

# 2018 MEDIA KIT FOR PESTPRO

Pest Management Education, Inc.  
5814 Nob Hill Blvd.  
Port Orange, FL 32127

A nonprofit corporation working to help UF Urban Entomology.  
Technical information provided by the University of Florida.

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PESTPRO is the



Questions? Contact [ads@pestpromagazine.com](mailto:ads@pestpromagazine.com)

# Why Advertise in **PESTPRO**?

- ▶ Decision-makers love *PestPro* because it gives them reliable pest control and lawn care information from the No. 1 entomology department in the world: University of Florida.
- ▶ *PestPro* is the one and only magazine that reaches virtually all pest management professionals in Florida.
- ▶ *PestPro* is the official magazine of the Florida Pest Management Association. About a quarter of the top 100 pest management companies in the USA operate in Florida.
- ▶ We reach one-third to one-half of the nation's pest control and lawn care decision-makers — your buyers!
- ▶ *PestPro* is mailed regularly to more than 12,000 pest management professionals.
- ▶ [PestProMagazine.com](http://PestProMagazine.com) reaches all pest control operators. Through our archived issues online, your ads are permanently available to the world.
- ▶ Your advertising is in a magazine that is read, copied and passed around, not just leafed through and cast aside.



# PESTPRO 2018 Advertising Commitment Form

The rates on this sheet are good for print advertising in *PestPro* magazine. All rates include a link in the digital edition. Advertisers from 2017 may receive a discount of 10 percent in 2018. Artwork creation or changes: \$50.

Name \_\_\_\_\_

Company \_\_\_\_\_

Business Address \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Preferred form of contact \_\_\_\_\_

Web URL for ad link \_\_\_\_\_

Please select one of the following:

- FREE**  I will provide all necessary artwork in an accepted format of PDF, EPS, PSD, TIF, or JPG, to **jane@pestpromagazine.com**
- I will need ad production services, incurring artwork fee of \$50.

## Four-Color Ad Rates (mark box to select)

	1-2 x	3-4 x	5-6 x
Full Page	\$2,099 <input type="checkbox"/>	\$1,899 <input type="checkbox"/>	\$1,679 <input type="checkbox"/>
2/3 Page	1,509 <input type="checkbox"/>	1,359 <input type="checkbox"/>	1,209 <input type="checkbox"/>
1/2 Page	1,299 <input type="checkbox"/>	1,169 <input type="checkbox"/>	1,039 <input type="checkbox"/>
1/3 Page	839 <input type="checkbox"/>	759 <input type="checkbox"/>	669 <input type="checkbox"/>
1/4 Page	710 <input type="checkbox"/>	660 <input type="checkbox"/>	649 <input type="checkbox"/>
1/6 Page	499 <input type="checkbox"/>	449 <input type="checkbox"/>	399 <input type="checkbox"/>
Classified, 1/12 Page	140 <input type="checkbox"/>	125 <input type="checkbox"/>	110 <input type="checkbox"/>
Classified, 1 col. inch	80 <input type="checkbox"/>	75 <input type="checkbox"/>	70 <input type="checkbox"/>

## Cover Ad Rates (mark box to select)

	1-2 x	3-4 x	5-6 x
Back Cover	\$2,799 <input type="checkbox"/>	\$2,589 <input type="checkbox"/>	\$2,389 <input type="checkbox"/>
Inside Front Cover	2,599 <input type="checkbox"/>	2,389 <input type="checkbox"/>	2,179 <input type="checkbox"/>
Inside Back Cover	2,599 <input type="checkbox"/>	2,389 <input type="checkbox"/>	2,179 <input type="checkbox"/>

Ad cost \_\_\_\_\_ × (1-2) (3-4) (5-6) = \$ \_\_\_\_\_  
Number of Times TOTAL COST  
**CIRCLE ONE**

## PestPro 2018 Closing Dates

### January/February

Ad Reservations: December 1

Ad Materials Due: December 7

### March/April

Ad Reservations: February 1

Ad Materials Due: February 7

### May/June

Ad Reservations: April 3

Ad Materials Due: April 7

### July/August

Ad Reservations: June 1

Ad Materials Due: June 7

### September/October

Ad Reservations: August 1

Ad Materials Due: August 7

### November/December

Ad Reservations: October 2

Ad Materials Due: October 9

## DIGITAL AD OPPORTUNITIES

are coming. Stay tuned for further information.

[pestpromagazine.com](http://pestpromagazine.com)

Please remit payment by check to Pest Management Education, Inc., Nob Hill Blvd., Port Orange, FL 32127  
 Payment with PayPal available for your convenience .

