



2015 INTEGRATED MEDIA PORTFOLIO



WE ARE YOUR CUSTOM BUSINESS PARTNER.

We give you **MORE** innovative solutions
on **MORE** integrated platforms.

We give you **MORE** access to the prospects
you want to reach with our vast industry
database Target Market Intelligence (TMI)[™].

We give you **MORE** reach across the entire
pest management industry.

AND TO US, YOU ARE MORE THAN JUST A CUSTOMER.





WHY PARTNER WITH PCT?

Let's keep this simple. After all, your time is valuable.

As a marketer you're asked to wear multiple hats: project manager, brand strategist, media buyer, digital engagement guru, creative director. It can be overwhelming. And unfortunately, there are only 24 hours in a day. What does it mean?

Marketing is Hard. PCT Can Help.

It starts with a one-on-one meeting with your custom sales marketer – either in person or on the phone – who listens, and we mean *really* listens, to your sales and marketing objectives for the coming year. From there, we develop a custom marketing program specifically tailored to meet your goals and objectives that utilizes the latest cutting-edge opportunities to drive your business success across multiple media platforms – print, digital, customized e-newsletters, market research, database development, social media, video production, advertorials, and more. The result is a highly targeted, cost-effective, measurable return on your investment. So partner with PCT and see just how far the industry's media market leader can take you in 2015!

A handwritten signature in black ink that reads 'Dan Moreland'.

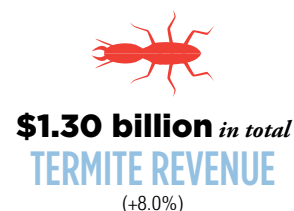
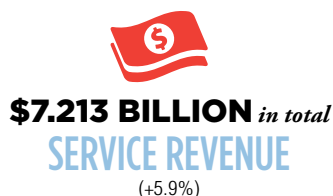
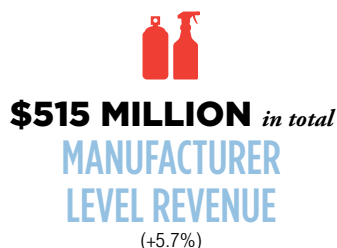


Dan Moreland, Publisher
dmoreland@gje.net
216-393-0266

A GROWING MARKET

19,780 PEST CONTROL COMPANIES

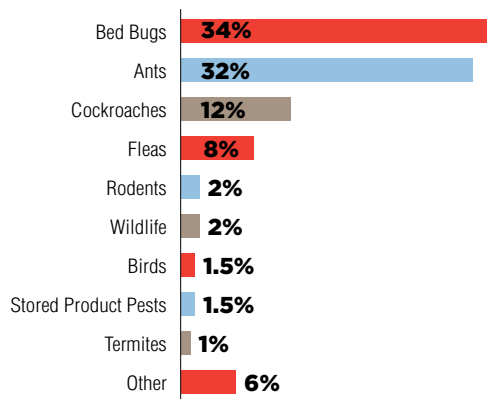
The number of jobs in the pest management industry is expected to rise 20%* from 2012 to 2022. Pest control businesses continue to thrive, and many forces are contributing to the industry's forward momentum.



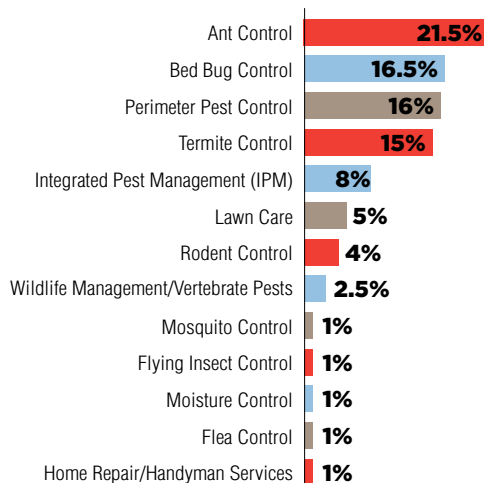
Infographic Data Courtesy Specialty Products Consultants, LLC
A Strategic Analysis of the U.S. Structural Pest Control Industry – 2013
*U.S. Bureau of Labor Statistics

PCT's Audience Requires High-Value Solutions

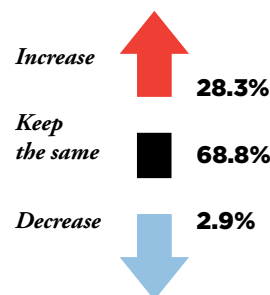
What pest is proving to be the hardest to control in your market? **



