

INCREASE YOUR COMPANY'S
EXPOSURE TO THE

MULTI-BILLION DOLLAR

PEST MANAGEMENT INDUSTRY

2012 MEDIA GUIDE





WHY NPMA?

NPMA's strength lays in our ability to bring together all the key players in the pest management industry—our readership includes pest control company owners, CEOs, presidents, senior technology officers, chief marketing executives, and researchers from the top pest management companies across the globe.

BENEFITS OF ADVERTISING

- › Reach and influence qualified decision-makers
- › Gain access to top pest management company owners and managers
- › Reach senior representatives of the major industry distributors
- › Influence the leaders in the industry

NPMA BY THE NUMBERS

› **18,000+**

is the number of pest management companies in the industry

› **7,000**

decision-makers from pest control companies, industry suppliers and distributors, and leading researchers receive *PestWorld*

› **145,000**

is the number of service personnel employed by the pest management industry

› **\$6.31B**

in annual billing



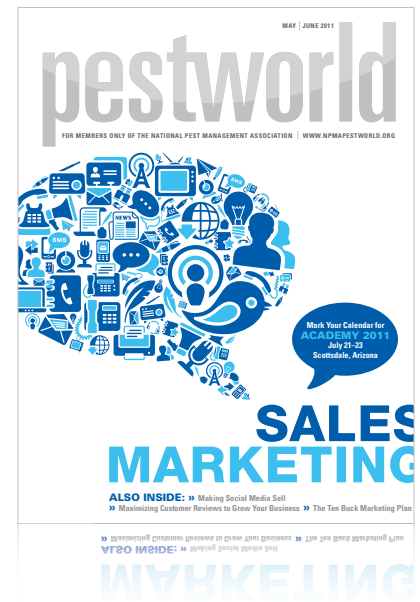
PESTWORLD MAGAZINE

PestWorld is NPMA's official magazine and communication tool, attracting the attention of the largest pest management companies, suppliers, and distributors in the industry.

A full-color, glossy-stock magazine published six times a year and distributed to 7,000 pest management professionals, *PestWorld* highlights current developments in the industry—from the latest products and services, to industry technologies, sales products, business applications and more.

Advertisers gain unprecedented access to the nation's most successful pest management companies through this must-read publication.

Showcasing your products and services in *PestWorld* is the most powerful and cost-effective way to reach decision-makers in this billion-dollar industry.



