



PRINT



DIGITAL



MOBILE



SOCIAL



CONTENT  
MARKETING



WEBINARS



DATA



VIRTUAL  
CONFERENCES



# Media Planner / 2020

## MULTI-PLATFORM MARKET REACH

The PCT Media Group provides turnkey solutions to achieve all of your marketing objectives.



# WHY ADVERTISE IN PCT?

## *The Most Effective Way to Build Your Brand & Drive Sales*

PCT is the most trusted media brand in the industry, the market's "go-to" source for strategic business insights, news and product information, regulatory reporting, and trade show coverage. As an advertiser, why is that important? Because quality editorial drives readership, providing a reader-rich venue for your sales and marketing message.

In a readily defined audience where nearly 83 percent of PMPs receive the industry's two national trade magazines, it just makes sound economic sense to concentrate your media spend with the industry leader, the publication with the largest market footprint and most highly engaged readers.

To learn more about how we can assist you in creating a cost-effective, multi-platform marketing program designed to drive sales and grow your brand, contact PCT Publisher Dan Moreland, National Sales Manager Michael Kelly, or Account Manager Mike Zaverl.



**Dan Moreland**  
216-393-0266  
dmoreland@gie.net



**Michael Kelly**  
216-393-0259  
mkelly@gie.net



**Mike Zaverl**  
216-393-0299  
mzaverl@gie.net

## THE INDUSTRY *by the* NUMBERS 19,586 Pest Control Firms



**\$8.97 Billion**  
Total Service  
Revenue  
(+4.4%)



**+4.5%**  
5-Year  
Compound  
Annual Growth Rate



**\$1.76 Billion**  
Termite  
Service Revenue  
(+5.8%)



**\$7.21 Billion**  
General Pest Control  
Service Revenue  
(+4.0%)



**46.7%**  
PMPs Who Expect  
Commercial Market  
To Grow

\*Courtesy Specialty Consultants, LLC – A Strategic Analysis of the U.S. Structural Pest Control Industry – 2018

## FACTORS DRIVING INDUSTRY GROWTH

North America is the world's largest, most lucrative pest control market. And it has no signs of slowing down thanks to the following key factors:



**POPULATION GROWTH**  
U.S. population increases 3.3 million annually.



**CLIMATE CHANGE**  
As temperatures rise, pests expand their range.



**INVASIVE SPECIES**  
Insects of foreign origin are being introduced constantly.



**PUBLIC HEALTH PESTS**  
Mosquitoes, ticks, rodents are top of mind among consumers.



**CONSUMER OUTREACH**  
PPMA is growing the market for professional pest control services.



**REGULATORY PRESSURE**  
Food Safety Modernization Act is driving growth of the commercial segment.



# PCT: THE MARKET LEADER

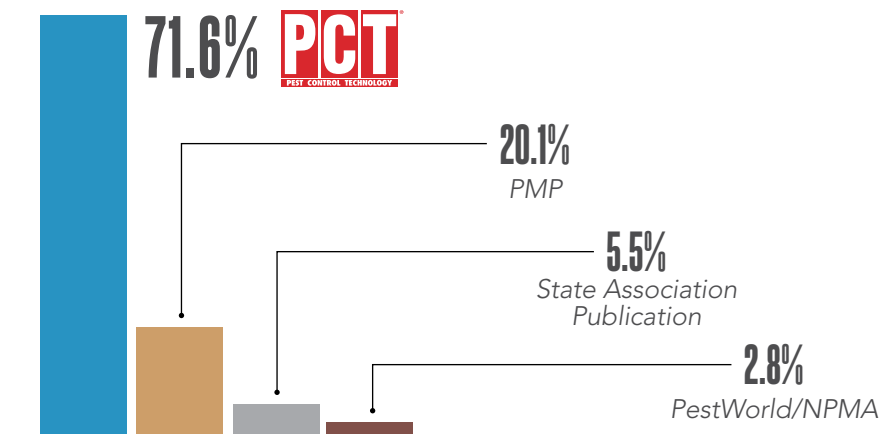
**MOST VALUED**  
TRADE JOURNAL-2018  
**The Industry's #1 Choice**

In the market's largest and most highly respected unaided recall study of the pest management industry, PMPs rated PCT as the trade publication they overwhelmingly value over all others. In fact, more than 70% of respondents named PCT as their "most valued" trade journal, while the closest competitor was only mentioned in 20% of the responses.

