



2013 MEDIA PORTFOLIO

PCT: THE MARKET LEADER

For 33 years, Pest Control Technology (PCT) has been the definitive source of news and business management information for pest management professionals, while at the same time the most trusted advertising medium among marketers.

We are proud to continue to be the overwhelming choice of professionals for the most relevant and comprehensive market and business management information. PCT's award-winning editorial, led by the most experienced editorial staff in the industry, combined with the industry's largest qualified circulation and a broad portfolio of cutting-edge communication products, deliver unmatched ROI for your business. And the deep industry relationships we have built with our audience over the years offer you an engaged, ready-to-buy readership.

“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.



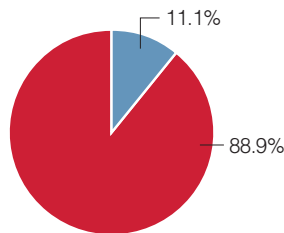
The Top 100 is a benchmark for the industry, and PCT's meetings, sponsorships and support are much appreciated by all of us at Critter Control and the entire profession.”

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

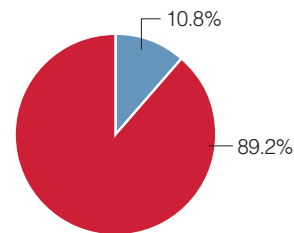
Put your trust in a media partner that is #1 in every category that matters.

Industry Preferred Publication

Which one magazine has the best overall coverage of the pest management industry?*



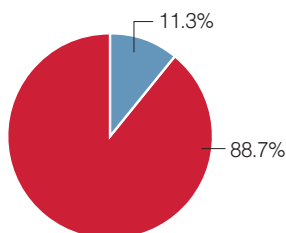
If you could receive only ONE magazine, which would it be?*



■ PCT ■ PMP *Source: Readership Study, Media Research, August 2012

Industry Source for New Products and Information

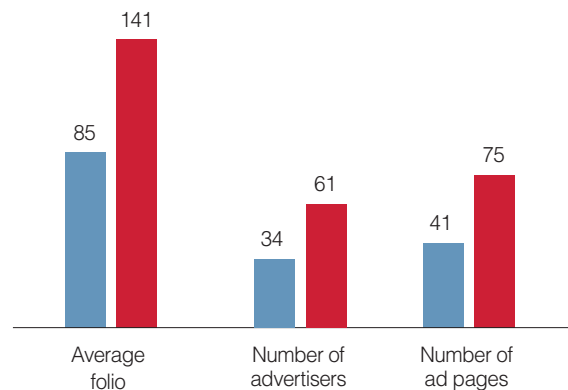
Which ONE magazine do you look to for information regarding new products and services?*



■ PCT ■ PMP *Source: Readership Study, Media Research, August 2012

Largest Share of Advertisers

2012 PCT vs PMP**



**Average monthly page counts/advertisers, January – July 2012

The pest management industry's most dynamic multimedia company offers unmatched access to industry decision makers through a range of impact marketing programs, media platforms and networking opportunities, while constantly innovating to serve its customers better. In 2013, PCT magazine will undergo a graphic redesign, while its companion website, www.pctonline.com, will continue to evolve, adding a number of online features and technology enhancements designed to increase reader engagement even further. Other sales and marketing opportunities for 2013 include:



PCT DIGITAL EDITION

PCT publishes our monthly magazine in several digital formats to meet the demands of an increasingly mobile readership. Our digital editions are delivered online via our website and in both an iPhone and an iPad format. Advertisers can include their print ad in all three versions of our digital editions for a small premium. For a modest additional cost, we can enhance your digital ad with video, audio, links to your website, animations and location services.



WEBSITE

PCT Online is the most dynamic and active media website serving the pest control market, and is the most cost-effective way of building your brand and expanding your market influence 24/7 to our dynamic market community. A wide range of advertising options are available, including leaderboards, prime-plus squares, video marketing, marketplace microsites and exclusive sponsorships. You can choose run-of-site advertising or link your advertisement to specific content and product categories.



New in 2013!

CUSTOM APPS

GIE Media has pioneered mobile app development for the publishing industry. Written specifically for the iPhone and iPad platforms, we have created several apps for our own business and we are pleased to announce that we are now offering these services to our advertisers. If you have a vision for a custom app, we can turn that vision into reality. Our app development expertise, coupled with our unmatched industry reach, provides our business partners with a unique solution tailored to meet the specific needs of their customers.