Questions? Contact [ads@pestpromagazine.com](mailto:ads@pestpromagazine.com)

# PESTPRO Advertising Size Guide

Full Page, No Bleeds (actual page size)	8.375" x 11"
Full Page With Bleed	8.625 x 11.25"
Full Page Spread (actual page size)	16.75" x 11"
Full Page Spread With Bleed	17" x 11.25"
Full Page (using 1/2 inch margins all around)	7.375" x 10"
1/2 Page Spread, No Bleed	16.75" x 5.5"
1/2 Page Spread With Bleed	17" x 5.625"
2/3 Page	4.625" x 10"
1/2 Page	4.625" x 7.5" or 7.125" x 5"
1/3 Page	2.16" x 5" or 4.625" x 2.5"
1/4 Page	4.625" x 3.625"
1/6 Page	2.16" x 5" or 4.625" x 2.5"
1/12 Page	2.16" x 2.5"
One Column Inch: Classified Only	2.16" x 1"

**Full Page**



8.375" x 11, no bleed;  
8.625" x 11.25" with bleed

**2/3 Page**



4.625" x 10"

**1/3 Page Horz. and Vert.**



Horizontal: 4.625" x 5"  
Vertical: 2.18" x 10"

**1/2 Page Horizontal**



7.125" x 5"

**1/2 Page Vertical**



4.625" x 7.5"

**1/4 Page**



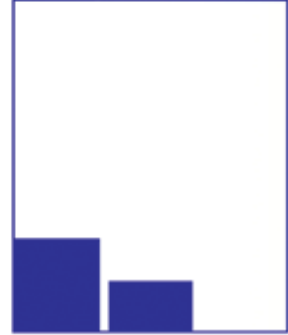
4.625" x 3.625"

**1/6 Page Horz. and Vert.**



Horizontal – 4.625" x 5"  
Vertical – 2.18" x 5"

**1/12 Page/1 col. inch**



Retail or Classified: 1/12 page 2.16" x 2.5"  
Retail or Classified: 1 col. 2.18 x 1"

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# PESTPRO 2018 Editorial Calendar

## **JANUARY / FEBRUARY**

Due date for Contributions: Dec 1, 2017

Cover: Bed Bug Warranties or Termite Mapping  
Editorial column: (Koehler)  
FDACS Update  
Student Profile: Omatola Dosunmu  
Feature: Bed Bug Warranties (Koehler, Pereira)  
Feature: Termite Mapping (Chouvenc)  
Feature: L&O, Title TBD (County Extension Agent)  
Feature: Vertebrate or Other Pest, TBD (Kern)  
Feature: Title TBD (Harlow)  
Executive Suite: Title TBD (Hollon)  
Pest Detective (Lyle Buss)  
News release: TBD  
FPMA News and Happenings

## **MARCH / APRIL**

Due date for Contributions: Feb 1, 2018

Cover: L&O or SEPMC  
Editorial column: (Koehler)  
FDACS Update  
Student Profile: Don Foster  
Feature: Ants (Hughes, Koehler, Pereira)  
Feature: L&O, Title TBD (County Extension Agent)  
Feature: Vertebrate or Other Pest, TBD (Kern)  
Feature: Title TBD (Harlow)  
Feature: Florida Panhandle Update (Hottel)  
Pest Detective (Lyle Buss)  
News release: TBD  
SEPMC program/ad  
FPMA News and Happenings

## **MAY / JUNE**

Due date for Contributions: Apr 3, 2018

Cover: Fly Traps or Vertebrate Pest  
Editorial column: (Koehler)  
FDACS Update  
Student Profile: Randy Buckley  
Feature: Fly Traps / ILTs (Foster, Koehler, Pereira)  
Feature: L&O, Title TBD (County Extension Agent)  
Feature: Vertebrate or Other Pest, TBD (Kern)  
Feature: Featured Creatures Update (Gillett-Kaufman)  
Feature: Title TBD (Harlow)  
New "Safety & Liability": Title TBD (Allen Fugler)  
Pest Detective (L. Buss)  
News release: TBD  
FPMA News and Happenings

## **JULY / AUGUST**

Due date for Contributions: Jun 1, 2018

Cover: Mosquito Trapping  
Editorial column: (Koehler)  
FDACS Update  
Student Profile: Sierra Short  
Feature: Mosquito Trapping (Buckley, Koehler, Pereira)  
Feature: L&O, Title TBD (County Extension Agent)  
Feature: Termite Hybrid Update (Chouvenc)  
Feature: Vertebrate or Other Pest, TBD (Kern)  
Feature: Title TBD (Harlow)  
Executive Suite: Title TBD (Goldglantz)  
Pest Detective (Lyle Buss)  
News release: TBD  
FPMA News and Happenings

## **SEPTEMBER / OCTOBER**

Due date for Contributions: Aug 1, 2018

Cover: Rodent Control  
Editorial column: (Koehler)  
FDACS Update  
Student Profile: Lettie Cronin  
Adapted Article or Feature: Urban Insect Pest, TBD  
Feature: Rodent Control (Foster, Koehler, Pereira)  
Feature: L&O, Title TBD (County Extension Agent)  
Feature: Featured Creatures Update (Gillett-Kaufman)  
Feature: Title TBD (Harlow)  
Pest Detective (Lyle Buss)  
News release: TBD  
SWFPMC program/ad  
FPMA News and Happenings

## **NOVEMBER / DECEMBER**

Due date for Contributions: Oct 2, 2018

Cover: Cockroach Survival / Treatment in Wall Voids  
Editorial column: (Koehler)  
FDACS Update  
Student Profile: Lauren Vandencamp  
Feature: Cockroaches in Wall Voids (Ashby, Koehler, Pereira)  
Feature: Vertebrate or Other Pest, TBD (Kern)  
Feature: L&O, Title TBD (County Extension Agent)  
Feature: Title TBD (Harlow)  
Feature: Florida Panhandle Update (Hottel)  
New "Safety & Liability": Title TBD (Mark Ruff)  
Pest Detective (L. Buss)  
News release: TBD  
FPMA News and Happenings