Which ONE of these services represented your company's largest growth market? **



As a PMP, do you plan to increase/decrease your service offerings? **



**PCT Magazine
State of the Industry Report

A GROWING PUBLICATION


26,407 TOTAL UNIQUE SUBSCRIBERS *(print and digital)*



PCT: THE INDUSTRY'S MOST RESPECTED MEDIA BRAND

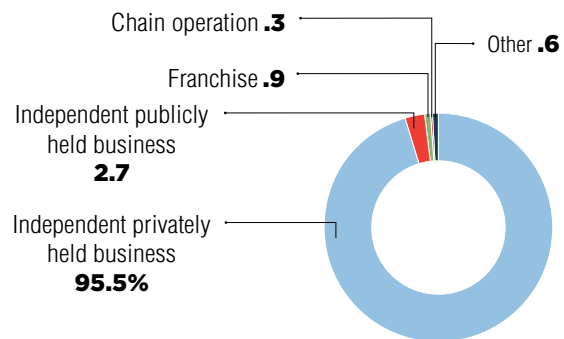
PCT is not just the industry's leading b-to-b publication, but a respected media brand helping to educate the marketplace about your company's products and services, while advancing the pest management industry. Through our comprehensive mix of print, digital and mobile products, we're changing the way 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



Owner	84%
President	10%
General Manager	2%
Service Manager	1%
Salesperson	1%
Service Technician	1%
Other	1%

Type of Business



Reaching the Audience You Most Desire

In which of the following ways are you involved in the purchasing decisions of equipment and chemical supplies purchased by your company?

- Makes the actual purchase..... **83.6%**
- Have purchasing involvement..... **97.7%**

Audience Data Source: PCT State of the Industry Report



The Typical PMP

- Male..... **88.7%**
- Female..... **11.3%**

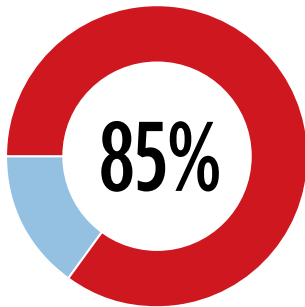


Leading Types of Products/Equipment for Which Our Subscribers Have Purchasing Involvement

- 90.3%** pesticide application equipment
- 87.9%** general insect control products
- 86.1%** vehicles
- 82.6%** rodent control products

HARNESS THE POWER OF PRINT

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



PCT TOTAL PERSONAL DIRECT REQUEST**

81% of PMPs access their industry news in print magazines.*

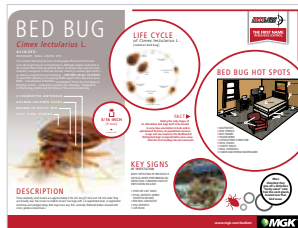
Source: *PCT Magazine State of the Industry Report, Research USA. ** PCT June 2014 BPA Statement

By developing a **360 MARKETING PROGRAM** – featuring a combination of print and digital advertising – you'll be sure to reach the *entire* pest control marketplace with your targeted ad message ... and do it in a cost-effective and highly efficient fashion.

Think beyond traditional print advertising and consider some of the following unique print options to extend your brand:



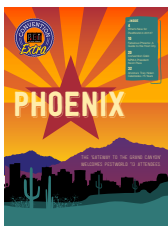
Belly-Bands/Tip Covers



Posters & Infographics



Custom Content



PCT Convention Extra Bonus Distribution: 2,500



Commercial Product Guides



State of the Market Reports



Advertorials & Reprints



PRINT
20,910

DIGITAL
15,464

TOTAL UNIQUE
26,407

BONUS DIGITAL
13,214

TOTAL REACH
39,621

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:

PCT Website



42,688

Average Visits Per Month



28,993

Average Unique Visitors Per Month



75,975

Average Page Views Per Month



1:55

Length of Average Visit

- Website Advertising
- E-Blasts
- PCT Weekly E-Newsletter
- Market Research
- Breaking News Alerts
- Lightbox Advertising
- Native iPad Edition
- Custom App Development
- Sponsored Webinars
- Custom E-Newsletters
- Virtual Conference Sponsorships
- PCT Video News Network
- Digital Edition/Smartphone
- Enhanced Digital Advertising
- Industry Newsfeed
- Podcasts

E-Newsletter



16,616

Average Sent Per Week



47.6%

Open Rate

Facebook Page



1,117

Likes



1,473

Followers

Twitter



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 25,000+ 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.