Data courtesy  
of Specialty  
Consultants, LLC

A Strategic Analysis  
of the U.S. Structural  
Pest Control  
Industry – 2018

Number of  
respondents: 800



# THE ENDURING POWER OF PRINT

## PRINT ENHANCES CREDIBILITY & MARKET REACH

Your company's presence in the print edition of PCT is a sure way to build credibility, enhance your brand and expand your market reach. Use the power of PCT along with our industry-exclusive solutions to achieve unmatched market visibility.



### PCT MAGAZINE

With a print circulation of 20,999 and 97.9% of readers "Personal Direct Request," PCT magazine is the most widely read and frequently referenced publication in the industry.



### STATE OF THE MARKET REPORTS

These special reports devoted to key vertical market segments (i.e., termites, ants, cockroaches, rodents, etc.) allow product suppliers to stand out from the competition as a market leader.



### MOSQUITO & BED BUG SUPPLEMENTS

If your company offers products or services for either of these rapidly emerging markets, you'll want to advertise in PCT's quarterly Bed Bug Supplements and bi-annual Mosquito Supplements.



### PCT CONVENTION EXTRA

This high-profile publication is distributed on the trade show floor and "room-dropped" at NPMA PestWorld, the industry's largest, most influential convention.



### PCT CANADA

Canada is a growing market for PMPs and an increasingly important market for product suppliers eager to expand their footprint throughout North America.



### QA MAGAZINE:

PCT's sister publication – Quality Assurance & Food Safety – provides unmatched coverage of the food-processing industry, an important commercial market for pesticide manufacturers and equipment suppliers.



### CUSTOM CONTENT

PCT Custom Media is the content marketing arm of the PCT Media Group, providing advertorials, case studies and other forms of custom content for companies serving the professional pest management industry.



### 5 QUESTIONS

Interested in raising the profile of your technical service personnel or other key employees? If so, feature them in 5 Questions, a custom content ad unit featuring an informative Q&A accompanied by a full-page ad from your company.



### PCT TOP 100 ISSUE

Increase your company's visibility and market reach in May with PCT's most eagerly anticipated issue of the year. It's also our most downloaded issue of the year!

- Massive reach and year-round driver of website traffic.
- PCT's Top 100 List represents 75% of the buying power in the pest management industry.

### NEW! SPECIAL REPORT: INVASIVE INSECTS

Invasive insects are a growing problem throughout North America and a significant market opportunity for product suppliers. Place an ad, develop an advertorial, or highlight a staff member in 5 Questions in this PCT special report.



# EXPAND YOUR DIGITAL REACH

## PRINT & DIGITAL REACH: 28,435 Total Subscribers

Source: June 2019 BPA Brand Report



Digital advertising is an essential component of a multi-platform marketing campaign, amplifying the market reach of your core print program. Advertising in both PCT's print and digital products ensures your company's sales and marketing message will get in front of the largest audience possible.

### PCT WEBSITE ADVERTISING

With more than 99,299 average visits and 275,939 average page views per month\*, PCTonline is one of the most frequently visited sites in the industry and a leader among its trade publishing peers.

### WEEKLY E-NEWSLETTER

Reaching 18,000+ PMPs every week and with an impressive open rate of 43.1%\*, PCT's Weekly E-Newsletter is the industry's "go-to" source for the latest news and product information.

### MOBILE DEVICES

With 77,000 impressions per month on average, PCT's growing mobile device audience adds to your company's marketing reach\*.

### SINGLE-TOPIC E-NEWSLETTERS

Own an industry topic (i.e., bed bugs, rodents, mosquitoes, etc.) when your company sponsors a PCT Single-Topic E-Newsletter.

