

MEDIA KIT 2017

Unleashing the Power of Cross-Platform Integration



PROVIDING UNPARALLELED ACCESS TO A HIGHLY-ENGAGED AUDIENCE OF BUSINESS OWNERS, TECHNICAL DIRECTORS AND C-SUITE EXECUTIVES WHO ARE TRANSFORMING THE PEST MANAGEMENT INDUSTRY.

PRINT



DIGITAL



MOBILE



SOCIAL MEDIA



VIDEO



EVENTS



CUSTOM CONTENT



DATA



PCT MEDIA GROUP: THE POWER OF PARTNERSHIP

Publishing is undergoing a paradigm shift.
Have you noticed?

THERE WAS A TIME when developing a marketing plan to drive product sales and grow your company's market footprint was as simple as placing a print ad schedule with your preferred B2B publisher. **THAT'S NO LONGER THE CASE TODAY.** In the current multi-channel business environment, marketers require a business partner with the ability to reach across multiple media platforms including print, digital, social media, video, events, and custom content. **LET US HELP YOU** get the most out of every sales and marketing dollar allocated to the pest control industry by leveraging our talented staff of media professionals to develop a comprehensive, **CROSS-PLATFORM MARKETING STRATEGY** for you and your company in 2017.



Michael Kelly
National Sales
Manager

Jodi Dorsch
Editor

Dan Moreland
Publisher

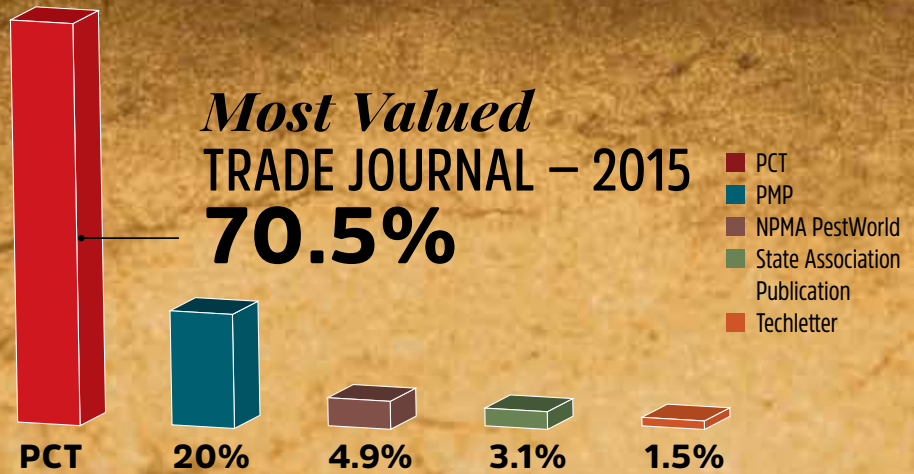
Brad Harbison
Managing Editor/
Internet Editor

Mike Zaverl
Account Manager

THE MARKET LEADER



Partner with the industry's leading publication to build your brand and drive product sales.



In the market's largest and most highly-respected unaided recall study of the pest management industry, customers rated PCT as the trade publication they **overwhelmingly value** over all others.

More than **seventy percent** (70.5%) of respondents named PCT as their most-valued magazine while the closest competitor was only mentioned in 20% of the responses.

Data Courtesy Specialty Consultants, LLC
A Strategic Analysis of the U.S. Structural Pest Control Industry – 2015
Number of respondents: 800

The Pest Control Market

THE INDUSTRY *by the Numbers*

20,518

PEST CONTROL COMPANIES

“The U.S. professional pest control market should reach \$10 billion in service revenue in 2020, growing at a compound annual growth rate of 4.7% over the next five years.”

— Gary Curl, Specialty Consultants



160,000
SERVICE
TECHNICIANS



5.8% growth in
RESIDENTIAL
MARKET



4.6% growth in
COMMERCIAL
MARKET



\$7.815 BILLION in total
SERVICE REVENUE
(+4.7%)

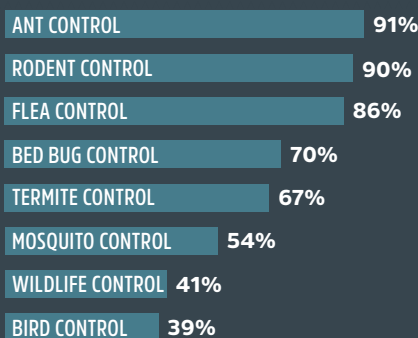


2.3% growth in
TERMITE REVENUE

*Courtesy Specialty Consultants, LLC – A Strategic Analysis of the U.S. Structural Pest Control Industry – 2015

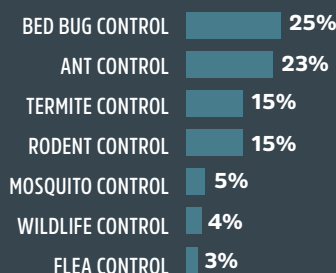
PMPs ARE DIVERSIFYING THEIR SERVICE OFFERINGS

Which of the following pest management services does your company location offer?



