25 x 11
 Full Page Trim Size..... 8 x 10.75
 Full Page Live Area..... 7.0625 x 10
 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
 Complete ad specs: potatogrower.com/media

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