### ONLINE LABEL TRAINING

Developed exclusively by Board Certified Entomologist Stoy Hedges, PCT's Distance Learning Center houses our online label training modules, a key component of every manufacturer's product stewardship efforts.

### VIRTUAL CONFERENCES

PCT's Virtual Conferences provide advertisers the opportunity to spotlight their brand and extend their market reach through a variety of sponsorship opportunities.

### TMI™

Target Market Intelligence™ is a game-changing sales and marketing tool that will help drive sales in today's highly competitive business environment.

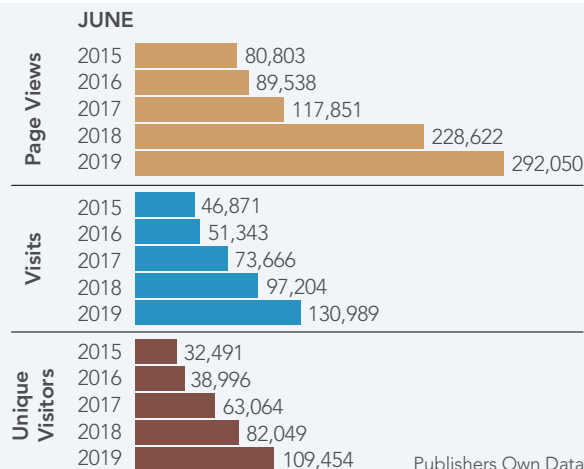
### INTELLIGENT CONTENT MARKETING

Using intuitive marketing automation, we deliver your custom content or targeted ad messaging to a specific segment of our audience that has shown an interest in a particular vertical pest category or product/service offering.

## IMPRESSIVE DIGITAL GROWTH

Reader engagement in PCT Online has grown dramatically in recent years, making it one of the most visited websites in the structural pest control industry.

### Monthly Page Views, Visits and Unique Visitors All Up



\*Publishers Own Data, January-June 2019





# 2020 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL
ISSUE FOCUS	Invasive Insects	Annual Termite Control Issue	Ants/Termites	Annual Ant Control Issue
Additional Topics	<ul style="list-style-type: none"> <li>• Foam Technologies in Termite Control</li> <li>• Equipment for the New Season</li> <li>• Pheromones in Commercial Accounts</li> </ul>	<ul style="list-style-type: none"> <li>• Termite News &amp; Notes</li> <li>• Regulatory/Legislative Update</li> <li>• Rodent Control Virtual Conference Coverage</li> <li>• Insect Monitoring in Food Plants</li> </ul>	<ul style="list-style-type: none"> <li>• Spring Survival Guide</li> <li>• Emerging/Invasive Termites</li> <li>• Ant Research Update</li> <li>• Meet the Beetles</li> <li>• Bed Bug Control in Sensitive Environments</li> </ul>	<ul style="list-style-type: none"> <li>• Ant Control in Challenging Accounts</li> <li>• Bird Control Update</li> <li>• Perimeter Pest Control Programs</li> <li>• Preparing for Tick Season: What You Need to Do Now</li> </ul>
Bonus Distribution		NPMA Legislative Day		UPFDA Spring Conference
Supplement	Mergers & Acquisitions Supplement	Readex Ad Readership/Brand Awareness Study for Full-Page Advertisers	<ul style="list-style-type: none"> <li>• Bed Bug Supplement</li> <li>• Mosquito Control Supplement</li> </ul>	Technology Supplement
Closing Date	December 4	January 3	February 5	March 5
Material Due Date	December 11	January 10	February 12	March 12

