

# 2025 Rates & Specifications

## INTERACTIVE

### WEBSITE (HOME PAGE)

**DISTRIBUTOR SPOTLIGHT**  
\$4,235  
3 units monthly

**LEADERBOARD**  
728px X 90px  
\$3,025  
3 units monthly

**TECHNICAL PEST MANAGEMENT**  
\$3,630  
1 unit monthly

**NATIVE AD**  
\$3,630  
3 units monthly

**PMP CONVERSATIONS**  
\$3,630  
1 unit monthly

**ENTOMOLOGY FEATURE SPONSORSHIP**  
\$3,630  
1 unit monthly

**BILLBOARD AD**  
970px X 250px  
\$7,260  
3 units monthly\*  
(\*May, June and October have 4 units available)

**MEDIUM RECTANGLE**  
300px X 250px  
\$2,420  
20 units monthly

**THE PULSE SPONSORSHIP**  
\$4,235  
3 units monthly

**VIDEO PRIME**  
\$1,815  
4 units monthly

**HALF PAGE**  
300px X 600px  
\$1,815  
5 units monthly

**SUPER LEADERBOARD**  
970px X 90px  
\$1,452  
10 units monthly

### E-NEWSLETTER

**NATIVE TEXT AD**  
640px X 360px  
\$4,093

**EXCLUSIVE VIDEO**  
300px X 169px

**BANNER**  
468px X 60px  
1x \$2,605 12x \$2,431 24x \$2,320

**MEDIUM RECTANGLE TOP**  
300px X 250px  
1x \$4,563 12x \$3,942 24x \$3,548

**MEDIUM RECTANGLE MIDDLE**  
300px X 250px  
1x \$4,175 12x \$3,579 24x \$3,190

**MEDIUM RECTANGLE BOTTOM**  
300px X 250px  
1x \$3,500 12x \$3,244 24x \$2,874

**E-NEWS HALF PAGE ALSO AVAILABLE (THURSDAY ONLY)**  
300px X 600px  
\$2,000

**PARALLAX REVEAL**  
730px X 570px  
\$4,235  
2 units available monthly

**LIGHTBOX**  
500px X 500px  
\$10,285  
2 units monthly

**MOBILE ADHESION BANNER AD**  
360px X 120px  
\$10,890  
2 units monthly

**Custom E-blast**.....\$4,400  
**Custom Webinar**.....\$10,285  
**Business Booster**.....\$8,470  
**Vendor Showcase**.....\$3,630

**Podcast Package**.....\$3,750  
**Virtual Conference**  
Platinum.....\$8,350  
Gold.....\$5,566

## PRINT

#### Frequency Discounts\*

Size	1x	6x	12x	18x	24x	36x	48x
2pg Spread.....	\$14,610	\$13,150	\$12,050	\$11,242	\$10,679	\$10,145	\$9,641
Full Page.....	8,067	6,864	6,177	5,868	5,575	5,296	5,031
2/3 Page.....	5,020	4,518	4,065	3,862	3,669	3,486	3,311
1/2 Island.....	4,368	3,931	3,539	3,361	3,193	3,033	2,854
1/2 Standard.....	3,884	3,496	3,146	2,988	2,840	2,698	2,563
1/3 Page.....	2,648	2,382	2,144	2,037	1,936	1,839	1,747
1/4 Page.....	1,950	1,754	1,580	1,500	1,425	1,354	1,286

Covers.....	12x
2nd Cover.....	\$8,641
3rd Cover.....	\$7,966
4th Cover.....	\$9,666
Belly Band.....	\$13,426
Cover Gate.....	\$15,332
Barn Door.....	\$20,250



SCAN FOR PRINT AND DIGITAL SPECS

\* All rates include color. Frequency discounts are earned within 12 consecutive months and are earned by advertising in any combination of PCT magazine and PCTonline.com; Quality Assurance & Food Safety magazine and qualityassurancemag.com; or other GIE Media magazines/websites.



**OUR SISTER PUBLICATIONS**  
GIE Media offers dominant industry access across various markets.



### 2025 NPMA SPECIAL DESIGNATIONS

**TERMITE AWARENESS WEEK**  
March 2-8, 2025

**NATIONAL PEST MANAGEMENT MONTH**  
April 1-30, 2025

**TICK AWARENESS WEEK**  
May 4-10, 2025

**BED BUG AWARENESS WEEK**  
June 1-7, 2025

**WORLD PEST DAY**  
June 6, 2025

**RODENT AWARENESS WEEK**  
October 19-25, 2025