CUSTOM COMMUNICATIONS

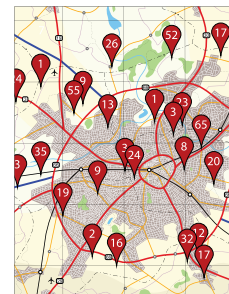
The PCT Media Group works closely with advertisers to develop cost-effective, one-of-a-kind custom communications programs designed to educate our readers about a product or service offered by your company. High-impact custom offerings include advertorials, sponsored podcasts, webinars, single-sponsor e-newsletters, White Papers and e-Zines. Consider utilizing our award-winning editors, graphic designers and digital support staff to create a unique, cost effective marketing solution for your business.



New in 2013!

VIRTUAL CONFERENCES

PCT's virtual events are a highly attractive, cost-effective alternative for PMPs interested in expanding their market knowledge, managing pests more effectively, investing in an add-on services, etc. Modeled after last year's highly successful Mergers & Acquisitions Virtual Conference, PCT's Virtual Conference Series offers a variety of sponsorship opportunities to interested advertisers. Contact your sales representative for more information about how you can participate in these high-impact, single-topic conferences.



TMI (TargetMarketIntelligence)

Target Market Intelligence (TMI) is a secure, fully searchable demographic database featuring pest management companies throughout North America. TMI is designed to assist suppliers in identifying business prospects, while enhancing your company's sales and marketing efforts. Data is available across a range of markets, including pest control, lawn care, golf course, nursery, and greenhouse. For a one-on-one demonstration about how you can gain access to this exclusive data, contact your sales representative.



E-NEWSLETTERS

The PCT Weekly E-Newsletter, delivered to our readers every Monday, is the most comprehensive and widely read e-newsletter in the pest management industry, offering product suppliers the opportunity to reach a highly engaged, ready-to-buy audience on a regular basis. We also offer advertisers the opportunity to sponsor custom e-newsletters designed to meet your specific market needs and objectives, as well as daily e-newsletters of major industry events, providing a high-profile venue for your sales and marketing message.



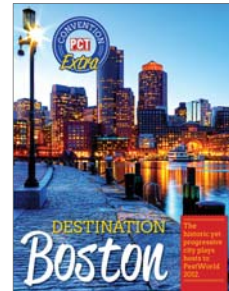
SOCIAL MEDIA

PCT editors lead the marketplace in social media connectivity by reaching out to a growing community of followers who subscribe to our Twitter and Facebook feeds. Take advantage of PCT's social media capabilities and rapidly expanding market reach by sharing breaking news, new product announcements, and other relevant information with our editors who, in turn, will keep our readers informed about important developments at your company.



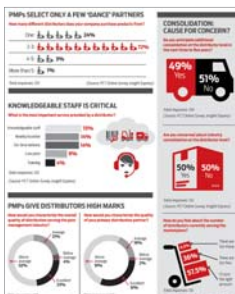
VIDEO NEWS & PRODUCTION

No other media company serving the pest management industry has embraced video like GIE Media. In the past 12 months, we've provided video news coverage of NPMA PestWorld, NPMA Legislative Day and NPMA Academy, as well as custom events like PCT's Leadership Awards ceremony. Ask about our video production capabilities. With a full-time video production coordinator on staff, we can help you develop a custom video for that new product launch, educational webinar or company sales meeting.



PCT CONVENTION EXTRA

PCT 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. Both large and small firms attend NPMA's annual conference, where buying decisions for the coming year are made after touring the trade show floor. Don't miss this exclusive opportunity to promote a new product, highlight a show special, or simply urge PMPs to stop by and visit your booth, by reserving an ad in PCT Convention Extra.



MARKET RESEARCH

PCT's market research staff conducts quarterly editorial research, State of the Industry market studies, and custom research for clients. We also conduct pre- and post-campaign studies for advertising clients to measure the brand building value of their media campaigns, buying intentions, brand preference and share of market research. From quick "snapshots" of current market conditions to in-depth telephone research, we can meet your research needs in a timely, efficient and cost-effective fashion.



New in 2013!

PCT RADIO NETWORK

An exciting opportunity to reach PMPs during the long hours in their vehicles, the PCT Radio Network is a sponsored podcast channel available on the PCT website and in the iTunes store. Sponsors of the PCT Radio Network receive exposure on our website, in a monthly e-newsletter update, and in 15- to 30-second radio spots aired before each podcast. Contact your sales representative for full details about the various sponsorship opportunities available in this new product offering from the PCT Media Group.



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 pest control industry. You provide the content and we'll do the rest, marketing the webinar through our various media platforms, managing the registration process, and hosting the event. This "turnkey" package positions your company as an industry expert while providing a valuable industry service.