	MAY	JUNE	JULY	AUGUST
ISSUE FOCUS	PCT Top 100 List	Annual Fly Control Issue	Annual Cockroach Control Issue	Annual Rodent Control Issue
Additional Topics	<ul style="list-style-type: none"> <li>• 10 Tips for Ant Management</li> <li>• Mosquitoes: Marketing Your Public Health Services</li> <li>• Best Management Practices for PMP Recruitment &amp; Retention</li> </ul>	<ul style="list-style-type: none"> <li>• Fly Control: New Technology Update</li> <li>• Bed Bug News &amp; Notes</li> <li>• Why Marketing Matters</li> <li>• Summer Pests Take No Vacations</li> </ul>	<ul style="list-style-type: none"> <li>• Cockroach Control: Back to Basics</li> <li>• Focus on Fleas</li> <li>• Ticks in the News</li> <li>• Fall Invaders: Are You Ready?</li> </ul>	<ul style="list-style-type: none"> <li>• Rodent Infestation Hot Spots</li> <li>• Stinging Insects</li> <li>• Exclusion Products and Best Practices</li> <li>• Documentation Accuracy: Why it Matters</li> </ul>
Bonus Distribution		NPMA Academy		
Supplement	Mosquito Control Supplement	Bed Bug Supplement		
Closing Date	April 3	May 4	June 4	July 6
Material Due Date	April 10	May 11	June 11	July 13

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ISSUE FOCUS	Urban Wildlife Control	NPMA PestWorld Convention Issue	2021 Business Handbook	Bed Bugs
Additional Topics	<ul style="list-style-type: none"> <li>• How to Perform an Urban Wildlife Inspection</li> <li>• Preventing Technicians from Taking Home Bed Bugs</li> <li>• Social Media Tips</li> </ul>	<ul style="list-style-type: none"> <li>• Spiders: Fact Vs. Fiction</li> <li>• What's New in Technology?</li> <li>• Fleet Management: Why it Matters</li> <li>• Aerosol Product Guide</li> </ul>	<ul style="list-style-type: none"> <li>• Safety Protocols/ Best Practices</li> <li>• Marketing to Today's Customer</li> <li>• Sales Tips for Technicians</li> <li>• Before You Buy a New Truck</li> </ul>	<ul style="list-style-type: none"> <li>• NPMA PestWorld Report</li> <li>• Technician of the Year Awards</li> <li>• Talking to Customers About Bed Bug Infestations</li> <li>• Vehicle Wrap Winners</li> </ul>
Bonus Distribution	Bed Bug Supplement at NPMA Global Bed Bug Summit	NPMA PestWorld	NPMA Global Bed Bug Summit	Purdue Conference
Supplement	Bed Bug Supplement	PCT Convention Extra		Bed Bug Supplement
Closing Date	August 3	September 3	October 5	November 5
Material Due Date	August 10	September 10	October 12	November 12



# 2020 RATES & SPECIFICATIONS

## PRINT

### FREQUENCY DISCOUNTS\*

Size	1x	6x	12x	18x	24x
Spread	\$12,556	\$10,794	\$9,601	\$9,370	\$8,734
Full	6,585	5,672	5,054	4,890	4,581
2/3 page	4,334	3,730	3,422	3,219	3,016
1/2 island	3,772	3,377	3,050	2,864	2,701
1/2 standard	3,354	2,814	2,578	2,421	2,262
1/3 page	2,286	1,914	1,800	1,683	1,576
1/4 page	1,683	1,452	1,335	1,243	1,181
1/6 page	1,126	968	884	822	754

Covers*	6x	12x	18x	24x
2nd Cover	\$8,188	\$7,643	\$7,091	\$6,885
3rd Cover	7,643	7,366	7,091	6,674
4th Cover	9,274	8,734	8,188	7,637
Belly Band				11,593
Belly Tip				12,413
Covergate				13,113
French Door				17,483

Color Charges*	Single Page	Spread
Standard	\$567	\$927
Matched Color, Extra	670	1,030
Matched, Metallic Color	695	1,107
Four-Color Process, Extra	1,133	1,751

### DIGITAL EDITION:

Print + 8% premium

### CLASSIFIEDS (PRINT AND ONLINE):

\$125 per column inch - 2-color \$25.00, 4-color \$50.00

**Word only:** \$1.20 per word, \$35.00 minimum

\*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Nursery Management*, *Greenhouse Management*, *Garden Center*, *Produce Grower*, and *Cannabis Business Times*.

**MECHANICAL REQUIREMENTS:** Perfect-bound, three columns to a page. Paper stock: Machine coated, 40-lb. body with 80-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. For details, contact Lori Skala at 216-393-0276 or lskala@gie.net.