NPMA PESTWORD OPPORTUNITIES

Events



PCT CAN HELP YOU MAKE A SPLASH AT THE INDUSTRY'S LARGEST TRADE SHOW

2,500 PMP ATTENDEES
170 EXHIBITING COMPANIES

Source: 2014 NPMA Exhibits, Sponsorships & Advertising Guide



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

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: 2,500



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 16,000 recipients.



VIRTUAL CONFERENCE SUMMIT SERIES

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 2015, PCT will feature the 2015 Virtual Conference Summit Series. Each event offers two levels of sponsorship.



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 advertising)
- Digital presence in event e-newsletter
- Full page ad in conference coverage and in the PCT digital edition
- Company link to archived content on www.pctonline.com
- PCT "podcast" featuring a representative from your company
- Four complimentary conference registrations



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 advertising)
- 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
- Two complimentary conference registrations



Calendar of Virtual Conference Summit Series:

JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE
Bed Bug Summit	Mosquito Summit	Fly Control Summit
JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
Mergers & Acquisitions Summit	Rodent Control Summit	Pest Control Franchising Summit

HIGH-IMPACT VERTICAL-MARKET PACKAGES



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 the 2016 State of the Market Report

BED BUGS: A GROWING MARKET

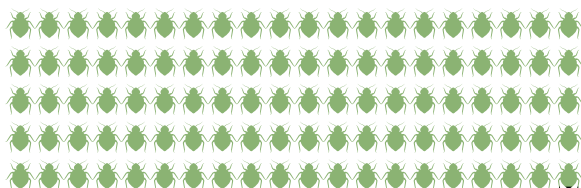
Bed bugs remain one of the hottest markets in the pest management industry. More than two-thirds of PMPs consider bed bugs their most difficult pest to control.* As a result, PCT's quarterly Bed Bug Supplements are more popular than ever. PMPs rely on these supplements, which are devoted solely to bed bugs, to keep up with a market that is still evolving with new technologies, innovative products and ever-changing treatment protocols being introduced on a regular basis.

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 in our Flipbook and the native iPad version of PCT (we can even animate your iPad ad at a modest additional cost). Ask about our special package pricing for advertisers who commit to all four supplements by December 30, 2014.

MARCH	JUNE	SEPTEMBER	DECEMBER
Close Date February 4	Close Date May 4	Close Date August 4	Close Date November 4
Materials Due February 9	Materials Due May 8	Materials Due August 7	Materials Due November 9



Vertical Market Solutions



99.6% of PMPs responding to a NPMA and University of Kentucky survey encountered bed bug infestations in the past year.*



1 in 5
Americans has had a bed bug infestation in their home or know someone who has encountered bed bugs at home or in a hotel.*



* Bed Bugs Without Borders Survey, NPMA/University of Kentucky (2010)

EXPAND YOUR SALES INTERNATIONALLY

PCT Canada

Canada is a growing market for PMPs, and cross-border business activity has practically eliminated geographic borders.

PCT Canada is your opportunity to broaden your sales potential in this important region of the world. This electronic publication will reach more than 4,000 prospects on a quarterly basis in 2015.

Special rates make this an easily affordable addition to your program. Consult your advertising rep for more details.



Expo Control De Plagas 2015

PCT is excited to bring the industry the largest expo in Mexico for pest and vector control products, equipment and companies.

Expo Control de Plagas features over 21,000 square feet of exhibit space for manufacturers, distributors and pest management professionals.



The final program will be announced in February.

Consult your advertising rep for exhibit packages and sponsorship opportunities.

PCT Middle East Supplement: Gain Access to One of the World's Fastest Growing Markets



**42.1 MILLION
PEOPLE**



An economy
of more than
\$917 BILLION



1.24 MILLION
additional housing units
planned in the coming years.



PCT is partnering with **Facilities Management Today** and **Clean Middle East** to bring you an exclusive supplement that will appear in both magazines and also be distributed to PMPs and sanitarians throughout the Gulf Cooperation Council.

Circulation: 7,000 cleaning and hygiene service providers, facilities management professionals and PMPs.

