+ PestWorld magazine
+ PestWorld magazine microsite
+ ePestworld weekly e-newsletter
+ NPMA PestWorld.org website
+ Audience Retargeting
About NPMA

The National Pest Management Association, a non-profit organization with more than 7,000 members, was established in 1933 to support the pest management industry’s commitment to the protection of public health, food and property, reflected both in the continuing education of the pest control professional and the dissemination of timely information to homeowners and businesses.

Our mission is your protection.

The NPMA Advantage

NPMA represents over 5,500 members globally.

93 out of the top 100 pest management companies are members of NPMA.

NPMA represents 75% of the gross domestic revenue of the industry.

Nationally, pest management is a $7.5 billion a year industry.

NPMA members spend $1.8 billion a year on products and services.

Over 100,000 service personnel are employed by the pest management industry.

NPMA publications reach key players in the pest management industry globally, including CEOs, Presidents, Owners, Senior Technology Officers, Chief Marketing Executives, Researchers, and more.

NPMA members are always looking for the following products and services:

- Pest Control Equipment/Products
- Lawn Care Equipment/Products
- Mold Remediation Suppliers
- Cell Phones
- Credit Cards
- Insurance
- Legal and Security Video Systems
- Vehicle Equipment and Accessories
- Computer Systems Technology
- Software
- Web Developers
- Hand-Helds
- Human Resource Consultants
- Ad Agencies
Media Menu

**PestWorld Magazine**
The official bi-monthly magazine of NPMA offers an in-depth look at important industry trends, available in both print and digital. This communication tool attracts the attention of the largest pest management companies, suppliers, and distributors in the industry. *Pestworld* features articles about the latest products and services, developments in technologies, sales products, business applications and more. Showcase your products and services to the nation’s most successful pest management companies through this important publication.

**PestWorld Magazine Microsite**
The online extension of *PestWorld* magazine and eNewsletter provides visitors with access to current and past issues of both *PestWorld* and *ePestworld* as well as compact articles on relevant industry topics.

**ePestworld eNewsletter**
Our weekly eNewsletter, delivered to over 18,000 readers, provides members with up-to-date industry information and the latest association news.

**NPMApestWorld.org Website Advertising**
The official website of NPMA provides important information on industry resources and tools, relevant events, and related pest management news. On average, our website receives over 66,953 page views, 24,940 visits, and 15,052 unique visitors every month.

**Audience Retargeting**
Continue to build your brand beyond the NPMA’s website through audience extension (also known as site retargeting). With retargeting, your ad is served to npmapestworld.org site visitors as they frequent other sites across the web.

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*Traffic numbers from January - September 2019*
**PestWorld MAGAZINE**

**Non-member Rates**
All rates include an ad link in the digital edition of the magazine

<table>
<thead>
<tr>
<th></th>
<th>1x - 2x</th>
<th>3x - 4x</th>
<th>5x - 6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,979.50</td>
<td>$3,779.50</td>
<td>$3,569.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>N/A</td>
<td>$3,089.50</td>
<td>$3,949.50</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>N/A</td>
<td>$3,069.50</td>
<td>$2,929.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,779.50</td>
<td>$2,639.50</td>
<td>$2,499.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,899.50</td>
<td>$1,809.50</td>
<td>$1,709.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,389.50</td>
<td>$1,319.50</td>
<td>$1,249.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,079.50</td>
<td>$1,029.50</td>
<td>$979.50</td>
</tr>
</tbody>
</table>

As a member you receive 10% off the published rate.

---

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For complete online guidelines, visit: www.naylor.com/onlinespecs

**Direct-Mail and Belly Band Opportunities**
Advertise your products and services by including your flier or brochure in the clear plastic bag in which PestWorld is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around Pestworld with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Print Distribution Only</th>
<th>Print &amp; Digital Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band</td>
<td>$6,159.50</td>
<td>$6,659.50</td>
</tr>
<tr>
<td>1 Page (2 Surfaces)</td>
<td>$3,199.50</td>
<td>$3,349.50</td>
</tr>
<tr>
<td>2 Pages (4 Surfaces)</td>
<td>$3,999.50</td>
<td>$4,299.50</td>
</tr>
</tbody>
</table>

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by advertiser. Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