ADVERTISING DEADLINES

January/February 2012

Detection Technologies

Sales Close: November 11, 2011

Ad Copy Due: November 19

Ships: December 16

> Bonus Distribution at Eastern, Southern, and Southwestern regional conferences

March/April 2012

Termites

Sales Close: January 19

Ad Copy Due: January 24

Ships: February 21

> Bonus Distribution at Legislative Day

May/June 2012

Ants

Sales Close: March 21

Ad Copy Due: March 23

Ships: April 20

July/August 2012

Public Health Pests

Sales Close: May 18

Ad Copy Due: May 24

Ships: June 20

> Bonus Distribution at Academy, Carolinas/ Mid-Atlantic Summer Conference

September/October 2012

Stink Bugs

Sales Close: July 23

Ad Copy Due: July 27

Ships: August 20

> Bonus Distribution at PestWorld 2012

November/December 2012

Bed Bugs

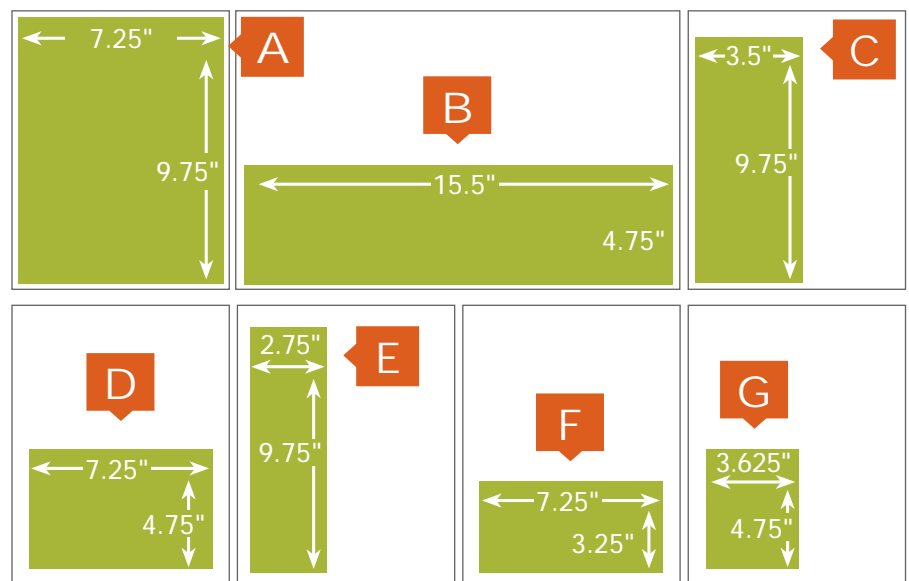
Sales Close: September 17

Ad Copy Due: September 21

Ships: November 19

AD SPECIFICATIONS

Trim size	8 1/4 x 10 3/4
Live Area.....	7 1/4 x 9 3/4
Two-page spread (full bleed*).....	16 3/4 x 11
Full-page (full bleed*).....	8 1/2 x 11
A. Full-page.....	7 1/4 x 9 3/4
B. Half-page spread	15 1/2 x 4 3/4
C. Half-page vertical.....	3 1/2 x 9 3/4
D. Half-page horizontal	7 1/4 x 4 3/4
E. Third-page vertical	2 3/4 x 9 3/4
F. Third-page horizontal.....	7 1/4 x 3 1/4
G. Quarter-page.....	3 5/8 x 4 3/4



- > No extra charge for bleeds or oversize
- > Digital data is required for all ad submissions. Acceptable formats include TIFF, EPS and hi-resolution PDF.
- > All ad files must be at least 300 dpi. Any ads supplied as native application files are subject to a processing fee of \$150.
- > Fifteen percent discount if contract received for all 6 issues.

FOR DETAILED INSTRUCTIONS,

e-mail Janay Rickwalder at jrickwalder@pestworld.org or call 703-352-NPMA (6762).



PestWorld highlights current developments in the industry— from the latest products and services, to industry technologies, sales products, business applications and more.

TERMS AND REQUIREMENTS

Production Services

NPMA provides professional ad assembly and layout to non-agency clients at an additional cost to the client.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 DPI. Line art must be supplied at 600 DPI. High-res PDF, EPS, TIFF and JPEG files are accepted. *Images from the Web are not suitable for printing.* All color artwork must be in CMYK mode; black and white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Material Submission

All files under 4MB may be emailed to jrickwalder@pestworld.org. For files over 4MB, please upload to the Blue House FTP site.

FTP Instructions:

Please place multiple files into a folder and zip/stuff before uploading to the site:

To up/download files from a PC:

1. Go to www.bluehouse.us
2. Click on "FTP" in the menu on the left.
3. The page should then load and prompt you for a user id and password.
user id: bluehouse
password: guest1
4. Drag and drop file over browser window

To up/download files from a Mac:

1. Open fetch or ftp software
To download fetch visit <http://fetchsoftworks.com/>
2. Enter the following information
Host: [ftp.bluehouse.us](ftp://ftp.bluehouse.us)
User ID: bluehouse
Password: guest1
3. Click "Put files" to upload files and follow prompts

Ad Agency Commissions

All prices are net. Ad agency commissions are not included in quoted price.

NPMA ONLINE ADVERTISING

Advertising via NPMA's online outlets is a great way to gain exposure and stay ahead of your competition. The NPMA Web Site receives over 14,000 unique visitors and 185,000 impressions per month. Online ad space is available for the NPMA Web Site, the Annual Meeting Event Mini Site and ePestWorld.