Issue date:	Close Date	Materials Due
March/April 2015	March 6, 2015	March 9, 2015
July/August 2015	July 3, 2015	July 7, 2015



2015 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL
ISSUE EMPHASIS	<ul style="list-style-type: none"> PCT/NPMA Operating Ratio Survey Termite Market Preview Fleet Management What's New in 2015? 	<ul style="list-style-type: none"> Annual Termite Issue Termite News & Notes Legislative Update Gearing Up for Springtime Pests 	<ul style="list-style-type: none"> Ant Control Basics Termite Research Update Pricing for Perimeter Pest Control Programs Social Media & You 	<ul style="list-style-type: none"> Annual Ant Control Issue Ant Product Guide Bird Control: Preventing Contamination by Birds Bird Control: The ABCs of Chemical Applications
BONUS DISTRIBUTION		NPMA Legislative Day		UPFDA Spring Conference
SUPPLEMENT	<ul style="list-style-type: none"> Mergers & Acquisitions State of the Distribution Market Report 	Readex Ad Readership/Brand Awareness Study for Full-Page Advertisers	Bed Bug Supplement	Mosquito Control Supplement
CLOSING DATE	December 3	January 6	February 4	March 3
MATERIAL DUE	December 8	January 9	February 9	March 6

	MAY	JUNE	JULY	AUGUST
ISSUE EMPHASIS	<ul style="list-style-type: none"> PCT Top 100 List Carpenter Ant Control Tips Public Health Pests: Talking Ticks Adding Mosquito Control Services 	<ul style="list-style-type: none"> Annual Fly Control Issue Help Wanted: Attracting & Retaining Employees Spider Management Tips & Techniques Springtails & Earwigs 	<ul style="list-style-type: none"> Annual Cockroach Control Issue What's New in the Flea Control Market? Holiday Lighting Global Food Safety Initiative Update 	<ul style="list-style-type: none"> Annual Rodent Control Issue How Formulations Impact Rodent Control Increasing Revenue for Stinging Insect Control Flea Control: Tips & Tricks
BONUS DISTRIBUTION		NPMA Academy		ASPCRO Annual Meeting
SUPPLEMENT	Commercial Product Guide	Bed Bug Supplement	Fly Control Supplement	Pest Control Franchising
CLOSING DATE	April 3	May 4	June 3	July 3
MATERIAL DUE	April 7	May 8	June 8	July 7

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ISSUE EMPHASIS	<ul style="list-style-type: none"> Urban Wildlife Control Wildlife Issue Product & Resource Guide Updating Your Safety Protocols/Best Practices Products Used to Prevent Pest Access to Structures 	<ul style="list-style-type: none"> NPMA PestWorld Convention Issue Invasive Species on the Move Risk Management for PMPs Shopping for Vehicles: Tips From the Experts 	<ul style="list-style-type: none"> Commercial Pest Management Issue Commercial Focus: Pesticide Application Equipment Commercial Focus: New Technology for PMPs Commercial Focus: Training Your Employees 	<ul style="list-style-type: none"> NPMA PestWorld Report Stored Product Pests Global Bed Bug Summit Product Preview What's Ahead for 2016? 10 Most Common Pest Control Insurance Losses
BONUS DISTRIBUTION		NPMA PestWorld		Purdue Conference
SUPPLEMENT	Bed Bug Supplement	PCT Convention Extra	Education & Training Supplement	<ul style="list-style-type: none"> Commercial Product Guide Bed Bug Supplement
CLOSING DATE	August 4	September 1	October 5	November 4
MATERIAL DUE	August 7	September 8	October 9	November 9

Print Rates

Frequency Discounts*

Size	1x	6x	12x	18x	24x
Spread	\$10,830	\$9,310	\$8,280	\$8,080	\$7,535
Full Page	5,680	4,890	4,360	4,220	3,950
3/4 Page	3,740	3,220	2,950	2,775	2,600
1/2 Island	3,250	2,915	2,630	2,470	2,330
1/2 Standard	2,895	2,500	2,290	2,150	2,010
1/3 Page	1,970	1,650	1,550	1,450	1,360
1/4 Page	1,450	1,255	1,150	1,075	1,020
1/6 Page	970	835	765	710	660

Covers*	6x	12x	18x	24x
2nd Cover	\$7,060	\$6,590	\$6,115	\$5,650
3rd Cover	6,590	6,356	6,115	5,650
4th Cover	8,000	7,535	7,060	6,590
Belly Band/Belly Tip	\$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"
3/4 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"



