

Maximize Your Idaho® Potato Sales by Following These Advertising Guidelines



HOW TO BUILD THE PERFECT AD



BANNER

A solid color banner is the perfect place to put the ad copy in a contrasting color for clarity



LOGO

Ads must feature the Certified Grown in Idaho® logo with the stars



IMAGE

Make sure that the photography matches featured item

(i.e. 5 lb. bag in ad with 5 lb. image)



MESSAGING OPTIONS

- Fat Free, Gluten Free
- Good Source of Potassium, Vitamin C, Vitamin B6
- Big Taste, Big Nutrition
- Famous Idaho® Potatoes

visit idahopotato.com/retailad for more information & to build your perfect advertisements with our library of resources