(Source: PCT/Readex Survey of PMPs, July 2015)

Which of the following pest management services represents your location's largest growth market?



(Source: PCT/Readex Survey of PMPs, July 2015)

Which of the following does your company plan to do in the next 12 months?



(Source: PCT/Readex Survey of PMPs, January 2015)

A GROWING PUBLICATION

26,257 TOTAL UNIQUE SUBSCRIBERS (PRINT AND DIGITAL)

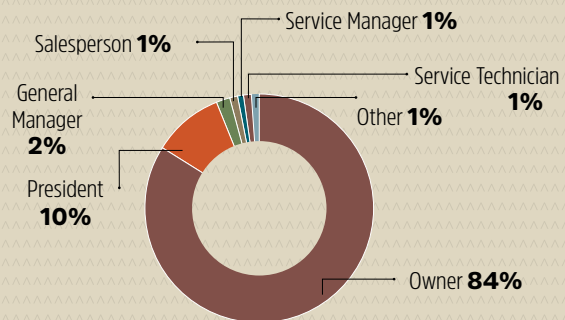
(Source: PCT June 2016 BPA Brand Report)



The Industry's MOST RESPECTED Media Brand

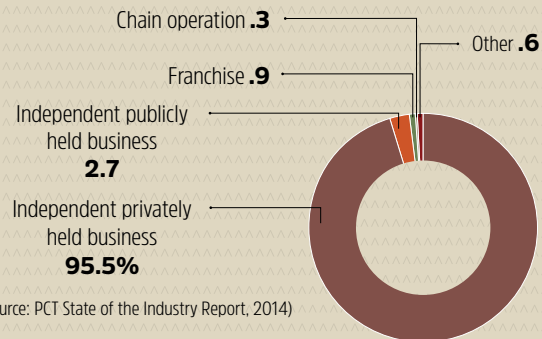
PCT is not just the industry's leading B2B publication, but a respected media brand helping to educate the marketplace about your company's products and services, while advancing the pest management industry. Through our comprehensive mix of print, digital and mobile products, we're changing the way content is created, distributed and consumed by PMPs throughout North America and the globe. PCT's ongoing investments in print, digital and mobile platforms are revolutionizing the industry.

JOB TITLE



(Source: PCT State of the Industry Report, 2014)

TYPE OF BUSINESS



(Source: PCT State of the Industry Report, 2014)

Reaching the Ready-to-Buy Audience You Most Desire

In what ways are you involved in your location's purchasing decisions?

Have purchasing involvement	95%
Authorize/approve purchases	90%

(Source: PCT/Readex Survey of PMPs, July 2015)

The Typical PMP

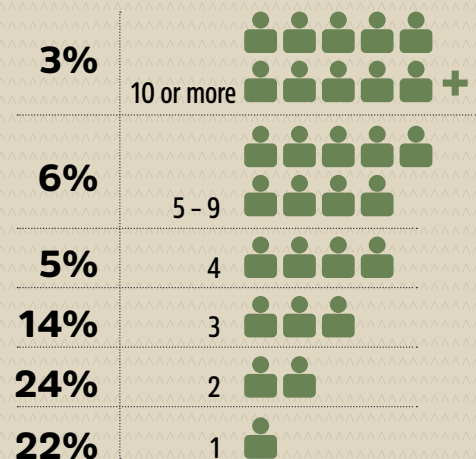
Male	89%
Female	11%



(Source: PCT State of the Industry Report, 2014)

PASS-ALONG AUDIENCE

How many other people (besides you) usually read or look through your copy of Pest Control Technology (PCT) magazine?



MEAN 2.1

(Source: PCT/Readex Survey of PMPs, July 2015)

Print and Digital Distribution

LEVERAGE THE POWER OF PRINT

No publication reaches more PMPs throughout North America than PCT magazine. And, even more impressive, it's the only BPA-audited magazine in the marketplace, ensuring that your sales and marketing message is being delivered directly to the audience you most desire.

PCT PRINT & DIGITAL DISTRIBUTION

TOTAL QUALIFIED CIRCULATION:

26,257

CONTRACT PEST CONTROL:

23,693

PERSONAL DIRECT REQUEST:

90%

(Source: PCT June 2016 BPA Brand Report)

6 ADVANTAGES OF PRINT ADVERTISING

There's no question digital media is a growing part of the pest management industry's marketing mix, but don't discount the power of print advertising. It continues to play a critical role in the buying decisions of PMPs throughout North America. Here's why:

- 1 Reader Engagement:** Print publications boast higher reader engagement because of the tactile nature of the medium and the targeted nature of the editorial content of B2B magazines.
- 2 Enhanced Credibility:** Associating your company with a trusted media brand like PCT enhances its credibility via advertising, strategic partnerships and corporate sponsorships.
- 3 Prompts Purchasing:** Print advertising, the foundation of any integrated marketing program, drives product sales and brand awareness.
- 4 Brand Leadership:** Consistent, high-profile print advertising makes a powerful statement about your company's commitment to the pest management industry.
- 5 Pass-Along Readership:** PCT magazine, on average, is passed along to 2.1 additional readers, dramatically expanding your market reach.
- 6 Drives Online Search:** PMPs, like virtually all B2B audiences, are more likely to begin an online search after viewing a print ad.