The NPMA
Web Site receives
over 14,000
unique visitors
and 185,000
impressions
per month

> NPMA WEB SITE

(www.npmapestworld.org)
Run-of-site, rotating banner ad. Ad changes on page refresh. Requires 3-month minimum ad run.

Specifications

468w x 60h pixels, 72 DPI

All ads must be delivered three (3) business days prior to campaign start.

Ads will be posted upon receipt of full payment



Frequently Asked Questions

> What are the acceptable media types?

JPEG, animated JPEG, GIF, animated GIF, SWF

> What is the highest Flash version accepted?

NPMA has access to the latest version of Flash, though we recommend using an older version so that all of our members can see it.

> How many times can the animation loop before going static?

Because this banner ad is randomly generated, once a user clicks off a page, they might not see that banner ad again for the next 10 clicks. So the time duration of the loop and total time doesn't matter, as we can't control how long someone looks at the page or the banner.



> PESTWORLD 2012 MINI SITE

Available Locations

Full Size Horizontal Banner Ad
(runs through January '13)

Half Size Vertical Banner Ad
(runs through January '13)

Specifications

Event Site Web Sponsor:

horizontal banner ad,
400w x 60h pixels, 72 dpi

Event Site Banner Ad:

vertical banner ad,
118w x 90h pixels, 72 dpi

All ads must be delivered three (3)
business days prior to campaign start.

*Ads will be posted upon receipt of
full payment*

Frequently Asked Questions

> What are the acceptable media types?

JPEG, animated JPEG, GIF,
animated GIF, SWF



> What is the highest Flash version accepted?

NPMA has access to the latest
version of Flash, though we
recommend using an older version so
that all of our members can see it.

> How many times can the animation loop before going static?

Because this banner ad is randomly
generated, once a user clicks off a
page, they might not see that banner
ad again for the next 10 clicks.



> ePESTWORLD

Exclusive advertising slot delivered
weekly to over 9,000 subscribers.

Specifications

120w x 240h pixels,
72 dpi, no animation

Frequently Asked Questions

> What are the acceptable media types?

JPEG, GIF

> What is the deployment schedule for NPMA?

ePestWorld is sent out via e-mail
every Tuesday.

> Is *ePestWorld* sent out via e-mail or posted as a PDF on their site?

ePestWorld is distributed as an
HTML e-mail.

ADVERTISING ORDER FORM

Complete this form and submit to NPMA

Mail: NPMA **Fax:** (703) 352-6942
 10460 North Street
 Fairfax, VA 22030

Full Color	1x	3x	6x	TOTAL
2-Page Spread	\$3,400	\$3,000	\$2,700	
Back Cover	n/a	n/a	\$2,200	
Inside Back Cover	n/a	n/a	\$2,100	
Inside Front Cover	n/a	n/a	\$2,100	
Full Page	\$2,500	\$2,200	\$2,000	
1/2 Page	\$1,950	\$1,700	\$1,550	
1/3 Page	\$1,650	\$1,450	\$1,320	

Black & White				
Full Page	\$1,500	\$1,300	\$1,100	
1/2 Page	\$950	\$840	\$750	
1/3 Page	\$650	\$570	\$520	

INSERTION SPECIFICATIONS

Please check the boxes below to indicate the issues in which you would like to advertise.

Issue

- Jan/Feb 2012** July/Aug 2012**
 March/April 2012** Sept/Oct 2012**
 May/June 2012 Nov/Dec 2012

**Bonus distribution at NPMA events.

NPMA WEB SITE

Please check the box below to indicate your ad size and frequency.

Select One	Full Size Horizontal 468x60 (15K)	TOTAL
<input type="checkbox"/> 3x banner ad run	\$300	
<input type="checkbox"/> 6x banner ad run	\$500	
<input type="checkbox"/> 9x banner ad run	\$750	
<input type="checkbox"/> 12x banner ad run	\$1,000	

Desired URL Link _____

Ad Run Dates: Start _____ End _____

All ads must be delivered three (3) business days prior to campaign start. *Ads will be posted upon receipt of full payment*

PESTWORLD 2012 WEB SITE

Please check the box below to indicate your ad size and type.