COMMERCIAL PRODUCT GUIDE

The PCT Commercial Product Guide, published in May and September, is a cost-efficient way to promote a product or service to the entire pest management industry, particularly those niche products that may not warrant a large advertising budget. Featuring approximately 250 words of copy and a photo, each entry features a capsule review of a product or service, providing valuable insights about an established product/service or a new entry to the marketplace. There is no more cost-efficient way to reach the marketplace with your product message.

Pest control is a *relationship* business based on trust, and trust isn't built in a day. It requires a tireless commitment to delivering on your promise and exceeding your customers' expectations day after day ... month after month ... year after year.

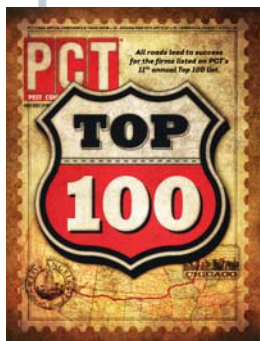
The PCT Media Group understands this basic truth about the pest management industry. In fact, it's core to our mission as a company, as evidenced by the longevity of our staff and the depth of our industry relationships.

PCT's single-minded commitment to the power of personal relationships has made our publication the industry's most trusted

editorial resource and the most widely read publication in the industry, creating a reader-rich venue for your sales and marketing message.

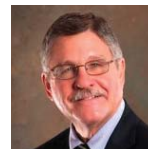
To learn more about how you can utilize our comprehensive array of print and digital products to deliver your sales and marketing messages in a highly targeted, cost-effective fashion, we invite you to review our 2013 media kit.

Dan Moreland
Publisher, PCT Magazine



RELATIONSHIPS MATTER

“PCT has been a valuable resource as I built my business from a half dozen employees to over 120 employees today. I have been in the pest control industry for over 47 years and have watched PCT grow from a trade tabloid to a full-blown, first-class magazine. Thank you to PCT magazine for furthering the professional image of the pest control industry.”



Joe Wilson, CEO/Owner / Perma Treat Pest Control / Fredericksburg, Va.

“When it comes to being able to keep up on our industry's latest trends, new products, and legislative issues, PCT magazine, PCT Online and the PCT E-Newsletter are important tools for Hulett's leadership team. Having these resources available when we need them is a valuable commodity in today's time-starved workday. We also appreciate PCT's commitment to our industry with its technical training and leadership programs throughout the year.”



Tim Hulett / Hulett Environmental Services / West Palm Beach, Fla.

“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 / The Steritech Group / Denver, Colo.

“In my opinion, PCT is the very best source of pest management information and news in our country. I have been reading the magazine for over 30 years and I look forward each month to the publication. PCT is always evolving in their content and I have always believed that if a PMP wants to know how our industry is progressing, just read PCT magazine.”



Bert Dodson, Jr. / Dodson Bros. / Lynchburg, Va.

THE MOST EXPERIENCED STAFF IN THE PEST MANAGEMENT INDUSTRY



Dan Moreland
PCT Publisher
dmoreland@gje.net
33 years



Jodi Dorsch
PCT Editor
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15 years



Brad Harbison
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PCT Managing Editor
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Michael Kelly
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16 years



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4 years



Lisa Lupo
QA Editor
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7 years



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



Aaron Shrider
Internet Production
Coordinator
ashrider@gje.net
2 years

www.pctonline.com

Expand Your Reach With QA Magazine

PCT's sister publication, QA magazine, provides unmatched coverage of quality assurance managers, pest management professionals, sanitarians, in-house pest control personnel and food plant managers responsible for pest control in food processing plants throughout North America. With a circulation of more than 19,000, QA magazine reaches key decision-makers responsible for purchasing a broad range of pest control products, including insecticides, baits, rodenticides, pheromone traps, bird control products, application equipment and wildlife management supplies. If your company offers an insecticide with a food-processing label or a product or service that would benefit QA professionals and PMPs serving these high-profile accounts, inquire about our combination rates.



PCT 2013 EDITORIAL CALENDAR



	JANUARY	FEBRUARY	MARCH	APRIL
ISSUE EMPHASIS	<ul style="list-style-type: none"> • Termite Market Preview • What's Ahead for 2013? • Vehicle Fleet Management • Pheromones & Traps 	<ul style="list-style-type: none"> • Annual Termite Issue • Regulatory Issues: Local, State and Federal Updates • The Right Inspection Tools • Pest Control in Sensitive Environments 	<ul style="list-style-type: none"> • The Green Issue • Ant Control Basics • Termite Product Guide • Perimeter Pests • Keys to Pest Exclusion 	<ul style="list-style-type: none"> • Annual Ant Control Issue • Bird Control: What You Need To Know • Public Health Pests • Innovations in Pesticide Formulations
BONUS DISTRIBUTION		NPMA Legislative Day	UPF&DA Spring Conference	
SUPPLEMENT	Mergers and Acquisitions		Bed Bug Supplement	Mosquito Control Supplement
CLOSING DATE	December 4	January 7	February 4	March 4
MATERIAL DUE	December 7	January 11	February 8	March 8

