

POTATO GROWER MAGAZINE

Serving The National Potato
Industry Since 1971

www.potatogrower.com

READ • LEARN • GROW

2023 MEDIA PLANNER

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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

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

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 lane@potatogrower.com**

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

2021-22 U.S. Potato Industry Map & Reference Chart

POTATO GROWER MAGAZINE

U.S. TOTAL ACRES HARVESTED 935,200

520 Park Avenue • Idaho Falls, ID 83402
Phone (208) 524-7000 • Fax (208) 522-5241
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POTATO INDUSTRY ASSOCIATIONS

AVERAGE PRICE RECEIVED

State	2021	2020
Washington	\$1.15	\$1.10
Oregon	\$1.10	\$1.05
Idaho	\$1.10	\$1.05
Nevada	\$1.10	\$1.05
California	\$1.10	\$1.05
Arizona	\$1.10	\$1.05
Utah	\$1.10	\$1.05
Colorado	\$1.10	\$1.05
New Mexico	\$1.10	\$1.05
Texas	\$1.10	\$1.05
Oklahoma	\$1.10	\$1.05
Kansas	\$1.10	\$1.05
Nebraska	\$1.10	\$1.05
Missouri	\$1.10	\$1.05
Illinois	\$1.10	\$1.05
Indiana	\$1.10	\$1.05
Michigan	\$1.10	\$1.05
Ohio	\$1.10	\$1.05
Pennsylvania	\$1.10	\$1.05
New York	\$1.10	\$1.05
Vermont	\$1.10	\$1.05
New Hampshire	\$1.10	\$1.05
Maine	\$1.10	\$1.05
Alaska	\$1.10	\$1.05

2020 PRODUCTION BY STATE

State	2020
Washington	100,000
Oregon	45,000
Idaho	315,000
Nevada	25,000
California	20,000
Arizona	10,000
Utah	10,000
Colorado	30,000
New Mexico	10,000
Texas	10,000
Oklahoma	10,000
Kansas	10,000
Nebraska	20,000
Missouri	10,000
Illinois	10,000
Indiana	10,000
Michigan	10,000
Ohio	10,000
Pennsylvania	10,000
New York	10,000
Vermont	10,000
New Hampshire	10,000
Maine	10,000
Alaska	10,000

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 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 2,400

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

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
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 services, Product literature



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

AD SPECIFICATIONS

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

Complete ad specs: potatogrower.com/media

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