

MEDIA KIT



WEBSITE (MONTHLY)

MiPotato.com is the official website of the Michigan Potato Industry Commission, Potato Growers of Michigan, Inc., and the Michigan Seed Potato Association. The site is home to current industry news and market reports, upcoming events, and relevant industry resources. Monthly visit rates currently exceed 1,100 unique visitors.

BANNER	1x	3x	6x	9x	12+
	\$250	\$235	\$215	\$195	\$175
SKYSCRAPER	1x	3x	6x	9x	12+
	\$125	\$115	\$105	\$95	\$85

- Banner ad dimensions - 900 x 130px 72ppi .jpg image
- Skyscraper dimensions - 200 x 300px 72ppi .jpg image
- Please provide a desired website for link.
- Ads will run below the primary banner of events and key information with a link to your website.

E-NEWSLETTER (WEEKLY)

The Weekly Industry Update is the official weekly e-newsletter publication of the Michigan Potato Industry Commission and Potato Growers of Michigan, Inc. providing relevant news and market information to growers, shippers, and industry partners. Circulation is to approximately 750 industry professionals.

BANNER	1x	3x	6x	9x	12+
	\$200	\$185	\$165	\$140	\$120
SKYSCRAPER	1x	3x	6x	9x	12+
	\$125	\$115	\$105	\$95	\$75

PRINT

The 2021 Winter Potato Conference Program is the official program of Michigan's premier conference engaging individuals from all aspects of our \$180 million industry. Conference attendance continues to exceed 250 industry participants.

Full page ad in Winter Potato Conference Program \$250.

SPONSORED CONTENT

Sponsored content will be posted on the website for a minimum of 60 days. People will be directed to the sponsored content on the website through the E - Newsletter.

Sponsored Content on website/e-newsletter \$350.

DIGITAL

Web/E-Newsletter Banner

900 x 130px 72ppi

Skyscraper

200 x 300px

72ppi

SUBMISSIONS

An advertiser may provide new artwork for any insertion. If no new materials are supplied MPIC is authorized to run artwork on file.

Materials for website and E-Newsletter are due the 15th of the previous month.

Artwork for website and E-Newsletter are due by noon on Friday before Wednesday's distribution.

Please contact Nate Chesher, MPIC's Marketing Manager, at 517-253-7370 or Nate@mipotato.com if you are interested in purchasing an advertisement.