	RATE	TOTAL
<input type="checkbox"/> Full Size Horizontal Banner Ad (runs through January '13)	\$1,500	
<input type="checkbox"/> Half Size Vertical Banner Ad (runs through January '13)	\$1,100	

Desired URL Link _____

All ads must be delivered three (3) business days prior to campaign start. *Ads will be posted upon receipt of full payment*

ePESTWORLD

Please check the box below to indicate your frequency.

	Half Size Vertical 120x240 (12K)	TOTAL
<input type="checkbox"/> 1x banner ad run	\$150	
<input type="checkbox"/> 6x banner ad run	\$780	
<input type="checkbox"/> 12x banner ad run	\$1,380	
<input type="checkbox"/> 24x banner ad run	\$2,400	

Desired URL Link _____

Ad Run Dates: Start _____ End _____

All ads must be delivered three (3) business days prior to campaign start. *Ads will be posted upon receipt of full payment*

TOTAL AMOUNT DUE: _____

PAYMENT METHOD

- Check Visa MasterCard AmEx

Advertiser agrees to pay the contract amount in full prior to the ad start date. Ad fee is non-refundable.

Card number _____ Exp. Date _____

Name as it appears on card (Please Print) _____

Signature _____

CONTACT INFORMATION

Advertising Company

Client/Advertiser Name _____

Address _____

City/State/Zip Code _____

Contact Name E-mail _____

Phone _____ FAX _____

Web site _____

Advertising Agency

Advertising Agency Name _____

Address _____

City/State/Zip Code _____

Contact Name E-mail _____

Phone _____ FAX _____

Web site _____

MAGAZINE TERMS

Ad payment is required before each issue is published. Advertisers can pay by either credit card or check. By submitting your credit card information, you agree that your credit card will be automatically charged on the date that ad materials are due for each contracted issue. Advertiser indemnifies NPMA against losses or liabilities arising from this advertising. NPMA assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser/or agency agrees to repay NPMA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Ads may also appear in an online version of the publication(s). Advertisers and agencies are jointly responsible for payment of all ads. All discounts will be forfeited on accounts overdue by 60 days or more. Ads will not be inserted for advertisers or agencies whose accounts are more than 60 days overdue, regardless of contract term. Subsequent ads will be placed once the account is brought current. Invoices rendered will be accepted as correct unless the Publisher is notified in writing within 10 day of billing date.

Pre-payment Discounts: A 10% discount is offered to 6x advertisers when all six issues are paid in advance of the first ad being published.

Ad Agency Commissions and Additional Payment Information

All prices are net. Ad agency commissions are not included in quoted price. If an ad placed by an agency is not paid within 60 days, NPMA will contact the advertiser directly for payment. Invoices and tearsheets are sent upon issue publication. Additional copies of publication are available online and in print ONLY when extra copies are available in-house. Advertisers and agencies are jointly responsible for payment of all ads.

ONLINE TERMS

Advertising will commence immediately when full payment is received. NPMA Web site and *ePestWorld* advertising will commence on the start date to be mutually agreed upon by the advertiser and NPMA, pending receipt of payment.

Advertiser agrees to not hold NPMA responsible for any liability, loss, cost, claim, damage, or cause of action of any kind that it may suffer as a result of the transactions contracted herein, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. NPMA's liability is limited to extension of contract by period of time ad failed to display. Advertiser is responsible for providing all information and digital artwork to meet specifications and/or data entering upgraded fields for online booth upgrades. NPMA reserves the right to determine the suitability of all ads and online booth content submitted for distribution, and to reject advertising that does not meet its editorial or digital criteria. Ads must be GIF or JPEG graphic files where applicable. Please sign below to authorize (only signature assures reservation):

By signing below, you are indicating that you have read and agree to the above payment terms. Only signature assures reservation:

Advertiser Signature _____

Date _____

Advertising Agency Signature _____

Date _____

