



2014 MEDIA PORTFOLIO





RELATIONSHIPS MATTER

PCT's comprehensive portfolio of communication products is brought to you by the industry's most experienced staff. For 34 years, our team has been committed to the pest control business, and to being the industry's definitive source of news and business management information. This, in turn, has made us the most trusted advertising medium among advertisers.

OUR PLEDGE TO YOU

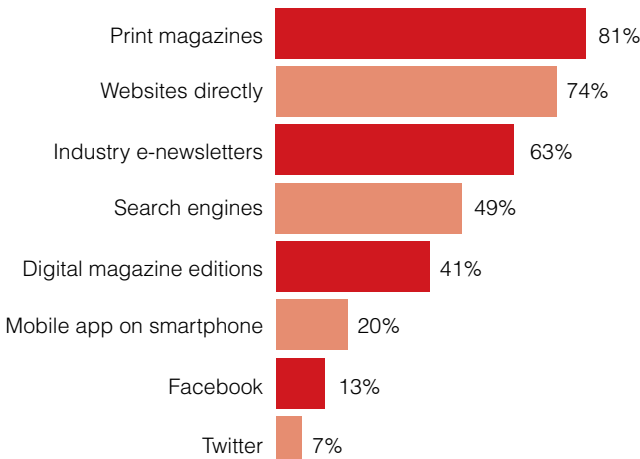
By accessing our all-inclusive reader audience via multiple media platforms, the PCT Media Group will increase your market presence, enhance your bottom line, grow your market influence and strengthen your PMP relationships across all demographic sectors of the pest management industry, and do it in a highly targeted, cost-effective fashion.

The PCT Media Group helps pest control businesses grow. As the industry's most trusted source of news and product information, we have the knowledge, staff experience, technical expertise and critical skills necessary to provide significant value to our readers and advertising partners, with the ultimate goal of supporting and enhancing the pest management industry."



*Dan Moreland
Publisher, PCT Magazine
dmoreland@gie.net*

How are you accessing industry news?



Respondents could select more than one answer. Source: 2013 Readership Study



DON'T JUST TAKE **OUR WORD** FOR IT!

PCT distributes timely and relevant information on a variety of subjects that are critical to the pest management field, via all the pertinent media channels. The Top 100 is a benchmark for the industry, and PCT's meetings, sponsorships and support are much appreciated by all of us at Critter Control and the entire profession."



Kevin Clark / CEO / Critter Control / Traverse City, Mich.

PCT is a great magazine that helps me stay informed about what is going on in the industry. Their weekly email blasts are a great source of timely updates on changes in our industry. The monthly magazine serves as a good education tool for technical and business practices. Every year I look forward to the Top 100 issue and see how we all measure up as an industry."



Jamie Ogle / President & CEO / Lloyd Pest Control / San Diego, Calif.

PCT helps me to keep in touch with not just pertinent issues to the industry but business in general. The business climate today is tough to navigate on our own and PCT acts as a business consultant helping to guide us. Their articles are always timely and insightful and informative."



Chuck Russell / President & CEO / Eradico Services / Novi, Mich.

The reason I read PCT magazine, visit PCTOnline, and attend PCT-sponsored events is very simple... quality content! As a busy executive, my discretionary time is very limited. Between focusing on customer service, sales calls from vendors and employee demands, it's nice to be able to read a publication that may, in any given issue, discuss the subject of my immediate attention. I can review the cover and usually find at least one timely topic that provides perspective from notable industry experts, business owners and other voices of experience."



Kevin Kordek / President / A-Active Termite & Pest Control / Virginia Beach, Va.

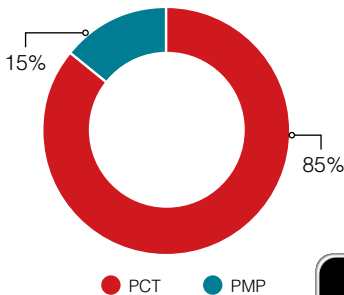
PCT has been a great source of information, not just for technical topics, but also industry news and trends. The website is easy to use and an excellent resource for researching specific topics. References like the Mallis Handbook of Pest Control and the PCT Field Guide Series are practical and useful, particularly to those of us in the field. The staff is professional and demonstrates true care and appreciation of the pest prevention industry. I will continue to rely on PCT as my first source for industry information."



Judy Black / V-P of Technical Services / The Steritech Group / Denver, Colo.

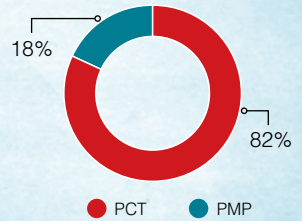
THE MARKET LEADER

Which ONE magazine most influences your purchasing decisions?

