

Media Pack 2016-2017

Promotional Opportunities PotatoPro

October 2016





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About PotatoPro

Ever noticed that people in various parts of the world are all reinventing the wheel? That certainly was the case in the potato industry.

Paul van Eijck ([LinkedIn Profile](#)), Founder of Food Innovation Online Corp:

"With a long and international background in the potato (processing) industry it has always surprised me to see what is common knowledge in Europe is not necessary similar in North America - and the other way around."

"Knowledge levels in Asia were in its infancy - at least at the time I started Food Innovation Online back in 2006."

"The idea of what is now PotatoPro was to open up those different worlds and to bring ALL information of relevance for people active in the potato industry together in ONE easy to access place."

Obviously, there was an opportunity, since - after several iterations - PotatoPro is now the #1 online information source for the global Potato Industry.

Mission

PotatoPro intends to make all the information you may need if you are active in the potato industry accessible on your phone, tablet or desktop.

We have made it our mission to offer ever **MORE** information about the global potato sector and make the information you need **EASIER** and **FASTER** to find!

Is PotatoPro an online trade magazine?

YES, and **NO**

YES, because you can find just about anything you can find in a printed (or online) trade magazine.

NO, because PotatoPro is so much more...

Of course we rolled in the “Buyers Guide”, a staple of traditional printed media, but with the benefit of one-click access to the company website, social media, phone (click-to-call) or email, and information such as parent company, subsidiaries, factory locations and products. And because we don’t charge for a listing, you can indeed find the companies that might be relevant for you.

And we didn’t stop there. We added Events with some of the key exhibiting companies. We added country profiles, statistical data on consumption - and agriculture by country as well as by state/province, (in many cases going back to as far as 1960). – including exhibiting companies. And historic news going back over 5 years

Let’s face it, when is the last time you flipped through a paper catalog instead of searching for it online? Indeed, that's what we thought...

And **IF** PotatoPro was a paper document, you would not be able to use it, because with close to 100.000 entries, it would be far too heavy to carry!



All set for the (Mobile) Future!

The information landscape is changing rapidly...

- When most information was still printed on paper, we offered it online.
- As the news cycle started to speed up, we started to send daily news updates in addition to the weekly.
- As video became more important, we started to embed video.
- As screen resolutions became better, we used it to provide larger and more detailed pictures.
- And we won't bother you with the technical infrastructure updates we made along the way... [OK, a tiny bit: PotatoPro uses a global cloud infrastructure running open source software and we operate as a virtual company, 100% paperless]

Currently, we see a very rapid shift from desktop use to mobile.

Luckily, PotatoPro is set up for use on mobile devices already for several years now.

And it shows. Mobile traffic to PotatoPro.com (including tablets) amounts to about 40% of the total visits and this percentage is increasing month after month.

And we will keep implementing the latest technologies to make the user experience better and faster.



Free Content, Free Newsletters, thanks to our Sponsors/Advertisers!

Quite early on we realized the benefits of offering PotatoPro as a freely accessible online platform and if we could send out newsletters to our subscribers at no cost.

But nothing is free.

Nevertheless, we have managed to offer PotatoPro for free thanks to advertisers/sponsors like you!

This is largely due to PotatoPro's large, highly targeted and global audience, which offers advertisers unique advertising opportunities



Promotional Packages for Companies and Products

Our large, highly targeted and global audience offers unique advertising opportunities.

We developed three features for you to tap into this opportunity:

- Premium Directory listings
- Sponsorships
- Event Promotion package; Campaign

Within each option, we have solutions at different price points.

What is the right solution for your objective?

In order to find the right solution for your objective, we suggest you ask yourself the following questions:

Do I want permanent visibility or a highly visible limited time campaign?

If you want permanent visibility, consider the premium directory listings ("**Premium Directory Listing**") and the sponsorships ("**Sponsorships**").

If you want a campaign style approach, consider the "**Event Promotion Package**".

Finally, I want to let you in on a secret: our top advertisers use a "**combination of both**" approaches to achieve their promotional objectives.