Are You Interested in Reaching the Food-Processing Market?

If so, we have the perfect marketing vehicle for you — QA magazine, providing unmatched coverage of the food-processing industry, an important commercial market for pesticide suppliers and equipment manufacturers. Published every other month, both print and digitally, QA magazine provides industry product suppliers with expanded reach into this fast-growing market.



EXPAND YOUR REACH WITH DIGITAL

No publisher serving the pest management industry has made more significant investments in its digital product offerings than GIE Media, publisher of PCT magazine and QA magazine. Our digital offerings include:

- Website Advertising
 - E-Blasts
- Weekly E-Newsletter
 - Online Research
- Breaking News Alerts
- Lightbox Advertising
 - iPad Edition
- Custom App Development
 - Sponsored Webinars
 - Custom E-Newsletters
- Virtual Conference Sponsorships
 - Single-Topic E-Newsletters
 - Mobile-Friendly Website
- Enhanced Digital Advertising
 - State of the Market E-Blasts
 - Podcasts

PCT Website



46,534
Average Visits
Per Month



31,878
Average Unique
Visitors Per Month



77,357
Average Page Views
Per Month

(Source: Google Analytics, 1-1-16 to 9-1-16)

E-Newsletter



18,386
Average Sent Per Week



43.1%
Open Rate

(Source: Publisher's Own Data)

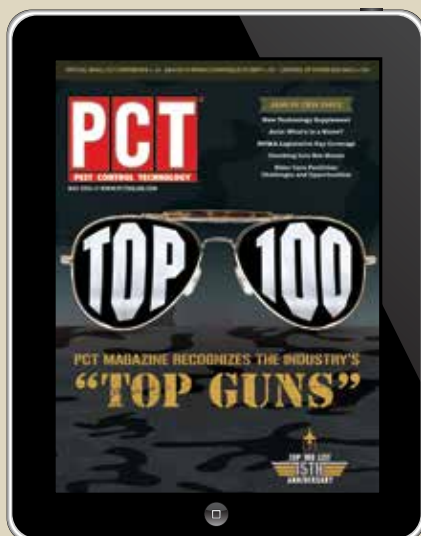
Facebook



2,171
Likes



2,967
Followers



Target Your Market

TargetMarketIntelligence (TMI) is a game-changing market intelligence tool that your company must have to succeed in today's highly competitive business environment. TMI is based on three key elements: dynamic software, meticulous data management, and proprietary subscriber information of 26,000+ customers and prospects. Features and benefits include:

- Instant online access
- Detailed market analysis
- Rapid identification of new business opportunities
- Access to thousands of new customers and prospects
- Easy cross-referencing of your customer data with the TMI database
- Custom market research
- Export only the data you need



**Contact your
PCT sales
representative
for a live
demonstration and
pricing information.**

STATE OF THE MARKET REPORTS

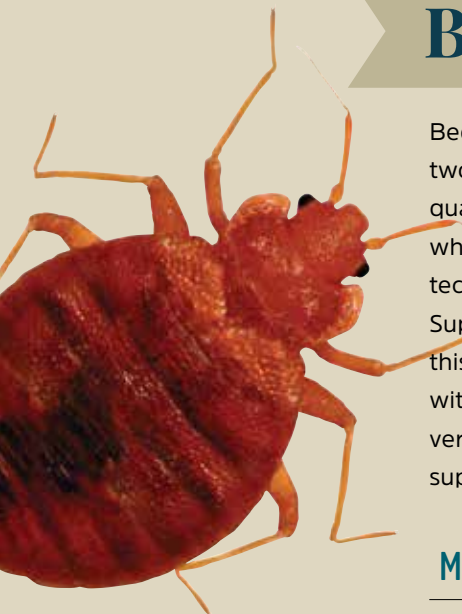
Vertical Market Segments



Package Includes:

- Comprehensive Research Report + Proprietary Questions
 - 8-Page Editorial Supplement Including Full-Page Ad
 - E-Blast Promoting Supplement
 - 1,000 Overruns of Supplement
- Right of First Refusal for 2018 State of the Market Report





BED BUGS: A GROWING MARKET

Bed bugs remain one of the hottest markets in the pest management industry. More than two-thirds of PMPs consider bed bugs their most difficult pest to control. As a result, PCT's quarterly Bed Bug Supplements are more popular than ever. PMPs rely on these supplements, which are devoted solely to bed bugs, to keep up with a market that is still evolving with new technologies, innovative products and ever-changing treatment protocols. PCT's Bed Bug Supplements allow you to hone in on prospects and decision makers specifically interested in this area of the industry. Advertising in PCT's Bed Bug Supplements also provides your company with blanket market exposure, since the ad also appears online and in the mobile-friendly version of PCT. Ask about our special package pricing for advertisers who commit to all four supplements by December 31, 2016.