	MAY	JUNE	JULY	AUGUST
ISSUE EMPHASIS	<ul style="list-style-type: none"> • PCT Top 100 List • Ant Research: Where is it Headed? • Marketing Your Occasional Invaders Services • Industry Software: What's Best For Your Business? 	<ul style="list-style-type: none"> • Annual Fly Control Issue • Small Fly Control: A Niche for Your Business? • Spider Management • Vehicle Accessories & Maintenance 	<ul style="list-style-type: none"> • Annual Cockroach Control Issue • Flea Control: How to Market To Customers With Pets • IPM Products & Services • Preparing for the Holidays 	<ul style="list-style-type: none"> • Annual Rodent Control Issue • Watching Out for Stinging Insects • Safety Tips For Technicians • Fall Invaders: Are You Ready?
BONUS DISTRIBUTION		NPMA Academy		ASPCRO Annual Meeting
SUPPLEMENT	Commercial Product Guide			Bed Bug Supplement
CLOSING DATE	April 5	May 3	June 3	July 2
MATERIAL DUE	April 10	May 8	June 7	July 9

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ISSUE EMPHASIS	<ul style="list-style-type: none"> • Urban Wildlife Control • Add-On Services • Food Plant Pest Management • Technician Training: New Ideas for Your Staff 	<ul style="list-style-type: none"> • Annual State of the Industry Report • NPMA PestWorld Product Spotlight: What's New? • Regulatory Update • On the Lookout For Spiders 	<ul style="list-style-type: none"> • Commercial Pest Management • Emerging/Invasive Pests • Mergers & Acquisitions: Who's Buying & Selling? 	<ul style="list-style-type: none"> • The Most Important Pest Control Research of 2013 • Stored Product Pests • 2014 Business Outlook • NPMA PestWorld Report
BONUS DISTRIBUTION		NPMA PestWorld		Purdue Pest Control Conference
SUPPLEMENT	Commercial Product Guide	PCT Convention Extra		Bed Bug Supplement
CLOSING DATE	August 2	September 4	October 4	November 4
MATERIAL DUE	August 7	September 6	October 9	November 8

2013 RATE CARD

2013 PRINT RATES

Frequency Discounts*

Size	1x	6x	12x	18x	24x
Spread	\$10,255	\$8,820	\$7,846	\$7,657	\$7,134
Full Page	5,381	4,633	4,131	3,992	3,746
½ Page	3,546	3,049	2,793	2,624	2,465
¼ Island	3,080	2,762	2,491	2,337	2,204
¼ Standard	2,747	2,368	2,168	2,035	1,906
¼ Page	1,855	1,559	1,461	1,373	1,291
¼ Page	1,373	1,189	1,086	1,020	969
¼ Page	917	789	723	676	625

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"
¼ Page Island	4 1/2"	7 1/2"
¼ Page Horizontal	7"	4 7/8"
¼ 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"

2013 INTERACTIVE RATES



LEADERBOARD ADVERTISEMENT
728x90 pixels
\$1,200/month
5 units available

Prime-Plus Square Advertisement
300x250 pixels
\$750/month
20 units available

Footer Banner
468x60 pixels
\$400/month
10 units available



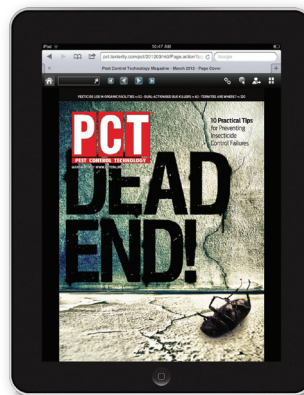
E-NEWSLETTER
Prime-Plus Top 300x250 pixels
1x 12x 24x 52x
\$1,332 \$1,148 \$1,025 \$907

Prime-Plus Bottom 300x250 pixels
1x 12x 24x 52x
\$1,204 \$1,025 \$907 \$784

Banner 728x90 pixels
1x 12x 24x 52x
\$794 \$733 \$702 \$615

Bottom Leaderboard 728x90 pixels
1x 12x 24x 52x
\$1,025 \$907 \$807 \$755

Custom E-Blast \$3,000



DIGITAL EDITION
Display Ad Print + 6% 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.



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