Below you find an overview of the promotional solutions PotatoPro offers for the promotion of companies (2016 - 2017).

First you have to decide whether you want exposure only in the PotatoPro Directories ("**Premium Directory Listing**") or whether you want exposure in the PotatoPro News section and the email newsletters as well ("**Sponsorships**"). Every type of sponsorship includes all aspects of the Premium Directory listing as well.

Compare packages

	Silver	Gold	Platinum
Exposure in PotatoPro Directories			
Your Company listed in the PotatoPro directories	✓	✓	✓
Your brands listed on PotatoPro	✓	✓	✓
Your products listed on PotatoPro	✓	✓	✓
Your company highlighted at the top of each relevant directory	✓	✓	✓
Your large ad (Bigbox) on directory pages	1x	2x	3x
Exposure in PotatoPro News (website)			
Your ad in the SponsorBox	✓	✓	Best position
Your ad on PotatoPro Newspages (most frequent on relevant topics)	1x	2x	3x
PotatoPro Newsletter			
Your ad in all daily and weekly PotatoPro newsletter distributions	✓	✓	Best position
	5.000 USD/year	7.500 USD/year	10.000 USD/year

Compare the Sponsorship levels

Questions? Do you want to discuss which package best suits your objectives? E-mail us at info@potatopro.com or [set-up an appointment](#) for a call or video-conference.

Link not working? Visit <http://www.potatopro.com/make-appointment>

T + 1 506 392 1108

info@potatopro.com

	Free	Premium	Premium Plus
Exposure in PotatoPro Directories			
Your Company listed in the PotatoPro directories	✓	✓	✓
Your brands listed on PotatoPro	✓	✓	✓
Your products listed on PotatoPro	✓	✓	✓
Your company highlighted at the top of each relevant directory	X	✓	✓
Your large ad (Bigbox) on directory pages	X	X	limited
Exposure in PotatoPro News (website)			
Your ad in the SponsorBox	X	X	X
Your ad on PotatoPro Newspages (most frequent on relevant topics)	X	X	limited
PotatoPro Newsletter			
Your ad in all daily and weekly PotatoPro newsletter distributions	X	X	X
	Free	450 USD/year	950 USD/year

Compare your options for a Directory Listing

Sponsorships (Silver, Gold, Platinum)



PotatoPro Sponsorships - available in the levels Silver, Gold and Platinum - offer advertisers a proven combination of PotatoPro's promotional features.

A PotatoPro Sponsorship offers advertisers a proven combination of PotatoPro's promotional features.

Sponsorships are offered in three levels, Silver, Gold and Platinum. All three Sponsorship levels offer the same basic elements.

The difference is all in position and frequency: e.g. The Platinum Sponsorship offers ads in the best positions and has 3 times as much targeted ad space compared to the Silver Sponsorship.

A Sponsorship is promoting your company for a full year!

What's Included in a Sponsorship?

Sponsorbox

Your advertisement will be displayed in the Sponsorbox on several main pages (such as the homepage), in the News section, including next to each news article and on many pages throughout the directory and product sections.

The sequence of the advertisements in the Sponsorbox is based on the Sponsorship Package. Platinum sponsors appear first, followed by Gold and Silver Sponsors respectively.

BigBox (336 x280) ad

In addition to the Sponsorbox, Sponsors have a large ad (bigbox, 336 x 280) displayed in the right column of PotatoPro website pages with relevance for their products.

Taking into account relevancy, the adspace is assigned such that Bigbox ads of Platinum Sponsors appear three times as often as those of a Silver Sponsorship. Bigbox ads of Gold Sponsors appear twice as often as those of Silver Sponsors

Exposure in the Directories

In addition to your regular company listing in the PotatoPro Directories your company will be highlighted at the top of each product/category page in the directory that you offer.

Companies with a Platinum Sponsorship are listed at the top, followed by Gold and Platinum Sponsors, but above all companies with a Premium Plus or a Premium listing.

Exposure in Email News Distribution

Your advertisement will appear in ALL Daily and Weekly PotatoPro Email News Updates.