MARCH	JUNE	SEPTEMBER	DECEMBER
Close Date February 5	Close Date May 6	Close Date August 5	Close Date November 4
Materials Due February 10	Materials Due May 10	Materials Due August 9	Materials Due November 9



Vertical Market Segments

BED BUGS BY THE NUMBERS

MARKET REMAINS ROBUST

Nearly 815,000 bed bug jobs were completed in 2015 with \$100 million in revenue growth for the year.



*(Source: April 20, 2016 Press Release, Specialty Consultants)

Total Bed Bug Service Revenue **\$573 Million** in 2015*

Where are they found?

Bed bugs are found wherever there are people. In 2015, more than 90% of professionals battled bed bugs in apartments, condominiums, and single-family homes, and three-fourths (75%) encountered infestations in hotels and motels.



95%
Apartments/
condominiums



93%
Single-family homes



75%
Hotels/
motels

They're also being found in more diverse locations as bed bug infestations become more widespread.



Nursing homes
58% (46% in 2013)



Office buildings
45% (36% in 2013)



Schools and day care centers
43% (41% in 2013)



Hospitals
36% (33% in 2013)



Transportation (train/bus/taxi)
29% (21% in 2013)



Retail stores
20% (15% in 2013)



Movie theaters
16% (10% in 2013)

(Source: Bugs Without Borders Survey, NPMA and University of Kentucky)

MOSQUITOES: AN EMERGING MARKET

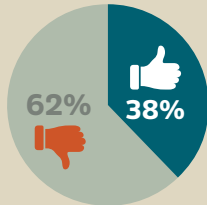


Every few years one of the industry's vertical market segments experiences dramatic growth as a result of increased pest pressure, rapidly-changing market conditions or media coverage that drives consumer interest in a particular pest category. In 2016 that honor went to the mosquito market, prompting a growing number of PMPs to roll-out a range of mosquito control serving offerings. As a result, the PCT Media Group will be stepping up its coverage of this important market in 2017, offering a variety of high-impact marketing opportunities for our key business partners, including two widely-anticipated Mosquito Supplements and a Mosquito Control Virtual Conference. Here's why you should get involved in this rapidly emerging market.

Vertical Market Solutions

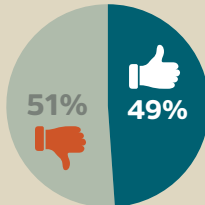
Mosquito Control is a Market on the Rise...

2014 – Does your company offer mosquito control services?



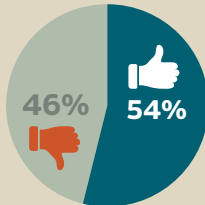
Number of respondents: 381

2015 – Does your company offer mosquito control services?



Number of respondents: 192

2016 – Does your company offer mosquito control services?

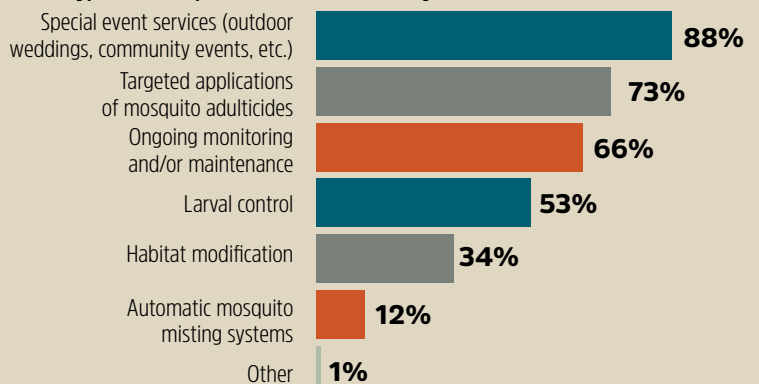


Number of respondents: 428

(Source: Readex Research, State of Mosquito Market Surveys, 2014-2016)

...With PMPs Providing a Range of Service Offerings*

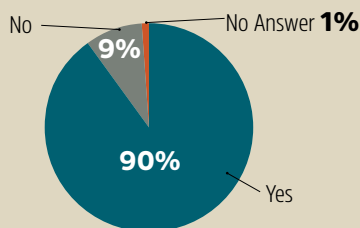
What types of mosquito control services do you offer?