*Higher rate for Sept/Oct Issue due to higher distribution.*

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
**Member Rates**

All rates include an ad link in the digital edition of the magazine

<table>
<thead>
<tr>
<th></th>
<th>1x - 2x</th>
<th>3x - 4x</th>
<th>5x - 6x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Double Page Spread</strong></td>
<td>$3,569.50</td>
<td>$3,389.50</td>
<td>$3,229.50</td>
</tr>
<tr>
<td><strong>Outside Back Cover</strong></td>
<td>N/A</td>
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<td>$2,549.50</td>
</tr>
<tr>
<td><strong>Inside Front Cover</strong></td>
<td>N/A</td>
<td>$2,689.50</td>
<td>$2,569.50</td>
</tr>
<tr>
<td><strong>Full Page</strong></td>
<td>$2,499.50</td>
<td>$2,379.50</td>
<td>$2,259.50</td>
</tr>
<tr>
<td><strong>1/2 Page</strong></td>
<td>$1,709.50</td>
<td>$1,619.50</td>
<td>$1,539.50</td>
</tr>
<tr>
<td><strong>1/3 Page</strong></td>
<td>$1,249.50</td>
<td>$1,179.50</td>
<td>$1,119.50</td>
</tr>
<tr>
<td><strong>1/4 Page</strong></td>
<td>$979.50</td>
<td>$929.50</td>
<td>$879.50</td>
</tr>
</tbody>
</table>

Revisions and Proofs: $50
Position Guarantee: 15% Premium
Rates are per insertion.

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**Direct-Mail and Belly Band Opportunities**

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*Higher rate for Sept/Oct Issue due to higher distribution.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
**PestWorld**

– Digital Edition

Extend your print advertising investment with the unique benefits of digital media.

*PestWorld* is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

**Formats Available to Readers:**

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

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**In-Magazine Digital Options (HTML reading view)**

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

**HTML5 Ad | $1,550**

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

**Digital Video Sponsorship | $1,250**

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

**Digital Insert / Outsert**

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Large Insert | $950**
- **Medium Insert | $750**

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For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
## PestWorld
### 2020 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Event Distribution</th>
<th>Space Reservation</th>
<th>Materials Deadline</th>
<th>Ship Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH/ APRIL</td>
<td>Team Development</td>
<td>Legislative Day</td>
<td>December 27, 2019</td>
<td>December 30, 2019</td>
<td>February 2020</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>Technology</td>
<td></td>
<td>February 28, 2020</td>
<td>March 2, 2020</td>
<td>April 2020</td>
</tr>
<tr>
<td>NOVEMBER/ DECEMBER</td>
<td>Customer Management</td>
<td></td>
<td>August 25, 2020</td>
<td>August 26, 2020</td>
<td>October 2020</td>
</tr>
</tbody>
</table>

*Editorial Calendar is tentative and subject to change*

**In Every Issue:**
- **President’s Message:** An update from the NPMA President
- **Heard from the Hill:** Updates from NPMA’s legislative team on issues directly affecting the industry
- **Marketing Corner:** Tips and tricks to effectively market your company
- **Ask the Expert:** Readers ask the tough questions, and NPMA staff provides expert answers
- **Membership Programs:** A wrap-up of programs provided by NPMA
- **Calendar of Events:** A list of all upcoming association events
PestWorld Magazine Microsite

The 24/7 home of NPMA’s industry content, this microsite provides access to current and archived issues of PestWorld Magazine.

+ Exclusive online-only content
+ The latest issue and archived issues of PestWorld
+ Cross-promoted in other NPMA publications and communication pieces
+ Year-round visibility reinforces brand recognition
+ Allows dynamic, time-sensitive promotion

Online Specifications
For more information, visit: www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Advertising on the NPMA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to NPMAPestWorld.org to learn about upcoming association events and important industry resources as well as to discover ways to maximize their NPMA membership. Advertising on NPMAPestWorld.org offers several cost-effective opportunities to position your company as a leader in front of key pest management professionals.

Features of NPMA website advertising:
+ Directs visitors to the landing page of your choice to expedite purchases
+ Year-round visibility reinforces brand recognition
+ Allows dynamic, time-sensitive promotion

1. **Leaderboard Banner 1**
   - 728 x 90 | Run of Site (5 rotations)
   - $3,975 – 12 Months
   - $2,190 - 6 Months

2. **Leaderboard Banner 2**
   - 728 x 90 | Run of Site (5 rotations)
   - $3,785 - 12 Months
   - $2,080 - 6 Months

3. **Square Banner**
   - 250 x 250 | Subpages Only (5 rotations each)
   - $3,125 – 12 Months

On average, NPMAPestWorld.org receives:
- 66,953 page views per month
- 24,940 visits per month
- 15,052 unique visitors per month

*Traffic numbers from January - September 2019

**Online Specifications**
For more information, visit:
http://www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
ePestworld eNewsletter

Our weekly eNewsletter, delivered to over 18,000 readers, provides members with up-to-date industry information and the latest association news.