Currently a 160x160 ad is displayed in the newsletters destined for desktops and a smaller version of that ad is displayed in the newsletters for mobile, but we expect the exact format to change early in 2017.

Platinum Sponsors appear at the top, followed by Gold respectively the Silver Sponsors.

Standard Features

Sponsorships include all the standard features of your listing on PotatoPro such as:

- Press Releases and News items related to your company
- Company Subsidiaries and factory locations
- Brands
- Products
- Contact information
- Participation in events/trade shows, highlighted
- Job Listings
- Social Media

Premium Listing



A Premium Listing distinguishes your company from the average company in the PotatoPro Directory with an additional spot in the top section of each directory where your company is listed.

The Premium Listing is the first step up from the free listing on PotatoPro and provides extra exposure in the PotatoPro directories.

The PotatoPro directories are a key tool for people sourcing products in the global potato industry and the starting point for people looking for news on a specific company.

The PotatoPro directory pages enjoy top rankings in the search engines.

A Premium Listing provides your company with an affordable way to create extra visibility in these directories: your company will get an extra listing with logo at the top of the directory.

A premium listing boosts the number of visits to your company page as much as 4 - 10 times!

More importantly, a premium listing signals a potential customer that you mean business in the potato industry! More importantly, a premium listing signals a potential customer that you mean business in the potato industry.

What's Included in the Premium Listing?

Exposure in the Directories

In addition to your regular company listing in the PotatoPro Directories, the Premium Listing feature offers an extra listing at the top of each product/category page where your company is listed.

Examples:

- If you are the only promoted listing in a product category it can look like this:
<http://potatopro.com/product-types/potato-packer>
- If there are more promoted listings, you may get pushed down a page, as existing premium listings and sponsorships will be listed above you:
<http://potatopro.com/product-types/potato-storage-systems>

Premium Listings are displayed below existing Premium Listings and Sponsorships. Keep in mind, a Premium Listing effects all the product categories you are listed for.

A Premium Listing is for a full year and is automatically renewed annually

Standard Features

A Premium Listing includes all the standard features of your listing on PotatoPro such as:

- Press Releases and News items related to your company
- Company Subsidiaries and factory locations
- Brands
- Products
- Contact information
- Participation in events/trade shows, highlighted
- Job Listings
- Social Media

Premium PLUS Listing



Premium PLUS Listing, offers all the benefits of the Premium Listing, PLUS a (limited) number of impressions of your own BigBox ad, shown exactly where and when you want.

The next step up after a Premium Listing is a Premium Plus Listing.

Not only will you enjoy the benefits of the Premium Listing, but you can also display a big box ad.

The frequency of exposure is 20% of the exposure with a Silver Sponsorship, but thanks to the extensive options to target the placing of this ad, it gets seen exactly in the countries and on the pages that are important for your business.

What's Included in the Premium PLUS Listing?

BigBox (336 x280) ad

The Top feature of the Premium Plus listing is the availability of your own BigBox ad (336 x 280, shown above), displayed in the right column of PotatoPro website pages.

Although the number of available impressions is limited compared to the impressions that come with a sponsorship (20% of the impressions of a Silver Sponsorship), due to the extensive options for targeting, the ad can be shown exactly where it works best.

Not only can you pick (news) topics and directory category pages, but you can also select countries, making this an interesting option for companies with promotional needs for a specific topic and in a limited region.

A Premium Plus Listing is for a full year and is automatically renewed annually

Exposure in the Directories

In addition to your regular company listing in the PotatoPro Directories, the Premium Listing feature offers an extra listing at the top of each product/category page where your company is listed.

Examples:

- If you are the only promoted listing in a product category it can look like this:
<http://potatopro.com/product-types/potato-packer>
- If there are more promoted listings, you may get pushed down a page, as existing premium listings and sponsorships will be listed above you:
<http://potatopro.com/product-types/potato-storage-systems>

Premium Plus Listings are displayed below Sponsorships, but above regular Premium Listings. Keep in mind, the Premium Plus Listing effects all the product categories you are listed for.