Number of respondents offering mosquito control services: 233 (Multiple answers)

A Vertical Market Segment Experiencing Dramatic Growth and Investment*

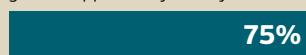
Will media coverage of the Zika virus prompt more customers to seek professional mosquito control services from your company?



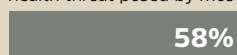
Number of respondents offering mosquito control services: 233

Percentage of PMPs who agree with the following statements:

Mosquito control represents a significant growth opportunity for my business



Customers generally understand the public health threat posed by mosquitoes

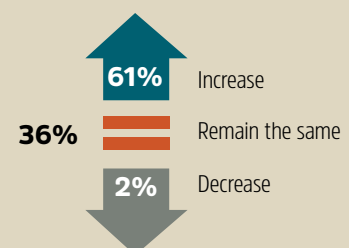


Green/natural products are becoming an increasingly valuable tool in our mosquito control efforts



Number of respondents offering mosquito control services: 233 (Multiple answers)

Compared with 2015, how will your budget for mosquito control application equipment change in 2016?



*(Source: 2016 State of the Mosquito Market, Readex Research)

EXPAND YOUR SALES IN CANADA

PCT CANADA

Canada is a growing market for PMPs and an increasingly important market for product suppliers eager to expand their footprint throughout North America. As the only publication of its kind serving this important marketplace, PCT Canada provides a cost-effective vehicle for your sales and marketing message. Published quarterly, this digital publication reaches thousands of industry professionals every issue. Consult your PCT sales representative for more information.



PUBLISHED **4X** PER YEAR // **48%** TOTAL OPEN RATE



PCT Distance Learning Center ONLINE LABEL TRAINING

Developed Exclusively for PCT by Board Certified Entomologist Stoy Hedges



Why Your Company Should Participate

- Cost-effective investment in product stewardship.
- Educates end-users about your company's products.
- High-value resource for ensuring your customers are trained in all aspects of your most current product label(s).
- Illustrates corporate commitment to continuing education.
- Documents applicator training of your products.
- Valuable resource for building customer relationships.
- Keeps your products top of mind among end-users.
- Provides a valuable tool for direct communication with individuals applying your products.

RATES

Single-Module Products
\$975 per product for development of custom training modules; \$500 annual hosting fee per label

Multi-Module Products
\$1,250 per product to develop multiple custom training modules of more complex labels (i.e., water-based products)

PCT CUSTOM MEDIA SERVICES



PCT Custom Media is the content marketing arm of the PCT Media Group, providing custom content for companies serving the professional pest management industry. PCT's talented group of writers, designers and content marketers create valuable, relevant editorial content that communicates directly with your customers or potential customers, driving profitable growth for your business.



Benefits of Content Marketing

- Boosts Customer Engagement
- Generates Increased Inbound Web Traffic
- Drives Product Sales
- Builds Market Relationships
- Creates Brand Awareness
- Illustrates Thought Leadership
- Enhances Client Loyalty



88% of B2B marketers do some form of content marketing, whether they realize it or not.



51% of B2B marketers plan to spend more on content marketing in the next 12 months.

(Source: Content Marketing Institute, B2B 2016 Content Marketing Trends – North America)

VIRTUAL CONFERENCE SUMMIT SERIES



VIRTUAL CONFERENCE

PCT's Virtual Conferences are a highly attractive, cost-effective educational alternative for pest management professionals, providing advertisers the opportunity to extend their brand and market reach through a variety of sponsorship opportunities. In 2017, PCT will feature the Virtual Conference Summit Series. Each event offers two levels of sponsorship.

Virtual Conference Series

Platinum Level Sponsorship

- 10 minutes of airtime on the program during "A Word from Our Sponsors"
- Sponsorship logo on all conference materials (e-blasts, print ads, digital ads)
- Digital presence in event e-newsletter
- Full-page ad in conference coverage published in the print edition of PCT, as well as the digital edition of PCT
- Company link to archived content on www.pctonline.com
- Logo featured on custom website created for each virtual conference
- Four complimentary conference registrations
- Platinum level sponsors will be recognized during conference

Gold Level Sponsorship

- 10 minutes of airtime on the program during "A Word from Our Sponsors"
- Sponsorship logo on all conference materials (e-blasts, print ads, digital ads)
- Digital presence in event e-newsletter
- Half-page ad in conference coverage and in the PCT digital edition
- Company link to archived content on www.pctonline.com
- Logo featured on custom website created for each virtual conference
- Two complimentary conference registrations
- Gold level sponsors will be recognized during conference

Calendar of Virtual Conference Summit Series:

APRIL

Mosquito Summit



JUNE

Bed Bug Summit



AUGUST

M&A Summit



NOVEMBER

Rodent Summit



Customized Single-Sponsor Virtual Conferences

The PCT Media Group staff is prepared to work with individual companies to develop custom events like single-sponsor virtual conferences. Simply provide us with the goals and objectives of the event and we'll do the rest. PCT will assist your company in developing the educational program, marketing the event, and building a website for the conference, including an easy-to-use registration page for taking reservations. We'll also record the event for use in additional marketing efforts by your company.