ONLINE ADS



Leaderboard
728x90 pixels
\$1,520/month
5 units available

Prime-Plus Square
300x250 pixels
\$950/month
20 units available

Footer Banner
468x60 pixels
\$500/month
10 units available

NEW THIS YEAR



Lightbox
500x500 pixels
\$5,000/month
Exclusive

E-NEWSLETTER

Custom E-Blast \$3,800

NEW THIS YEAR

Sponsored Feature \$1,500
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 \$1,000 **12x** \$930 **24x** \$885 **52x** \$775



Prime-Plus Top (300x250 pixels)
1x \$1,680 **12x** \$1,450 **24x** \$1,300 **52x** \$1,150

Prime-Plus Middle (300x250 pixels)
1x \$1,600 **12x** \$1,375 **24x** \$1,220 **52x** \$1,050

Prime-Plus Bottom (300x250 pixels)
1x \$1,250 **12x** \$1,300 **24x** \$1,150 **52x** \$990

Bottom Leaderboard (728x90 pixels)
1x \$1,300 **12x** \$1,150 **24x** \$1,020 **52x** \$950

DIGITAL EDITION

Display Ad Print + 8% premium
Front Page Sponsorship \$550
Video/Audio Enhancement \$275 per ad
Digital Edition Preview \$1,760



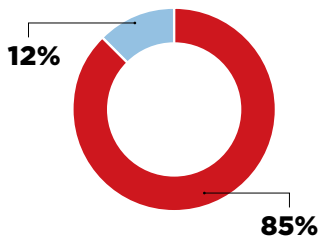
Custom Interactive ads such as flyouts, animated ads, floating ads and tearbacks also available and priced upon request.

THE MARKET LEADER

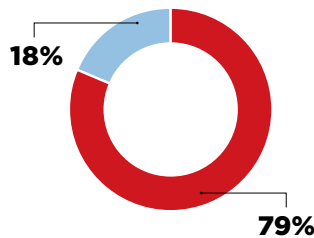


PARTNER WITH THE INDUSTRY'S LEADING PUBLICATION TO BUILD YOUR BRAND AND INCREASE SALES.

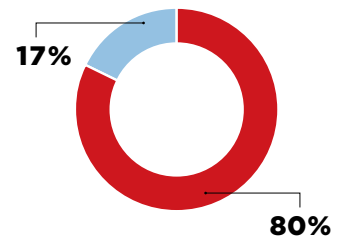
Which ONE magazine do you trust most for technical information?



Which ONE publication do you look to for information about new products and services?



Which ONE publication has the biggest influence on your purchasing decisions?



● PCT ● PMP

Source: Readex Research August 2014
Remaining %: PestWorld (NPMA)

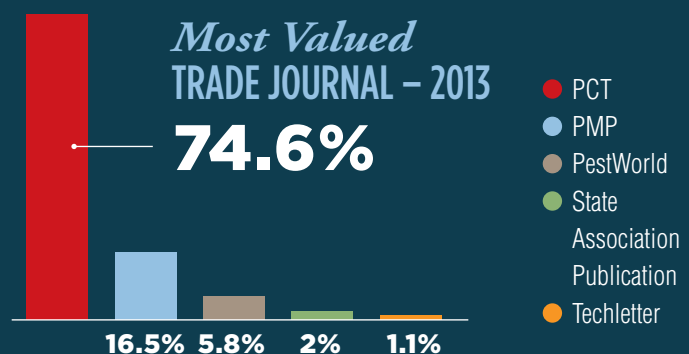
PREFERRED 4-TO-1

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 value most by more than a 4-to-1 margin.