Standard Features

Sponsorships include all the standard features of your listing on PotatoPro such as:

- Press Releases and News items related to your company
- Company Subsidiaries and factory locations
- Brands
- Products
- Contact information
- Participation in events/trade shows, highlighted
- Job Listings
- Social Media

Event Promotion Package



The event Promotion Package is ideal if you want to generate a lot of attention in a short period of time. The package can be used by itself or for campaign style highlights in addition to a sponsorship.

If you want to generate a lot of attention in a short period of time, the event promotion package is what you are looking for. Think of:

- Promoting your Conference or Trade Show
- Maximizing interest for your booth and new products on a trade show
- The launch of a new product
- The Opening of your new facility
- Attracting buyers to your auction

The Event Promotion Package includes the following elements:

- A dedicated email blast to all PotatoPro subscribers
- Use of the leaderboard ad (on all webpages!) for up to 10 weeks
- Full banner email in the weekly newsletter (10 times)

All elements can be used at the same time for a single event, but the package can also be used to highlight multiple events.

What's Included in an Event Promotion Package?

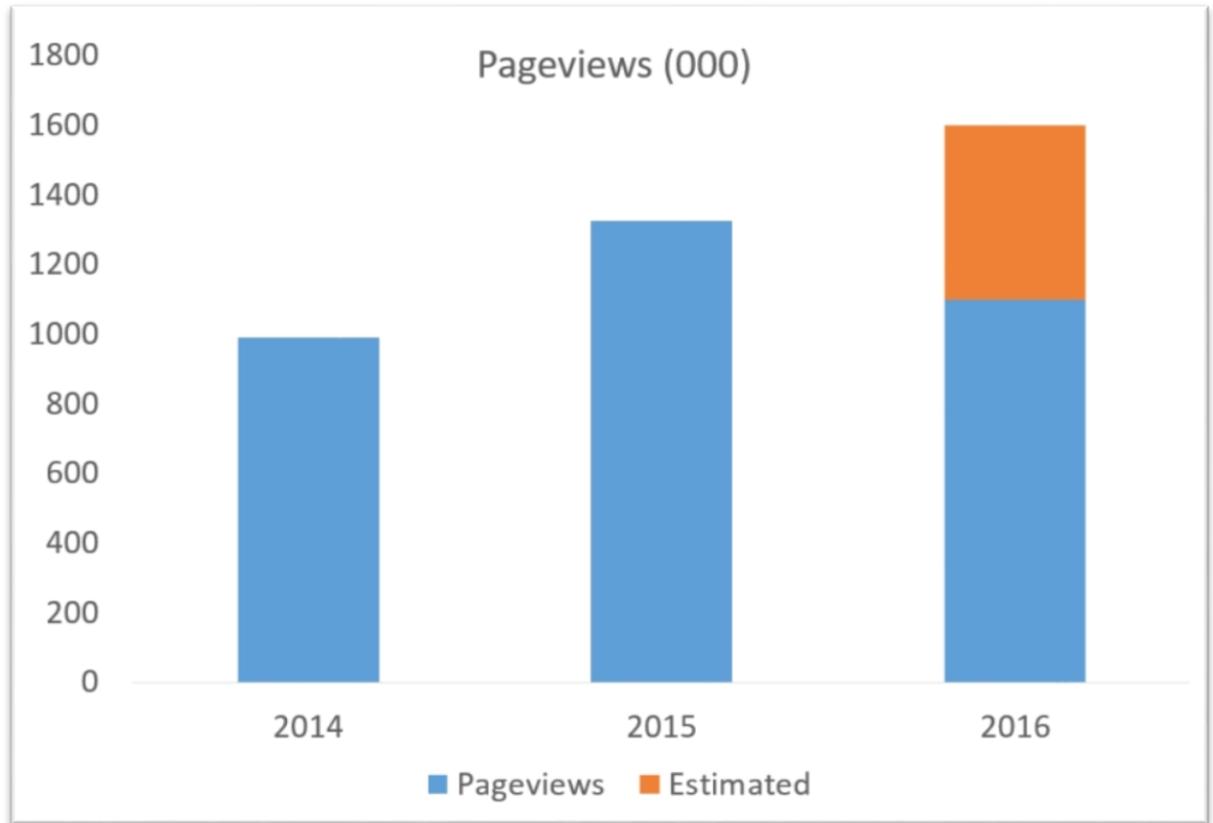
- **A dedicated email blast to all PotatoPro subscribers**
We approach all PotatoPro subscribers with an email with just your content.
[See the \(very flexible!\) general template we use and some examples](#)
[Newsletter Stats](#)
- **Include your ad in the Leaderboard rotation**
The Leaderboard ad (728x90px) is available at the top of almost all pages of PotatoPro.com for the promotion of events or limited time campaigns.
Multiple ads are rotated in the Leaderboard.
Your ad will be included in the rotation for up to 10 weeks.
- **Full banner in the weekly newsletter**
We will include a full banner ad in the weekly newsletter, up to 10 times.
- **Social Media**
We will use our social media presence to raise interest for your event / campaign.