**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"
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"

Bleed Ad Sizes	Width	Depth
Single-Page	8 3/8"	10 3/4"
Trim Area	7 3/8"	10 1/2"
Live Area	7"	10"
Spread	16"	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 (perfect bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

## INTERACTIVE

### ONLINE ADS

#### LEADERBOARD

728x90  
\$2,373  
6 units available monthly

#### MEDIUM RECTANGLE

300x250  
\$1,467  
20 units available monthly

#### HALF PAGE

300x600  
\$1,679  
5 units available

#### BOTTOM LEADERBOARD

728x90  
\$700

WALLPAPER ADS  
\$18,900

STATIC  
MOBILE  
BANNER  
320x50  
\$7,000

### CUSTOM EBLAST \$5,579 NEWSLETTER ADS

FLOATING LIGHTBOX  
500x500  
\$9,068  
2 available monthly

EXPANDING MEDIUM  
RECTANGLE  
300x250  
\$2,095/month  
Exclusive

MEDIUM RECTANGLE TOP (300x250)  
1x 12x 24x 52x  
\$2,692 \$2,320 \$2,088 \$1,841

MEDIUM RECTANGLE MIDDLE (300x250)  
1x 12x 24x 52x  
\$2,457 \$2,106 \$1,877 \$1,612

MEDIUM RECTANGLE BOTTOM (300x250)  
1x 12x 24x 52x  
\$2,058 \$1,908 \$1,691 \$1,449

TEXT AD  
360x180 \$2,409

BOTTOM LEADERBOARD (728x90)  
1x 12x  
\$1,908 \$1,691  
24x 52x  
\$1,467 \$1,364

BANNER (468x60)  
1x 12x  
\$1,534 \$1,431  
24x 52x  
\$1,365 \$1,190

### DIGITAL EDITION

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

DISPLAY AD.....Print + 8% premium  
DIGITAL EDITION PREVIEW .....\$2,137

### WEBINARS

Interactive webinars, sponsored by suppliers, provide information about products and services ..... \$8,400

www.pctonline.com

**Dan Moreland**  
PCT Publisher  
dmoreland@gie.net  
216-393-0266  
39 Years

**Jodi Dorsch**  
PCT Editor  
jdorsch@gie.net  
740-953-5216  
22 Years

**Brad Harbison**  
PCT Internet Editor  
PCT Managing Editor  
bharbison@gie.net  
216-393-0248  
*21 Years*

**Lisa Lupo**  
QA Editor  
llupo@gie.net  
216-393-0257  
11 Years

**Michael Kelly**  
National Sales Manager  
mkelly@gie.net  
216-393-0259  
23 Years

**Mike Zaverl**  
Western Region  
Account Manager  
mzaverl@gie.net  
216-393-0299  
13 Years

**Maria Miller**  
Conference Manager  
mmiller@gie.net  
216-393-0263  
22 Years

**Lori Skala**  
Advertising Production  
Coordinator  
lskala@gie.net  
216-393-0276  
26 Years

**Amy Peppers**  
Market Coordinator  
apeppers@gie.net  
216-393-0269  
27 Years

**Jeanine Ortiz**  
Email Production  
Coordinator  
jortiz@gie.net  
216-393-0334  
2 Years

**Steven Webb**  
Classified Ad Sales  
swebb@gie.net  
216-393-0223  
1 Year

**Andrea Vagas**  
Art Director  
avagas@gie.net  
216-393-0288  
20 Years

**Rebecca Shaw**  
Audience Development  
rshaw@gie.net  
216-393-0241  
3 Years

## We're Investing in Audience Development

You may not know Rebecca Shaw, but you should. She's working behind the scenes every day to ensure your marketing message is seen by the largest number of PMPs possible across all of PCT's print and digital platforms. Rebecca visits company websites; reaches out to individual pest control businesses; processes subscriptions secured at industry trade shows; and wakes up every morning with the goal of ensuring PCT reaches the largest, most highly engaged reader audience in the structural pest control industry.