

# 2021 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 2021 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 2020 may receive a discount of 10 percent in 2021. 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

## PLEASE NOTE:

*If you would like to specify a different ad size, contact ads@pestpromagazine.com*

## PestPro 2021 Closing Dates

### January/February

Ad Reservations: December 1  
 Ad Materials Due: December 8

### March/April

Ad Reservations: February 1  
 Ad Materials Due: February 8

### May/June

Ad Reservations: April 1  
 Ad Materials Due: April 8

### July/August

Ad Reservations: June 1  
 Ad Materials Due: June 8

### September/October

Ad Reservations: August 2  
 Ad Materials Due: August 9

### November/December

Ad Reservations: October 1  
 Ad Materials Due: October 8

Please remit payment by check to Pest Management Education, Inc., 5814 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**



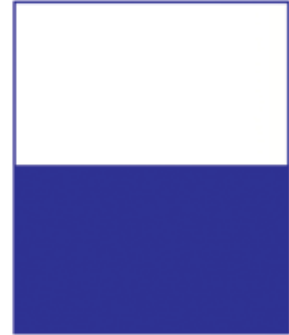
4.625" x 10"

**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**



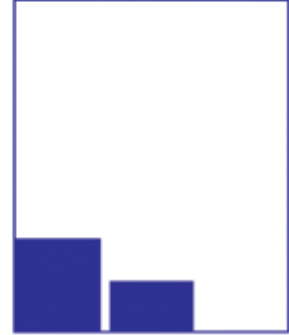
4.625" x 3.625"

**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 2021 Editorial Calendar

## **JANUARY / FEBRUARY**

Due Date for Contributions: Dec 1, 2020

Cover: Formosan Termites  
Editorial Column: (Koehler)  
Career Profile: Jerry Gahlhoff  
Feature: Formosan Termites (Carrie Cottone)  
Feature: Navy ECE (Alphonse / DiClaro)  
Feature: Honey Bees TBD (Jack)  
Feature: South FL L&O, Title TBD (Caldwell)  
Feature: Rodents or Other Pest (Foster)  
FDACS Update  
Executive Suite: Title TBD (Hollon)  
Pest Detective (Lyle Buss)  
News Release: TBD  
FPMA News and Happenings

## **MARCH / APRIL**

Due Date for Contributions: Feb 1, 2021

Cover: Insecticides or Invasive Species  
Editorial Column: (Koehler)  
Career Profile: Dan Suiter  
Feature: Insecticides: Bees vs. Mosquitoes (Baldwin)  
Feature: Navy ECE (Alphonse / DiClaro)  
Feature: Invasive Species TBD (Hodges)  
Feature: L&O Title TBD (Harlow)  
Feature: Vertebrate or Other Pest, TBD  
Safety & Liability: Title TBD (Fugler)  
FDACS Update  
Pest Detective (Lyle Buss)  
News Release: TBD  
FPMA News and Happenings

## **MAY / JUNE**

Due Date for Contributions: Apr 1, 2021

Cover: Environmentally Friendly or GHP  
Editorial Column: (Koehler)  
Career Profile: Dini Miller  
Feature: Env. Friendly Pest Control Strategies (Koehler)  
Feature: Navy ECE (Alphonse / DiClaro)  
Feature: GHP, any (Goeltzenleuchter)  
Feature: TBD (Siegfried)  
Feature: L&O Title TBD (Dale)  
Feature: Vertebrate or Other Pest, TBD  
FDACS Update  
Pest Detective (Lyle Buss)  
News Release: TBD  
FPMA News and Happenings

## **JULY / AUGUST**

Due Date for Contributions: Jun 1, 2021

Cover: L&O or Vertebrate  
Editorial Column: (Koehler)  
Career Profile: Cory Goeltzenleuchter  
Feature: Tawny Crazy Ant Boom (Pereira)  
Feature: Navy ECE (Alphonse / DiClaro)  
Feature: Bed Bugs (Vail)  
Feature: L&O or Other, Title TBD (Harlow)  
Feature: Vertebrate or Other Pest, TBD  
FDACS Update  
Executive Suite: Title TBD (Hollon)  
Pest Detective (Lyle Buss)  
News Release: TBD  
FPMA News and Happenings

## **SEPTEMBER / OCTOBER**

Due Date for Contributions: Aug 2, 2021

Cover: Rodents  
Editorial Column: (Koehler)  
Career Profile: Richard Kramer  
Feature: Diseases Spread by Urban Pests (Riegel)  
Feature: Navy ECE (Alphonse / DiClaro)  
Feature: Spiders (Auletta)  
Feature: L&O, Title TBD (Dale)  
Feature: Rodents TBD (Robert Corrigan)  
Safety & Liability: Title TBD (Fugler)  
FDACS Update  
Pest Detective (Lyle Buss)  
News Release: TBD  
FPMA News and Happenings

## **NOVEMBER / DECEMBER**

Due Date for Contributions: Oct 1, 2021

Cover: Pests Associated with Holiday Meals  
Editorial Column: (Koehler)  
Career Profile: Nancy Hinkle  
Feature: Pests Associated with Holiday Meals (Pereira)  
Feature: Navy ECE (Alphonse / DiClaro)  
Feature: Pest Management TBD (Kramer)  
Feature: Vertebrate or Other Pest, TBD  
Feature: L&O or Other, Title TBD (Harlow)  
Feature: Fumigation (Brantley)  
FDACS Update  
Pest Detective (Lyle Buss)  
News Release: TBD  
FPMA News and Happenings