

# 2024 MEDIA KIT FOR PESTPRO

Pest Management Education, Inc.  
5825 NW 52nd Ter.  
Gainesville, FL 32653-3359

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

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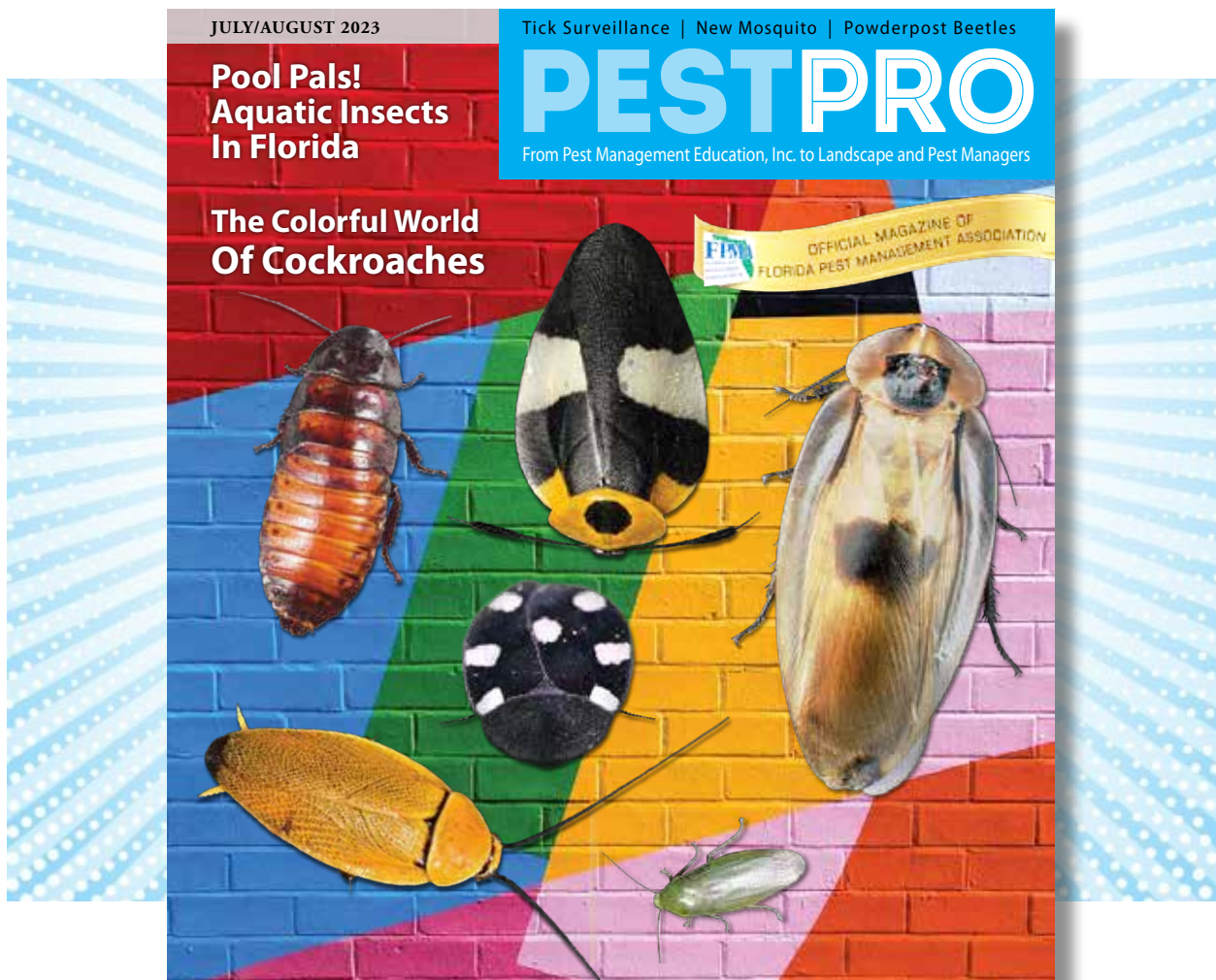
PESTPRO is the



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 some 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 2024 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 2024 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 3  
 Ad Materials Due: June 10

### September/October

Ad Reservations: August 1  
 Ad Materials Due: August 8

### November/December

Ad Reservations: October 1  
 Ad Materials Due: October 8

Please remit payment by check to Pest Management Education, Inc., 5825 NW 52nd Ter., Gainesville, FL 32653  
 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**