NPMA PESTWORLD OPPORTUNITIES

PCT Can Help You Stand Out from the Crowd at the Industry's Largest Trade Show

NPMA PestWorld is the largest gathering of pest management professionals in the world. PCT offers high-visibility, multi-platform marketing solutions that will make the most of this major industry event!

2,500 PMP ATTENDEES
200 EXHIBITING COMPANIES

PCT Convention Extra

PCT's Convention Extra is "room-dropped" at NPMA PestWorld and distributed on the show floor. 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, distributed prior to the convention, and appear in the Digital Edition of PCT Convention Extra, which is broadcast the week of the show.

BONUS DISTRIBUTION: 3,000



PCT Video Showcase

The PCT Video Showcase is your chance to star in your own 5-minute video to be filmed at your booth on the show floor! A professional videographer will visit your booth at a prearranged time during the show and film your spokesperson and product. Your message will then be featured in a special NPMA PestWorld Video Showcase located on www.pctonline.com and available for use on your own company website/YouTube channel for a full year following the show. Your video message also will be included in a special post-show PCT Video e-newsletter and sent directly into the inboxes of 19,000 recipients.



PCT TOP 100: WHERE MARKET LEADERS ADVERTISE

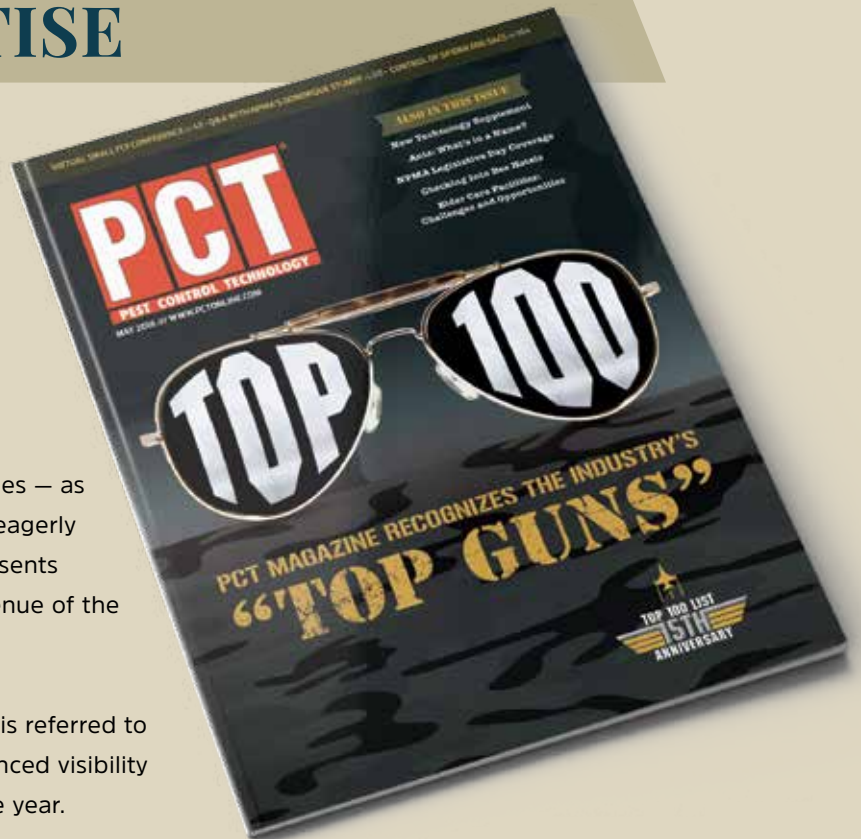
Increase your company's visibility and market reach 100% this May with PCT's most eagerly anticipated issue of the year...our **Top 100 Issue**.

PCT's Top 100 Issue is the most downloaded/visited issue of the year.

Key decision-makers at both large and small companies – as well as the industry's leading middle-market firms – eagerly anticipate PCT's Top 100 List, which collectively represents more than 70% of the buying power and service revenue of the entire marketplace.

Even more impressive, this valuable reference source is referred to again and again, providing extended reach and enhanced visibility for your sales and marketing message throughout the year.

If you offer a product or service to the pest control market, this is the one opportunity you can't afford miss! Contact your sales representative today to reserve space in PCT's best-read and most eagerly anticipated issue of the year!