Use your advertising budget wisely and position your company directly in front of our members by advertising in ePestworld, our weekly eNewsletter delivered to over 18,000 global readers. ePestworld contains important information about the latest industry and association news that is viewed on a regular basis.

Top Large Rectangles
300 x 250 | 2 Positions
$11,845 – 12 Months
$6,490 – 6 Months

1st Sponsored Content Ad
$13,520 – 12 Months
$7,520 – 6 Months

Medium Rectangles
300 x 100 | 2 Positions
$9,520 – 12 Months
$5,190 – 6 Months

2nd Sponsored Content Ad
$11,355 – 12 Months
$6,220 – 6 Months

Bottom Large Rectangles
300 x 250 | 2 Positions
$7,735 – 12 Months
$4,275 – 6 Months

3rd Sponsored Content Ad
$9,190 – 12 Months
$5,950 – 6 Months

Online Specifications
For more information, visit: http://www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Members receive a 10% discount.
**PRINT SPECIFICATIONS**

**Artwork Requirements**
All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

**Note:** Text placed outside the LIVE AREA within any full-page or DPS ads may be cut off. Please keep important elements 0.25" away from trim and center fold.

**Ad Material Upload**
Go to the Naylor website at www.naylor.com/adupload

**Production Services, Proofs and Revisions**
Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Specs for Outsert/Inserts**
- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flysheets: 8.5" x 11"

**ONLINE SPECIFICATIONS**
For more information, visit www.naylor.com/onlinespecs
ADVERTISING OPPORTUNITIES

Maximize the return on your investment at PestWorld 2020 and place your company name in front of thousands of show attendees by advertising in the official PestWorld 2020 Onsite Program. By advertising, you will reach thousands of pest management professionals who are eager to find out about new products and services that will benefit their businesses. If that is not reason enough, here are a few others...

WHY ADVERTISE?

+ PestWorld is the largest pest management industry event in the world.
+ There is no better platform to reach thousands of pest management professionals.
+ The official PestWorld 2020 Onsite Program is in attendees hands throughout the entire convention - this means four full days of continued exposure.
+ Use this opportunity to direct attendees to your booth.

ONSITE PROGRAM ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$4,500</td>
<td></td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$4,300</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,100</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,300</td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,600</td>
<td></td>
</tr>
<tr>
<td>Logo Next to Exhibitor Listing</td>
<td>$199</td>
<td></td>
</tr>
</tbody>
</table>

AD SPECIFICATIONS

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size</td>
<td>8.5”</td>
<td>11”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.5”</td>
<td>10”</td>
</tr>
<tr>
<td>Full Page Bleed</td>
<td>8.75”</td>
<td>11.25”</td>
</tr>
<tr>
<td>Two-Page Spread, Bleed</td>
<td>17.25”</td>
<td>11.25”</td>
</tr>
<tr>
<td>Half Page</td>
<td>7.25”</td>
<td>4.75”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.625”</td>
<td>4.75”</td>
</tr>
</tbody>
</table>
CONTINUE TO BUILD YOUR BRAND beyond the NPMA’s website through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to npmapestworld.org site visitors as they frequent other sites across the web. NPMA serves nearly 5,500+ members in the field, who visit npmapestworld.org monthly. Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.

### HOW RETARGETING WORKS

1. **User visits our website**
2. **After leaving our site**
3. **Your ad displays to that user around the web**
4. **User clicks ad and takes action!**

### PROGRAMMATIC PACKAGES

<table>
<thead>
<tr>
<th>Package</th>
<th>GO</th>
<th>PRO</th>
<th>PRO+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$1,800</td>
<td>$2,250</td>
<td>$3,375</td>
</tr>
<tr>
<td>Goals</td>
<td>60,000 Campaign Impression Goal</td>
<td>90,000 Campaign Impression Goal</td>
<td>150,000 Campaign Impression Goal</td>
</tr>
</tbody>
</table>

**ALL PACKAGES INCLUDE:**

- Standard Month End Results
- End of Campaign Performance Metrics
- Customized Campaign Reporting
- Campaign Optimization
- Creative Optimization
- Strategic Insights/Recommendations

Customized targeting solutions are available, please contact: