



MORE
THAN JUST A
MAGAZINE

PRINT / DIGITAL / INTERACTIVE / CUSTOM

PCT is more than just a magazine.

The PCT Media Group is your single source for the most comprehensive, integrated communications product portfolio in the pest management industry today. Consider these cutting-edge media resources designed to cost effectively drive product sales and raise your company's market profile, delivering enhanced ROI in the process.

360-DEGREE MARKETING: A COMPREHENSIVE PRODUCT PORTFOLIO

PRINT PUBLICATIONS

- PCT Magazine
- PCT Convention Extra
- PCT Commercial Product Guides
- QA Magazine

FACE-TO-FACE EVENTS

- PCT Summit Series
- Customer Roundtables
- Focus Groups
- Custom Events

NEW MEDIA

- Podcasts
- Webinars
- E-Blasts
- Video Updates
- Copesan Online Training
- E-Newsletters
- Target Market Intelligence (TMI)
- E-Zines

Visit our interactive media kit for complete information about our integrated media portfolio: mediakit.pctonline.com.



YOUR MAGAZINE

Each month, more than 22,000 qualified pest management professionals rely on PCT magazine as the #1 source for news and product information on topics such as:

- Termite control
- Bed bug management
- "Green" products
- Wildlife control
- Regulatory trends
- Structure-infesting ants
- PMP profiles
- Stinging insects
- Bird management
- Cockroach control
- Stored product pests



YOUR .COM

PCT Online is the most cost-effective way to expand your reach to more than 21,000 unique visitors who accessed more than 1.5 million page views every month on the industry's leading electronic news source. A range of advertising options are available, giving you instant access, 24 hours a day, 7 days a week, to a ready-to-buy audience of PMPs.

YOUR **E-ZINE**

Each monthly edition of PCT magazine also is delivered to approximately 16,000 readers digitally. Response to your advertising is immediate as decision makers are able to instantly reach your website from interactive links on PCT's editorial and ad pages. And at a modest 5% cost for your ad to be included in the Digital Edition of PCT, it's a steal.



YOUR **DATABASE**

Our exclusive Target Market Intelligence (TMI) database offers unmatched access to the pest management industry. Searchable by company size and service offerings, this fully-integrated, comprehensive database is a valuable sales and marketing resource for PCT magazine's key business partners.

YOUR **CUSTOM MARKETING**

PCT's sales and editorial staff works with marketers to develop one-of-a-kind programs which include custom e-newsletters, podcasts, webinars, e-blasts, advertorials, video sponsorships, white papers and custom publications designed to resonate with PMPs, while achieving your company's sales and marketing objectives.

YOUR **E-NEWSLETTER**

PCT's weekly e-newsletter and bi-monthly product e-newsletter have become essential resources for our devoted readers. With distribution to more than 16,000 pest management professionals, our popular e-newsletters serve as yet another way to reach the marketplace with your company's targeted sales and marketing message.

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	
ISSUE EMPHASIS	<ul style="list-style-type: none"> • Termite Control • Fumigation • Innovative Formulations • Application Equipment 	<ul style="list-style-type: none"> • Annual Termite Control Issue • Carpenter Ants • Regulatory Affairs • Food Plant Pest Management 	<ul style="list-style-type: none"> • Perimeter Pests • Termite Control • Structure-Infesting Ants • Pheromones 	<ul style="list-style-type: none"> • Annual Ant Control Issue • Spiders • Public Health Pests • Bird Control 	<ul style="list-style-type: none"> • Annual PCT Top 100 List • Ant Control • Cockroach Management • Fly Traps 	
BONUS DISTRIBUTION		NPMA Legislative Day	UPF&DA Spring Conference			
SUPPLEMENT	Mergers & Acquisitions: The 2011 Outlook		Bed Bug Supplement	Mosquito Control Supplement	Commercial Product Guide	
CLOSING DATE	December 3	January 3	February 7	March 7	April 2	
MATERIAL DUE	December 7	January 7	February 10	March 10	April 6	



Since 1970, pest management professionals have relied on PCT magazine to deliver the critical business and technical information necessary to grow their businesses. While total market coverage and top-level buyers are critical measurements of circulation, readership is the true yardstick of a

publication's value. And quality readership can only be achieved through an unyielding commitment to journalistic excellence as embodied by PCT's award-winning editorial staff – Publisher Dan Moreland, Editor Jodi Dorsch and Internet Editor Brad Harbison – who combined boast more than 50 years of

industry experience. They *know* pest control and PMPs have rewarded that market knowledge and industry commitment by coming back month after month, year after year to the pages of PCT, the industry's most trusted editorial resource and a “reader-rich” venue for your sales and marketing message.

	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	<ul style="list-style-type: none"> • Annual Fly Control Issue • Flea Control • “Green” Pest Management • Sanitation Products 	<ul style="list-style-type: none"> • Annual Cockroach Control Issue • Baiting Guide • IPM Products and Services • Small Fly Control 	<ul style="list-style-type: none"> • Annual Rodent Control Issue • Stinging Insects • Occasional Invaders • Add-On Service Offerings 	<ul style="list-style-type: none"> • Urban Wildlife Control • PestWorld Preview • The State of Distribution • Pest Exclusion 	<ul style="list-style-type: none"> • State of the Industry Report • NPMA PestWorld • Spider Control • Holiday Lighting 	<ul style="list-style-type: none"> • Industry Software • Stored Product Pest Control • Focus on Aerosols • Inspection Equipment 	<ul style="list-style-type: none"> • 2012 Outlook • New Equipment Guide • Pheromones • “Green” Pest Management – Part II
		NPMA Academy	ASPCRO Meeting		NPMA PestWorld		Purdue Pest Control Conference
			Bed Bug Supplement	Commercial Product Guide	PCT Convention Extra	Commercial Pest Control	Bed Bug Supplement
	May 3	June 3	July 4	August 5	September 2	October 4	November 4
	May 6	June 8	July 8	August 9	September 7	October 7	November 8

EXPAND YOUR REACH INTO THE FOOD PROCESSING INDUSTRY

PCT’s sister publication, QA magazine, provides unmatched coverage of quality assurance managers, pest management professionals, sanitarians, and food plant managers responsible for pest control in leading 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 a pesticide with a food-processing label or a product or service that would benefit QA professionals and PMPs serving these high-profile, lucrative accounts inquire about our combination rates.



Frequency Discounts* 1x..... 6x..... 12x..... 18x..... 24x

Spread	\$9,760.....	\$8,398.....	\$7,471.....	\$7,288.....	\$6,790
Full Page	5,120.....	4,409.....	3,929.....	3,803.....	3,564
¾ Page	3,376.....	2,903.....	2,657.....	2,500.....	2,347
½ Island	2,930.....	2,632.....	2,370.....	2,226.....	2,098
½ Horizontal.....	2,616.....	2,253.....	2,065.....	1,935.....	1,817
⅓ Page.....	1,765.....	1,513.....	1,388.....	1,309.....	1,232
¼ Page.....	1,310.....	1,133.....	1,033.....	971.....	921
⅙ Page.....	874.....	751.....	689.....	644.....	594

Frequency Discounts* 36x..... 48x..... 60x..... 72x

Spread	\$6,556.....	\$6,198.....	\$6,019.....	\$5,837
Full Page	3,442.....	3,254.....	3,160.....	3,065
¾ Page	2,219.....	2,197.....	2,151.....	2,020
½ Island	1,976.....	1,922.....	1,857.....	1,783
½ Horizontal.....	1,714.....	1,662.....	1,608.....	1,563
⅓ Page.....	1,151.....	1,119.....	1,805.....	1,053
¼ Page.....	860.....	830.....	802.....	783
⅙ Page.....	573.....	555.....	536.....	519

Covers* 6x..... 12x..... 18x..... 24x

2 nd Cover	\$6,556.....	\$6,118.....	\$5,680.....	\$5,243
3 rd Cover	6,118.....	5,902.....	5,680.....	5,243
4 th Cover	7,431.....	6,994.....	6,556.....	6,118

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 & Production, Nursery Management & Production, and Garden Center* magazine.

Standard colors: Process cyan, magenta, yellow, black, reflex blue (100% C, 73% M, 2% B), green (100% C, 100% Y), and red (100% M, 100% Y). Progressive proofs or color keys required on all 4-color advertising.

Other Special Positions: For guaranteed positions add a 10% premium charge to the black and white display rate and indicate the special position on your insertion order.

Classified Advertising

- \$115 per column inch, non-commissionable.
- Standard two-color: \$25 additional; Standard four-color: \$50 additional.
- All other classified "word" advertising is payable at a rate of \$1.10 per word (minimum of \$30.00) payable in advance.
- Add \$1.50 to include a box number plus six words.

Inserts: Contact the publisher for pricing and the production director for mechanical specifications (a sample is required). 100-lb. coated book stock or 80-lb. offset stock maximum.

All inserts should be shipped prepaid to: PCT, Publishers Press, Inc., 100 Frank E. Simon Ave., Shepherdsville, KY 40165, Attn: Cassy Luckett.

Commissions and General Information: 15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising that is not in keeping with the publication's standards.

Mechanical Requirements: Saddle stitched, three columns to a page. Paper stock: Machine coated, 38-lb. body with 70-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7⁵/₁₆" x 10¹/₂".

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. For more details, call Lori Skala at 330-523-5370. Progressive proofs or color keys required on all 4-color advertising.

Mailing Instructions: Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: PCT, 4020 Kinross Lakes Parkway, Suite 201, Richfield, OH 44286. For additional information, call PCT Advertising Production Coordinator Lori Skala at 330-523-5370.

Digital Edition: All print edition advertisers have the option to include their ad in the digital edition of PCT for a 5% premium to their gross earned frequency space and color rate. Advertisers may enrich their digital edition advertisement for additional costs. Consult your advertising representative.

Bleed Ad Sizes (Available at No Extra Charge)

Specifications.....	Width	Depth
Single-Page Bleeds.....	8 1/8"	10 3/4"
Trim Area.....	7 7/8"	10 1/2"
Live Area	7"	10"
Spread Bleeds	16 1/4"	10 3/4"
Trim Area.....	15 3/4"	10 1/2"
Live Area	14"	10"

(On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line.)

Ad Sizes (Non-Bleed)

Specifications.....	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square.....	4 1/2"	4 7/8"
1/3 Page Vertical.....	2 3/16"	10"
1/4 Page Square.....	3 3/8"	4 7/8"
1/4 Page Horizontal.....	7"	2 3/8"
1/6 Page Vertical	2 3/16"	4 7/8"
1/6 Page Horizontal.....	4 1/2"	2 3/8"

Corporate Offices: 4020 Kinross Lakes Parkway, Suite 201, Richfield, OH 44286; Phone: 800-456-0707; Fax: 330-659-0823.

WEBSITE ADVERTISING – www.pctonline.com

Digital File Specifications for Web Advertisements: The preferred file formats for all Internet advertisements are .gif, .jpg and .swf. Please e-mail all artwork and copy instructions to Aaron Shrider at ashriders@gie.net or call him directly at 330-523-5331.

Leaderboard Advertisement.....728x90 pixels
10K Impressions: \$437 per month

Tower Advertisement.....120x600 pixels
10K Impressions: \$391 per month

Large Tile Advertisement.....300x250 pixels
Small Tile Advertisement.....180x150 pixels
Price based on availability

Flyouts, Floating Ads and Tearbacks also available and priced upon request.

PCT Weekly E-Newsletters:..... 1x
Tower Ad (120x600 pixels)\$850
Banner Ad (468x60 pixels)\$595
Bottom Leaderboard Ad (728x90 pixels)\$750

For target market advertising opportunities in our monthly specialty e-newsletters, visit mediakit.pctonline.com or consult your advertising representative.

PCT Digital Edition:..... 5% premium
Video or Audio Enhancement..... \$500 per ad

Max file size: 100KB; accepted files: .gif, .jpg

Flash animation enhancement is also available and is priced upon request. Contact your sales representative for more information.

PCT MEDIA GROUP

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Editorial and Sales Staff in
the Pest Control Industry.



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