Top 100 Issue

TOTAL UNIQUE QUALIFIED 26,257 *
BONUS DIGITAL 10,055 **
TOTAL REACH 36,312

*June 2016 BPA Brand Report
**Publisher's Own Data

AVERAGE TOTAL PAGES VIEWED



All PCT 2015 Issues
(average excluding May):
28,992

PCT May 2015 Issue:
69,145

(Source: Google Analytics)



THE MOST EXPERIENCED STAFF IN THE PEST MANAGEMENT INDUSTRY



Dan Moreland
PCT Publisher
dmoreland@gie.net
216-393-0266
37 years



Jodi Dorsch
PCT Editor
jdorsch@gie.net
740-953-5216
19 years



Brad Harbison
PCT Internet Editor
PCT Managing Editor
bharbison@gie.net
216-393-0248
18 years



Michael Kelly
National Sales Manager
mkelly@gie.net
757-233-4100
20 years



Mike Zaverl
Western Region
Account Manager
mzaverl@gie.net
216-393-0299
8 years



Maria Miller
Conference Manager
mmiller@gie.net
216-393-0263
19 years



Lori Skala
Advertising Production
Coordinator
lskala@gie.net
216-393-0276
21 years



Amy Peppers
Market Coordinator
apeppers@gie.net
216-393-0269
23 years



Kala Minor
Digital Production
Coordinator
kminor@gie.net
216-393-0244
1 year



Bonnie Velikonya
Classified Ad Sales
bvelikonya@gie.net
216-393-0291
10 years



Andrea Vagas
Art Director
avagas@gie.net
216-393-0288
17 years

Print Rates

Frequency Discounts*

Size.....	1x	6x	12x	18x	24x
Spread	\$11,490	\$9,878	\$8,786	\$8,575	\$7,993
Full Page	6,026	5,191	4,625	4,475	4,192
½ Page	3,966	3,414	3,131	2,946	2,760
½ Island	3,451	3,090	2,791	2,621	2,472
½ Standard	3,069	2,575	2,359	2,215	2,070
⅓ Page	2,091	1,751	1,648	1,540	1,442
¼ Page	1,540	1,329	1,221	1,138	1,082
⅓ Page	1,030	886	809	752	690

Covers*	6x	12x	18x	24x
2nd Cover	\$7,493	\$6,994	\$6,550	\$6,300
3rd Cover	6,994	6,741	6,489	6,108
4th Cover	8,487	7,993	7,493	6,989
Belly Band				10,609
Belly Tip				11,700
Covergate.....				12,000
French Door.....				14,000

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 ½"	10"
½ Page Island	4 ½"	7 ½"
½ Page Horizontal.....	7"	4 7/8"
½ Page Vertical.....	3 3/8"	10"
⅓ Page Square.....	4 ½"	4 7/8"
⅓ Page Vertical.....	2 3/8"	10"
¼ Page Square.....	3 3/8"	4 7/8"
¼ Page Horizontal.....	7"	2 3/8"
⅓ Page Vertical.....	2 3/8"	4 7/8"
⅓ Page Horizontal.....	4 ½"	2 3/8"



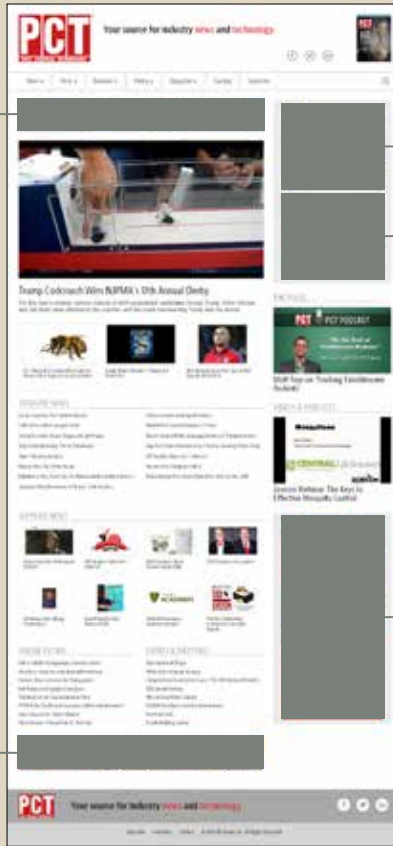
ONLINE ADS

Leaderboard
728x90 pixels
\$1,870/month
5 units available

Lightbox
500x500 pixels
\$7,150/month
Exclusive
1 unit available



Bottom Leaderboard
728x90 pixels
\$550/month
20 units available



Prime Plus
300x250 pixels
\$1,155/month
20 units available

Prime Tower
300x600 pixels
\$1,320/month
6 units available

In-line Medium Rectangle
300x250 pixels
\$1,650/month
1 unit per category



Smartphone Static Banner
320 x 50 pixels



E-NEWSLETTER

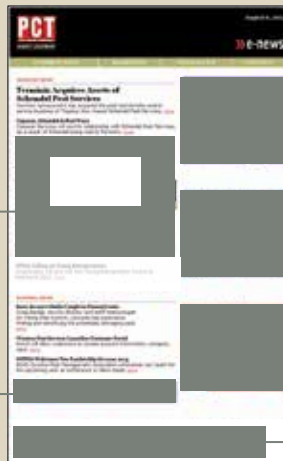
Custom E-Blast \$4,400

Sponsored Feature \$1,898

The sponsored feature ad is positioned in-line with the newsletter content, but is labeled as sponsored content. Client receives image, title and up to 50 words of copy.