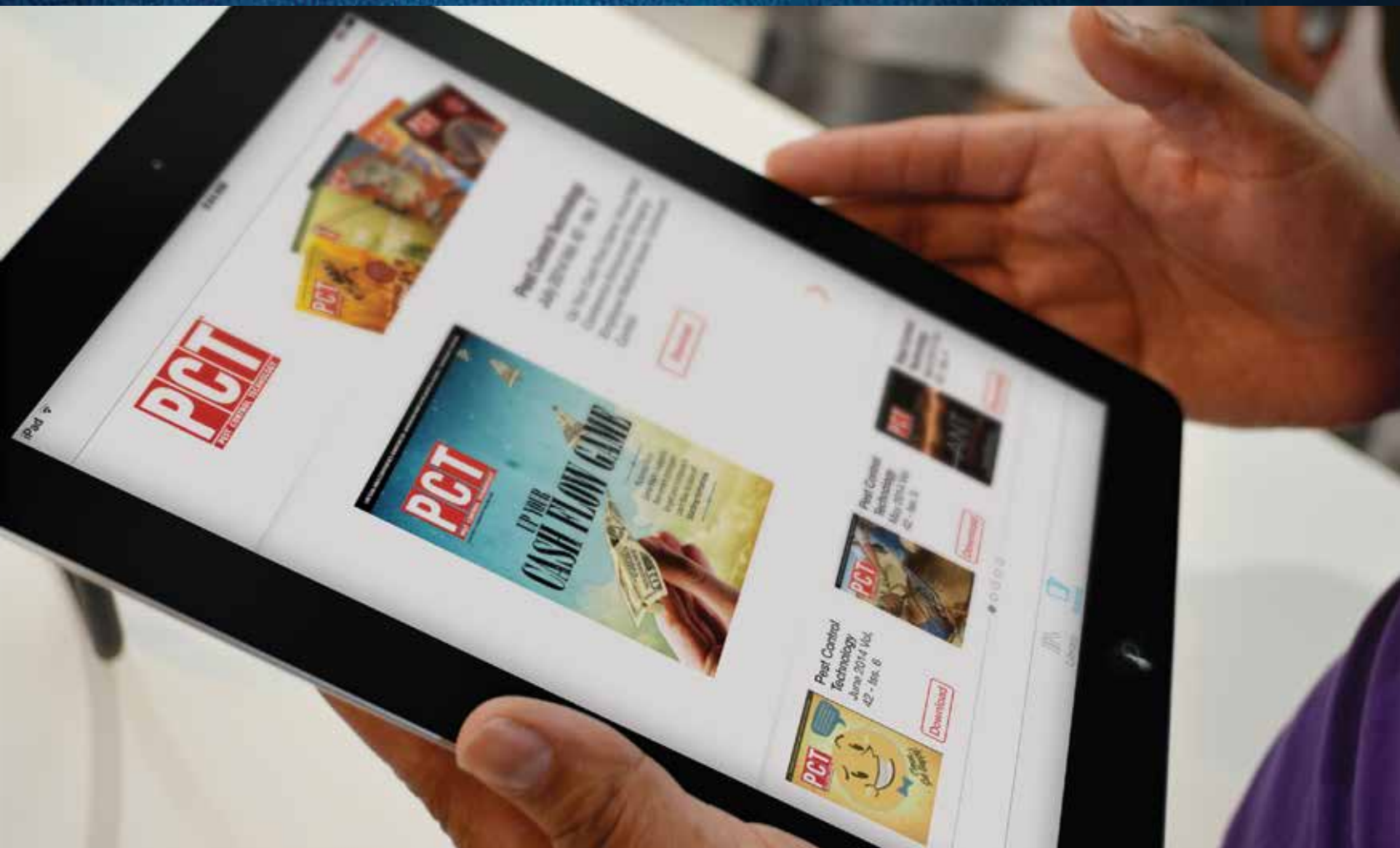
4-TO-1

Nearly seventy-five percent (74.6%) of respondents named PCT as their most-valued magazine while the closest competitor was only mentioned in 16.5% of the responses.

74.6%



Source: Specialty Products Consultants, LLC



THE MOST EXPERIENCED STAFF IN THE PEST MANAGEMENT INDUSTRY



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



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



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



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



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



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



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



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



John Bennett
Digital Production
Coordinator
jbennett@gie.net
216-393-0224
1 year



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



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



Termite Control Issue



Ant Control Issue



Top 100 Issue



Fly Control Issue

DON'T MISS THESE SPECIAL ISSUES OF PCT MAGAZINE

PCT magazine prides itself on being the “go-to” source of news and product information for the pest management industry, devoting “Special Issues” to specific categories of pests that drive industry revenue, as well as coverage of high-profile events like NPMA PestWorld, PCT Mexico and the PCT Top 100 Awards Ceremony & Executive Summit. Join the conversation and be sure to place your advertising in these special-themed issues on topics of keen interest to our readers.



Cockroach Control Issue



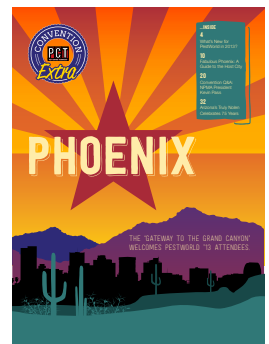
Rodent Control Issue



Wildlife Control Issue



NPMA PestWorld Issue



PCT Convention Extra



5811 Canal Road, Valley View, Ohio 44125
800-456-0707 • fax 216-525-0515 • pctonline.com