ADDENDUM

Some statistics regarding PotatoPro

PotatoPro Website Visitors



Number of Pageviews (thousands) of the current PotatoPro version - Published publicly since January 1, 2014

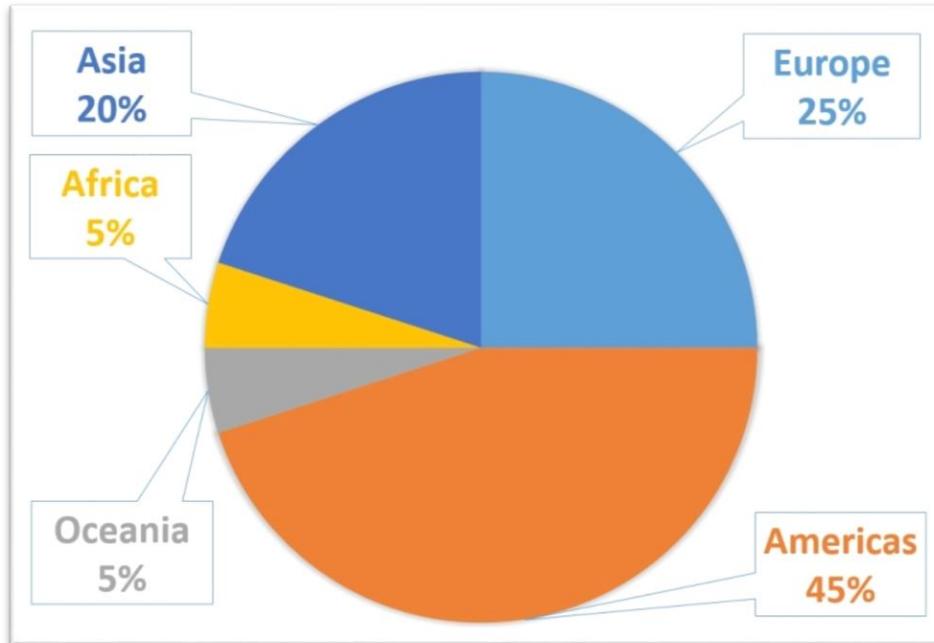
We track the site activity on PotatoPro.com primarily as pageviews (using Google Analytic).

The site had 1.324.00 pageviews in 2015 and 1.1 million pageviews so far this year (early September).

We expect at least another 400.000 pageviews in the remainder of the year, bringing the estimated total for 2016 above 1.5 million pageviews.

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How Global is PotatoPro?



