

2023 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

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 some 12,000 pest management professionals.
- ▶ 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 2023 Advertising Commitment Form

The rates on this sheet are good for print advertising in *PestPro* magazine. 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	\$2,199 <input type="checkbox"/>	\$1,999 <input type="checkbox"/>	\$1,889 <input type="checkbox"/>
2/3 Page	1,659 <input type="checkbox"/>	1,509 <input type="checkbox"/>	1,359 <input type="checkbox"/>
1/2 Page	1,429 <input type="checkbox"/>	1,299 <input type="checkbox"/>	1,169 <input type="checkbox"/>
1/3 Page	919 <input type="checkbox"/>	839 <input type="checkbox"/>	755 <input type="checkbox"/>
1/4 Page	779 <input type="checkbox"/>	710 <input type="checkbox"/>	659 <input type="checkbox"/>
1/6 Page	549 <input type="checkbox"/>	499 <input type="checkbox"/>	449 <input type="checkbox"/>
Classified, 1/12 Page	155 <input type="checkbox"/>	140 <input type="checkbox"/>	125 <input type="checkbox"/>
Classified, 1 col. inch	85 <input type="checkbox"/>	80 <input type="checkbox"/>	75 <input type="checkbox"/>

Cover Ad Rates (mark box to select)

	1-2 x	3-4 x	5-6 x
Back Cover	\$2,999 <input type="checkbox"/>	\$2,799 <input type="checkbox"/>	\$2,599 <input type="checkbox"/>
Inside Front Cover	2,859 <input type="checkbox"/>	2,599 <input type="checkbox"/>	2,339 <input type="checkbox"/>
Inside Back Cover	2,859 <input type="checkbox"/>	2,599 <input type="checkbox"/>	2,339 <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 2023 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 3
 Ad Materials Due: April 10

July/August

Ad Reservations: June 1
 Ad Materials Due: June 8

September/October

Ad Reservations: August 1
 Ad Materials Due: August 8

November/December

Ad Reservations: October 2
 Ad Materials Due: October 9

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.

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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



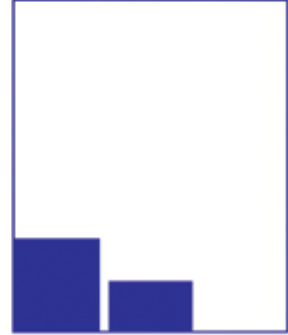
4.625" x 3.625"

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 2023 Editorial Calendar

JANUARY / FEBRUARY

Due Date for Contributions: Dec 1, 2022

Cover: TBD
Editorial Column: (Koehler)
Career Profile: Will "George" Richardson
Feature: Industry Focus (Theresa Childs, Kemp)
Feature: Toxicology Fundamentals (Mike Scharf)
Feature: House Flies in the O.R. (Bob Belmont)
Feature: Mosquito Attraction (Jonathan Day)
Feature: Brown Basilisk (Lourdes Mederos)
FDACS Update
Executive Suite: Title TBD (Hollon)
Pest Detective (Lyle Buss)
News Release: TBD

MARCH / APRIL

Due Date for Contributions: Feb 1, 2023

Cover: TBD
Editorial Column: (Koehler)
Career Profile: Rebecca Baldwin
Feature: Nematology Fundamentals (Billy Crow)
Feature: Dye-ing to Know Pest Spotlight (Danny Dye)
Feature: Mosquito Control (Mara Clark, FDACS)
Feature: Termites (Thomas Chouvenc)
Feature: L&O Title TBD (Harlow)
FDACS Update
Safety & Liability: Title TBD (Fugler)
Pest Detective (Lyle Buss)
News Release: TBD

MAY / JUNE

Due Date for Contributions: Apr 3, 2023

Cover: TBD
Editorial Column: (Koehler)
Career Profile: Maxine Hunter, Marion County
Feature: Industry Focus (Brittany Campbell)
Feature: UF Distance Ed or Other (G. Kluiters)
Feature: GHP or Other (Cory Goeltzenluechter)
Feature: L&O Title TBD (Dale)
Feature: Rodents (Mark VanderWerp)
FDACS Update
Executive Suite: Title TBD (Hollon)
Pest Detective (Lyle Buss)
News Release: TBD

JULY / AUGUST

Due Date for Contributions: Jun 1, 2023

Cover: TBD
Editorial Column: (Koehler)
Career Profile: Steven Brown, Lee County
Feature: Bats and Mosquitoes (Eva Buckner)
Feature: Med Vet, Title TBD (Ed Freytag, New Orleans)
Feature: Entomology Fundamentals (Baldwin or Other)
Feature: Industry Focus (Theresa Childs, Kemp)
Feature: L&O or Other, Title TBD (Harlow)
FDACS Update
Safety & Liability: Title TBD (Fugler)
Pest Detective (Lyle Buss)
News Release: TBD

SEPTEMBER / OCTOBER

Due Date for Contributions: Aug 1, 2023

Cover: TBD
Editorial Column: (Koehler)
Career Profile: Sheila Dunning, Okaloosa County
Feature: Mosquito Control (Aaron Lloyd, Lee County)
Feature: Dye-ing to Know Pest Spotlight (Danny Dye)
Feature: Termites (Thomas Chouvenc)
Feature: L&O, Title TBD (Dale)
Feature: Title TBD (Nancy Hinkle)
FDACS Update
Executive Suite: Title TBD (Hollon)
Pest Detective (Lyle Buss)
News Release: TBD

NOVEMBER / DECEMBER

Due Date for Contributions: Oct 2, 2023

Cover: TBD
Editorial Column: (Koehler)
Career Profile: Mark Bailey, Marion County
Feature: Industry Focus (Heather Erskine)
Feature: GHP or Other (Cory Goeltzenluechter)
Feature: Title TBD (Bob Belmont)
Feature: Rodents, Title and Author TBD
Feature: L&O or Other, Title TBD (Harlow)
FDACS Update
Safety & Liability: Title TBD (Fugler)
Pest Detective (Lyle Buss)
News Release: TBD