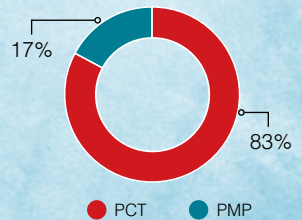


Source: 2013 Readership Study

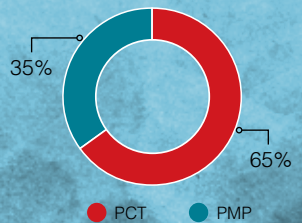
Which ONE magazine do you look to for information regarding new products and services?



Which publication do you trust for technical information?

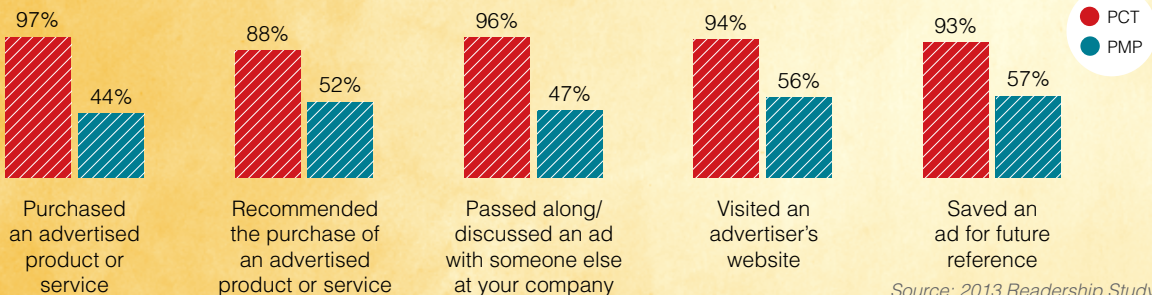


Which publication provides the most relevant, useful information for running a pest management business?



PCT MAGAZINE DRIVES PURCHASING ACTIVITY

Which of the following actions have you taken as a result of seeing an advertisement in each magazine?



Source: 2013 Readership Study

MULTIPLE PLATFORMS . . . **EXTENDED REACH**



*Total Qualified Circulation.....23,068

**June 2013 BPA Statement*

Digital Edition Distribution.....19,400

Mobile App

Average Issue Downloads.....935

Average Page Views Per Issue.....110,300

Website

Unique Visits Per Month.....19,600

Page Views Per Month.....68,200

Weekly PCT E-newsletter

Recipients Per Week.....9,850

Social Media Interaction

Facebook Likes/Friends.....1,058

Twitter Followers.....383

Total "Touches" Per Month.....250,000+

Native iPad iOS Monthly Edition

12,400

Average Minutes Viewing App Per Issue

People engage in the native app versions of magazines so substantially more than they engage in flipbook apps. We've seen engagement of roughly 47 minutes per entrance into the app, which is huge."



Chris Foster / President / GIE Media / Richfield, Ohio



HIGH-VISIBILITY MARKETING SOLUTIONS

In addition to our print, digital and web products, PCT offers industry product suppliers the opportunity to broaden their reach with a range of cost-effective brand extensions.

DIGITAL SOLUTIONS

VIRTUAL CONFERENCES

PCT's virtual events are a highly attractive, cost-effective educational alternative for pest management professionals, and offer advertisers the opportunity to extend their brand and market reach through a variety of sponsorship opportunities.



CUSTOM E-NEWSLETTERS



Consider leveraging PCT's award-winning editors, graphic designers and digital support staff to create a unique, cost-effective marketing solution for your business. High-impact offerings such as single-sponsor e-newsletters, sponsored podcasts, industry "White Papers" and e-zines are among the options available.

CUSTOM APP DEVELOPMENT

The PCT Mobile Solutions Team has pioneered mobile app development for the publishing industry. If you are looking to reach customers on their smartphone or tablet, or perhaps would like to build a mobile sales tool for your sales team or distributors, we can deliver an innovative, cutting-edge product that is totally customized to your needs and budget.



ANIMATED ADVERTISEMENTS

PCT's New Media Team can take your print advertisements to new levels with cutting-edge, creative enhancements in PCT's monthly native app. The use of audio, visual, video and other interactive elements allow you to bring your advertisement to life!

SPONSORED WEBINARS



Advertiser-sponsored webinars are an effective way to introduce a new product, educate PMPs about an innovative service offering or simply illustrate your company's commitment to the marketplace.

PRINT SOLUTIONS

TECHNICAL BOOK SPONSORSHIPS

PCT is the industry's "go-to" source for technical books and educational resources developed specifically for the pest management industry. Sponsoring a book, chapter or even a CD allows your company and its products to stand out from the crowd.



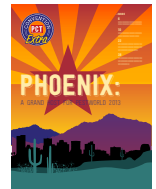
ADVERTORIALS & REPRINTS



Has your company or its products been featured in the pages of PCT magazine? Enhance your ROI and complement your investment with cost-effective article reprints for distribution at industry trade shows and educational events throughout the year.

