

ANNOUNCING 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 new, 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 (COST PER YEAR)	FULL COLOR (COST PER YEAR)
1/4 Page	4	\$500	\$600
1/2 Page (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 (COST PER INSERT)	FULL COLOR (COST PER INSERT)
1/4 Page	\$156	\$187
1/2 Page (Horizontal or Vertical)	\$250	\$281
Full Page	\$312	\$390

The Pest Dispatch is published four times yearly in August, November, February and May. Deadline for your advertisement is the 15th of the month preceeding each issue.

Please forward your camera-ready or disk-ready copy to:

wingra1@gmail.com or The Wingra Group: PO Box 6203, Madison, Wisconsin 53716.

Checks should be made payable to the Wisconsin Pest Control Association.

For further information about artwork and advertising scheduling, contact Mark L. Hendrickson at (608) 223-9568.

