

# ANNOUNCING 2021 ADVERTISING OPPORTUNITIES IN

# THE PEST DISPATCH

If your business serves and sells to pest control operators, it's time to take a closer look at advertising in the expanded Pest Dispatch.

## Place your advertisement in The Pest Dispatch to:

- Communicate directly with your customers
- Maintain top-of-mind awareness among your "buying influences"
- Announce your new products, services and special promotions

Please review the charts below for advertising sizes and rates:

| ADVERTISING DIMENSIONS               |             |                                  |                               |
|--------------------------------------|-------------|----------------------------------|-------------------------------|
| 1/4 Page                             |             | 3.75" wide x 5" high             |                               |
| 1/2 Page Horizontal                  |             | 7.5" wide x 5" high              |                               |
| 1/2 Page Vertical                    |             | 3.75" wide x 10" high            |                               |
| Full Page Vertical                   |             | 7.5" wide x 10" high             |                               |
| SIZE                                 | # OF ISSUES | BLACK & WHITE<br>(COST PER YEAR) | FULL COLOR<br>(COST PER YEAR) |
| 1/4 Page                             | 4           | \$500                            | \$600                         |
| 1/2 Page<br>(Horizontal or Vertical) | 4           | \$800                            | \$900                         |
| Full Page                            | 4           | \$1,000                          | \$1,250                       |

For advertising inserts less than a full, four-time annual commitment, there is a 25% increase per insert. Thus:

| SIZE                                 | BLACK & WHITE<br>(COST PER INSERT) | FULL COLOR<br>(COST PER INSERT) |
|--------------------------------------|------------------------------------|---------------------------------|
| 1/4 Page                             | \$156                              | \$187                           |
| 1/2 Page<br>(Horizontal or Vertical) | \$250                              | \$281                           |
| Full Page                            | \$312                              | \$390                           |

The Pest Dispatch is published four times yearly in March, June, September, and December. Deadline for your advertisement is the 15th of the month preceding each issue.

Please forward your digital, high-resolution copy to: [dana@barefoot-marketing.com](mailto:dana@barefoot-marketing.com)

Checks should be made payable to the Wisconsin Pest Control Association and mailed to: P.O. Box 26161, Milwaukee, WI 53222

For further information about artwork and advertising scheduling, contact Dana Robb at 414-750-4404 or [dana@barefoot-marketing.com](mailto:dana@barefoot-marketing.com).