PCT CONVENTION EXTRA

PCT's Convention Extra is "room-dropped" at NPMA PestWorld and distributed on the trade show floor, reaching PMPs with a targeted sales and marketing message at a critical time of the year. Promote your new product, highlight a show special or drive attendees to your booth with this exclusive opportunity. Advertisers also are included in a free product eblast prior to the convention and appear in the Digital Edition of PCT Convention Extra, which is distributed the week of the show.



MARKET RESEARCH

PCT's market research staff conducts extensive editorial and industry research on a regular basis. We also perform custom research for advertising clients to measure brand building, buying intentions, brand preference and share of market. Measure the effectiveness of your print advertisement by participating in our Readex Research study, or let us plan a face-to-face focus group to glean valuable market insights for your next product launch or industry market initiative.



THE MOST EXPERIENCED STAFF IN THE PEST MANAGEMENT INDUSTRY



Dan Moreland
PCT Publisher
dmoreland@gie.net
34 years



Jodi Dorsch
PCT Editor
jdorsch@gie.net
16 years



Brad Harbison
PCT Internet Editor
PCT Managing Editor
bharbison@gie.net
15 years



Michael Kelly
National Sales
Manager
mkelly@gie.net
17 years



Mike Zaverl
Western Region
Account Manager
mzaverl@gie.net
5 years



Maria Miller
Conference Manager
mmiller@gie.net
16 years



Heidi Clevinger
Digital Production
Coordinator
hclevinger@gie.net
3 years



Lori Skala
Advertising Production
Coordinator
lskala@gie.net
18 years



Sean Burriss
Associate Art
Director
sburriss@gie.net
3 years



Jim Blayney
New Media Art Director
jblayney@gie.net
8 years



QUALITY EDITORIAL CONTENT DRIVES INDUSTRY-LEADING READERSHIP



WE'RE HERE TO HELP YOU GROW YOUR BUSINESS

It starts with a one-on-one meeting with your custom sales marketer who not only listens to your objectives, but hears you. From there, we can develop a custom marketing program that utilizes the most innovative cutting-edge opportunities to drive your business success, including targeted E-Blasts, market research, E-Newsletters, custom communications, advertorials and the industry's finest print and digital publications. Don't settle for anything less. Partner with PCT magazine and find out just how far the market leader can take you in 2014.



PRINT + DIGITAL = BLANKET MARKET COVERAGE

PCT 2014 EDITORIAL CALENDAR



	JANUARY	FEBRUARY	MARCH	APRIL
ISSUE EMPHASIS	<ul style="list-style-type: none"> • Annual State of the Industry Report • Termite Market Preview • NPMA PestWorld Product Reviews • What's Ahead for 2014? • Selling Spider Services 	<ul style="list-style-type: none"> • Annual Termite Issue • Termite News & Notes • Regulatory Issues: Local, State and Federal Updates • Landscaping Tips for Termite Control 	<ul style="list-style-type: none"> • The Green Issue • Ant Control Basics • Perimeter Pests • Termite Technology: What's New? • Springtime Pests: A Profit Opportunity 	<ul style="list-style-type: none"> • Annual Ant Control Issue • Ant Product Guide • Public Health Pests • Bird Control: Training New Employees • Stored Product Pests
BONUS DISTRIBUTION		NPMA Legislative Day	UPF&DA Spring Conference	
SUPPLEMENT	Mergers and Acquisitions	NEW: Readex Ad Readership and Brand Awareness Study for all Full-Page Advertisers	Bed Bug Supplement	Mosquito Control Supplement
CLOSING DATE	December 6	January 7	February 4	March 3
MATERIAL DUE	December 11	January 13	February 10	March 10

	MAY	JUNE	JULY	AUGUST
ISSUE EMPHASIS	<ul style="list-style-type: none"> • PCT Top 100 List • What are the Best Apps for Your Business? • How Formulations Impact Ant Control • Most Wanted: Emerging/Invasive Pests 	<ul style="list-style-type: none"> • Annual Fly Control Issue • Small Flies, Big Problems • Behind the Scenes of Distribution: Explaining the Supply Chain • Vehicle Accessories & Maintenance 	<ul style="list-style-type: none"> • Annual Cockroach Control Issue • Management Resources for Successful PMPs • Fire Ant Control • Spotlight on Safety: Training & Equipment • Flea Control 	<ul style="list-style-type: none"> • Annual Rodent Control Issue • Summer Season – Stinging Insects • Hiring Practices That Work • Routing for Revenue • Wildlife Trapping
BONUS DISTRIBUTION		NPMA Academy		ASPCRO Annual Meeting
SUPPLEMENT	Commercial Product Guide			Bed Bug Supplement
CLOSING DATE	April 2	May 2	June 3	July 2
MATERIAL DUE	April 7	May 8	June 9	July 9