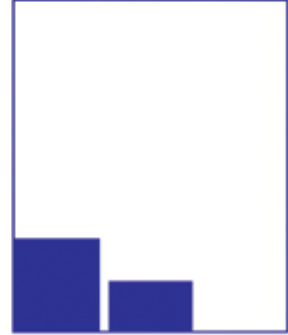
4.625" x 3.625"

**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 2024 Editorial Calendar

## **JANUARY / FEBRUARY**

Due Date for Contributions: Dec 1, 2023

Cover: TBD  
FPMA President's Message  
Editorial Column: (Koehler)  
Student Profile: Genhsy Monson  
Feature: Bed Bug Lookalikes (G. Wyatt West)  
Feature: Foliar Nematodes (Crow and Demesyieux)  
Feature: Insect Baits (Partho Dhang)  
Feature: Tick Surveillance Tracking Babesiosis (EPI)  
Feature: Removing Ticks from Hosts (William Kern, Jr.)  
SWFLPMC / NWFLPMC Conference Programs / Info  
FDACS Update  
Executive Suite: Title TBD (Hollon)  
Pest Detective (Lyle Buss)  
News Release: New Pest Management Hub

## **MARCH / APRIL**

Due Date for Contributions: Feb 1, 2024

Cover: TBD  
FPMA President's Message  
Editorial Column: (Koehler)  
Career Profile: Claudia Riegel  
Feature: Head Lice DNA (FLMNH)  
Feature: Dye-ing to Know Pest Spotlight (Danny Dye)  
Feature: Termites (Thomas Chouvenc)  
Feature: L&O Title TBD (Dale)  
Feature: Industry Focus (Theresa Childs or Other, Kemp)  
SEPMC Conference Program / Info  
FDACS Update  
Safety & Liability: Title TBD (Fugler)  
Pest Detective (Lyle Buss)  
News Release: TBD

## **MAY / JUNE**

Due Date for Contributions: Apr 1, 2024

Cover: TBD  
FPMA President's Message  
Editorial Column: (Koehler)  
Career Profile: Paul Mitola  
Feature: Sand Flies and Leishmaniasis (Pereira or Other)  
Feature: Mosquitoes (Lawrence Reeves)  
Feature: Insect TBD (Lettie Cronyn)  
Feature: GHP or Other (Cory Goeltzenluechter)  
Feature: L&O Title TBD (Harlow)  
Feature: Title TBD (Bob Belmont)  
FDACS Update  
Executive Suite: Title TBD (Hollon)  
Pest Detective (Lyle Buss)  
News Release: TBD

## **JULY / AUGUST**

Due Date for Contributions: Jun 3, 2024

Cover: TBD  
FPMA President's Message  
Editorial Column: (Koehler)  
Career Profile: William Kern, Jr.  
Feature: RIFA Mgmt./Health Care/Facilities (Jeffrey Tucker)  
Feature: TBD (Jeff McGovern)  
Feature: Mosquito Control (Claudia Riegel)  
Feature: TBD (Rebecca Baldwin)  
Feature: L&O, Title TBD (Dale)  
Feature: Industry Focus (Theresa Childs or Other, Kemp)  
FDACS Update  
Safety & Liability: Title TBD (Fugler)  
Pest Detective (Lyle Buss)  
News Release: TBD

## **SEPTEMBER / OCTOBER**

Due Date for Contributions: Aug 1, 2024

Cover: TBD  
FPMA President's Message  
Editorial Column: (Koehler)  
Career Profile: Anamika Sharma, Florida A&M  
Feature: Vampire Bats / U.S. (Pereira or Other)  
Feature: Insect TBD (Lettie Cronyn)  
Feature: Dye-ing to Know Pest Spotlight (Danny Dye)  
Feature: Termites (Thomas Chouvenc)  
Feature: L&O, Title TBD (Harlow)  
Feature: TBD (Mark VanderWerp)  
FDACS Update  
Executive Suite: Title TBD (Hollon)  
Pest Detective (Lyle Buss)  
News Release: TBD

## **NOVEMBER / DECEMBER**

Due Date for Contributions: Oct 1, 2024

Cover: TBD  
FPMA President's Message  
Editorial Column: (Koehler)  
Student or Other Profile: TBD  
Feature: TBD (Pereira or Other)  
Feature: TBD (Anamika Sharma, Florida A&M)  
Feature: GHP or Other (Cory Goeltzenluechter)  
Feature: Title TBD (Bob Belmont)  
Feature: Mosquito Control (Claudia Riegel)  
Feature: Spiders or Other (Anthony Auletta)  
FDACS Update  
Safety & Liability: Title TBD (Fugler)  
Pest Detective (Lyle Buss)  
News Release: TBD