Visits to PotatoPro.com by continent as a percentage of the total number of visits

1. United States	11. Belgium	21. Singapore
2. India	12. Philippines	22. Brazil
3. Canada	13. Pakistan	23. Turkey
4. United Kingdom	14. United Arab Emirates	24. Mexico
5. Netherlands	15. Spain	25. Ireland
6. Australia	16. Russia	26. Malaysia
7. Kenya	17. New Zealand	27. China
8. Germany	18. Italy	28. Argentina
9. South Africa	19. Japan	29. (not set)
10. France	20. Poland	30. Bangladesh

Top 30 countries by visits in order (first 8 months of 2016)

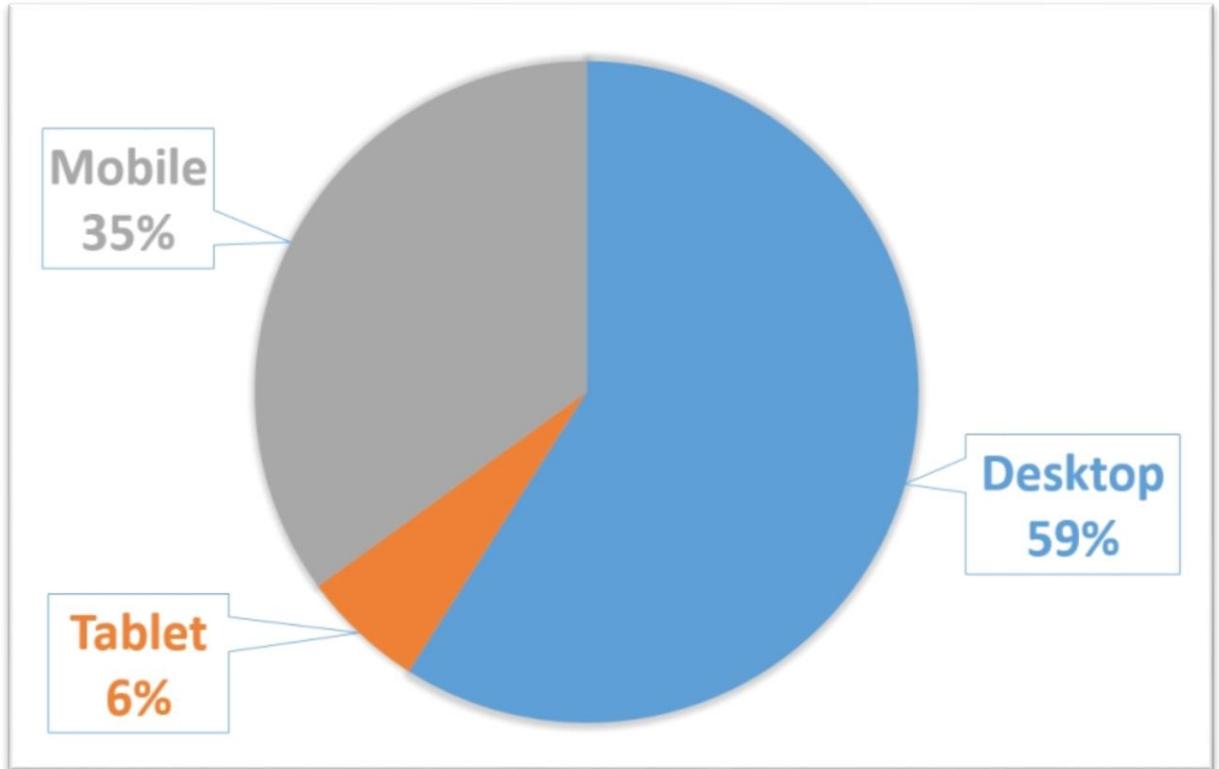
Questions? Do you want to discuss which package best suits your objectives? E-mail us at info@potatopro.com or [set-up an appointment](#) for a call or video-conference.

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Mobile Traffic to PotatoPro



Visits to PotatoPro.com in August 2016 by platform (desktop, tablet and mobile)

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PotatoPro Newsletters



PotatoPro sends out email newsletters in a range of formats

PotatoPro sends out email newsletters in a range of formats. We offer a weekly newsletter (in English), a daily newsletter (in English) as well as a weekly newsletter in Spanish.

Furthermore, we are gathering expressions of interest for a Dutch, Russian and Chinese Language Newsletter.

PotatoPro currently sends one or more newsletters to 7750 subscribers.

We are constantly working to optimize the PotatoPro website and Newsletters. As a consequence, features may be added, change or disappear during the year.