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ISSUE EMPHASIS	<ul style="list-style-type: none"> • Urban Wildlife Control • Wildlife Product Guide • Marketing to Today's Customer • Technology Update • Rodent Inspection Tools 	<ul style="list-style-type: none"> • NPMA PestWorld Convention Issue • Sales Tips for Service Technicians • Media Training: What You Need to Know 	<ul style="list-style-type: none"> • Commercial Pest Management • Add-On Services: Which Ones Are Right For You? • Mergers & Acquisitions: Who's Buying & Selling? 	<ul style="list-style-type: none"> • The Most Important Research of 2014 • Global Food Safety Initiative Update • 2015 Business Outlook • NPMA PestWorld Report
BONUS DISTRIBUTION		NPMA PestWorld	NPMA's Global Bed Bug Summit	Purdue Pest Control Conference
SUPPLEMENT	Commercial Product Guide	PCT Convention Extra		Bed Bug Supplement
CLOSING DATE	August 4	September 3	October 3	November 4
MATERIAL DUE	August 8	September 8	October 8	November 7

2014 RATE CARD

2014 PRINT RATES

Frequency Discounts*

Size	1x	6x	12x	18x	24x
Spread	\$10,565	\$9,085	\$8,080	\$7,885	\$7,350
Full Page	5,542	4,770	4,255	4,115	3,855
½ Page	3,650	3,140	2,880	2,705	2,540
½ Island	3,170	2,845	2,565	2,410	2,270
½ Standard	2,825	2,440	2,230	2,095	1,960
¼ Page	1,915	1,610	1,505	1,415	1,330
¼ Page	1,415	1,225	1,120	1,050	995
¼ Page	945	815	745	695	645

Covers*	6x	12x	18x	24x
2nd Cover	\$6,888	\$6,427	\$5,965	\$5,509
3rd Cover	6,427	6,201	5,965	5,509
4th Cover	7,805	7,347	6,888	6,427

Belly Band \$10,000

Color Charges*	Single Page	Spread
Standard	\$550	\$900
Matched Color, Extra	650	1,000
Matched, Metallic Color	675	1,075
Four-Color Process, Extra	1,100	1,700

*Frequency discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Pest Control Technology*, *Quality Assurance & Food Safety*, *Lawn & Landscape*, *Golf Course Industry*, *GIE Media's Snow Magazine*, *Recycling Today*, *Greenhouse Management*, *Nursery Management*, *Garden Center*, or any other publications in GIE Media's portfolio.



Mechanical Requirements: Saddle stitched, three columns to a page. Paper stock: Machine coated, 38-lb. body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 7/8" x 10 1/2".

Digital Files and Specifications for Print: High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload.

Special Regional and Demographic Advertising Rates: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
½ Page	4 1/2"	10"
½ Page Island	4 1/2"	7 1/2"
½ Page Horizontal	7"	4 7/8"
½ Page Vertical	3 3/8"	10"
¼ Page Square	4 1/2"	4 7/8"
¼ Page Vertical	2 3/8"	10"
¼ Page Square	3 3/8"	4 7/8"
¼ Page Horizontal	7"	2 3/8"
¼ Page Vertical	2 3/8"	4 7/8"
¼ Page Horizontal	4 1/2"	2 3/8"

2014 INTERACTIVE RATES



LEADERBOARD ADVERTISEMENT
728x90 pixels
\$1,380/month
5 units available

Prime-Plus Square Advertisement
300x250 pixels
\$860/month
20 units available

Footer Banner
468x60 pixels
\$460/month
10 units available



E-NEWSLETTER

Prime-Plus Top 300x250 pixels
1x \$1,530 12x \$1,320 24x \$1,180 52x \$1,040

Prime-Plus Middle 300x250 pixels
1x \$1,455 12x \$1,250 24x \$1,110 52x \$970

Prime-Plus Bottom 300x250 pixels
1x \$1,385 12x \$1,180 24x \$1,040 52x \$900

Banner 468x60 pixels
1x \$910 12x \$845 24x \$805 52x \$705

Bottom Leaderboard 728x90 pixels
1x \$1,180 12x \$1,040 24x \$925 52x \$865

Custom E-Blast \$3,450



DIGITAL EDITION

Display Ad Print + 8% premium
Front Page Sponsorship \$500
Video/Audio Enhancement...\$250 per ad
Digital Edition Preview \$1,600

Custom Interactive ads such as flyouts, animated ads, floating ads and tear-backs also available and priced upon request.



4020 Kinross Lakes Parkway, Suite 201
Richfield, Ohio 44286
Phone 800-456-0707 • Fax 330-659-0823
www.pctonline.com