Banner (468x60 pixels)

1x	12x	24x	52x
\$1,210	\$1,128	\$1,073	\$935



Prime Plus Top (300x250 pixels)

1x	12x	24x	52x
\$2,123	\$1,837	\$1,645	\$1,452

Prime Plus Middle (300x250 pixels)

1x	12x	24x	52x
\$1,936	\$1,661	\$1,480	\$1,271

Prime Plus Bottom (300x250 pixels)

1x	12x	24x	52x
\$1,623	\$1,502	\$1,331	\$1,144

Bottom Leaderboard (728x90 pixels)

1x	12x	24x	52x
\$1,502	\$1,331	\$1,177	\$1,095

DIGITAL EDITION

Custom interactive ads such as flyouts, animated ads, floating ads and tearbacks also available and priced upon request.

Display Ad.....Print + 8% premium **Digital Edition Preview**.....\$1,936



WEBINARS

Interactive webinars, sponsored by suppliers, provide information about products and services. \$7,500

Editorial Calendar

JANUARY

FEBRUARY

MARCH

APRIL

ISSUE EMPHASIS	<ul style="list-style-type: none"> PCT/NPMA Pest Control Business Outlook Survey What's New for 2017? Termite Market Preview Inspection & Construction Tools SEO & You: Improving Your Rankings 	<ul style="list-style-type: none"> Annual Termite Control Issue Termite News & Notes Legislative Report: What's New in Washington? Structural Fumigation Update 	<ul style="list-style-type: none"> New Termite Technologies Reducing Ant Callbacks Risk Management for PMPs Global Summit of Pest Management Services for Public Health and Food Safety Non-Chemical Treatments For Bed Bug Control 	<ul style="list-style-type: none"> Annual Ant Control Issue Ant Product Guide Bird Control Product Guide Profiting From Bird Control Mosquito Business Models: What's Best for Your Firm?
BONUS DISTRIBUTION		NPMA Legislative Day	2017 Global Summit of Pest Management Services	UPFDA Spring Conference
SUPPLEMENT	Mergers & Acquisitions Supplement	Readex Ad Readership/Brand Awareness Study for Full-Page Advertisers	Bed Bug Supplement	Mosquito Control Supplement
CLOSING DATE	December 5	January 6	February 3	March 3
MATERIAL DUE	December 9	January 11	February 9	March 9

MAY

JUNE

JULY

AUGUST

ISSUE EMPHASIS	<ul style="list-style-type: none"> PCT Top 100 List Effectively Managing Ticks Ant Research Update Invasive Pest Species: What's Next? Top Five Spider-Proofing Techniques 	<ul style="list-style-type: none"> Annual Fly Control Issue Small Fly Control: A Niche For Your Business The Latest in Fly Control Technology Bed Bug Billing: Making Accounts Profitable Fall Invaders: Are You Ready? 	<ul style="list-style-type: none"> Annual Cockroach Control Issue Roach Control in Multi-Family Housing Flea Control: How to Market To Customers With Pets Food Safety Modernization Act Update 	<ul style="list-style-type: none"> Annual Rodent Control Issue Rodent Control Case Studies Science Made Simple: Explaining Pest Problems To Your Customers Stinging Insect Control Mosquito-Borne Diseases: An Overview
BONUS DISTRIBUTION		NPMA Academy		
SUPPLEMENT	New Technology Supplement	Bed Bug Supplement		Mosquito Control Supplement
CLOSING DATE	April 4	May 3	June 5	July 7
MATERIAL DUE	April 10	May 8	June 9	July 12

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

ISSUE EMPHASIS	<ul style="list-style-type: none"> Urban Wildlife Control Wild Wildlife Case Studies In the Trenches: Safety Tips For Technicians Bed Bug Behaviors: What They Mean For Control 	<ul style="list-style-type: none"> NPMA PestWorld Convention Issue Insecticide Formulations: An Update Identifying Overwintering Pests Beyond Yelp: Managing Your Online Reputation 	<ul style="list-style-type: none"> Planning for 2018: Dos and Don'ts Innovative Training Programs Commercial Pest Management: Tips & Tricks Hiring Help: How and When To Say "Help Wanted" 	<ul style="list-style-type: none"> NPMA PestWorld Report Technician of the Year Awards Food Plant Pest Management Bed Bug Resistance: What's Next?
BONUS DISTRIBUTION		NPMA PestWorld		Purdue Conference
SUPPLEMENT	Bed Bug Supplement	PCT Convention Extra	PPMA 20-Year Anniversary Supplement	Bed Bug Supplement
CLOSING DATE	August 4	September 1	October 3	November 3
MATERIAL DUE	August 9	September 7	October 6	November 9