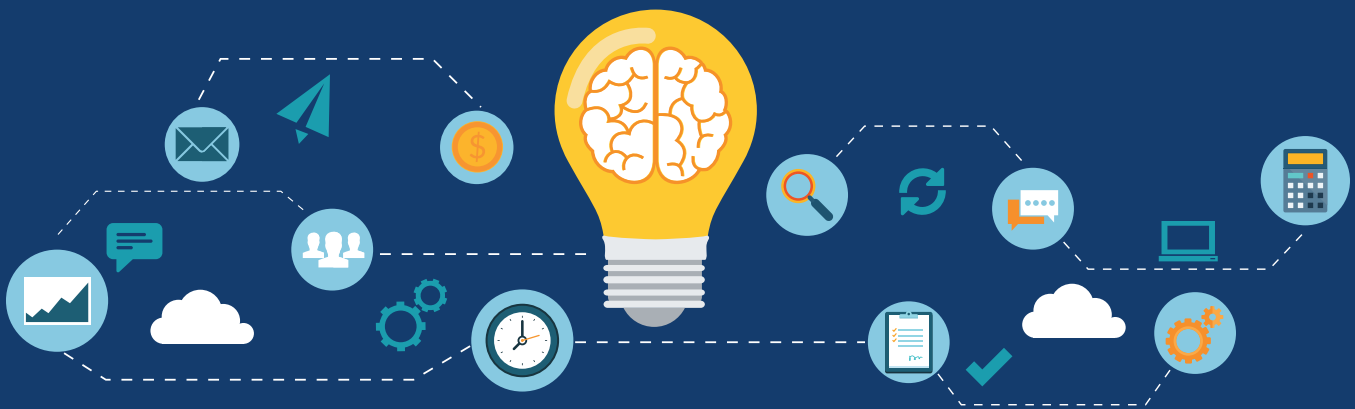




National Pest Management Association

Our Mission Is Your Protection



# Media Planner

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- + **PestWorld** magazine
- + **PestWorld** magazine microsite
- + **ePestworld** weekly e-newsletter
- + **NPMAPestWorld.org** website
- + **Audience Retargeting**

## CONTACT:

**Amanda Glass**

Project Manager

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aglass@naylor.com

# 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.

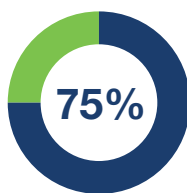
### The NPMA Advantage



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.

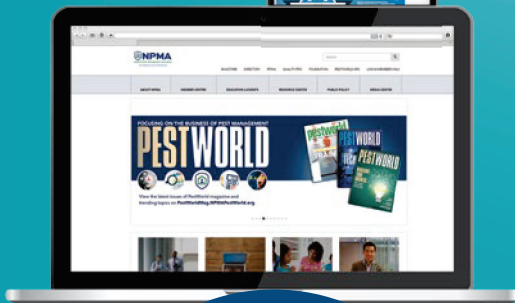


## ***PestWorld Magazine Microsite***

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.



## **NPMA PestWorld.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.

\*Traffic numbers from January - September 2019

# PestWorld MAGAZINE

## Non-member Rates

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

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

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

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/online Specs](http://www.naylor.com/online Specs)

## 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.**

Surfaces	Print Distribution Only	Print & Digital Distribution
Belly Band	\$6,159.50	\$6,659.50
1 Page (2 Surfaces)	\$3,199.50	\$3,349.50
2 Pages (4 Surfaces)	\$3,999.50	\$4,299.50

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.

# PestWorld MAGAZINE

## Member Rates

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

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

	1x - 2x	3x - 4x	5x - 6x
Double Page Spread	\$3,569.50	\$3,389.50	\$3,229.50
Outside Back Cover	N/A	\$2,709.50	\$2,549.50
Inside Front Cover	N/A	\$2,689.50	\$2,569.50
Full Page	\$2,499.50	\$2,379.50	\$2,259.50
1/2 Page	\$1,709.50	\$1,619.50	\$1,539.50
1/3 Page	\$1,249.50	\$1,179.50	\$1,119.50
1/4 Page	\$979.50	\$929.50	\$879.50

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For complete online guidelines, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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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!



Mobile & Desktop  
Responsive HTML  
Reading View



### 1 Leaderboard (all views) | \$1,750

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views) | \$1,750

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 Top TOC Mobile Banner | \$295

### 4 2<sup>nd</sup> TOC Mobile Banner | \$295

## 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)

## 2020 EDITORIAL CALENDAR

Issue	Theme	Event Distribution	Space Reservation	Materials Deadline	Ship Date
JANUARY/ FEBRUARY	The Legislative Issue	Eastern Conference Wildlife Expo Southern Conference	October 28, 2019	October 29, 2019	December 2019
MARCH/ APRIL	Team Development	Legislative Day	December 27, 2019	December 30, 2019	February 2020
MAY/JUNE	Technology		February 28, 2020	March 2, 2020	April 2020
JULY/ AUGUST	Business Growth	Academy 2020 Mid-Atlantic/Carolinas Conference	April 28, 2020	April 29, 2020	June 2020
SEPTEMBER/ OCTOBER	Legal Issues	PestWorld 2020	June 25, 2020	June 26, 2020	August 2020
NOVEMBER/ DECEMBER	Customer Management		August 25, 2020	August 26, 2020	October 2020

*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

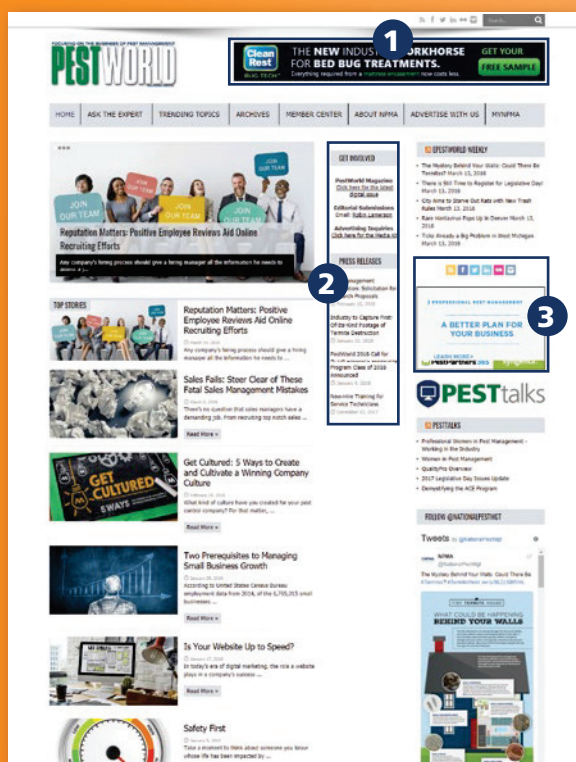
The 24/7 home of NPMA's industry content, this microsite provides access to current and archived issues of PestWorld Magazine.

## + 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



Members receive a 10% discount.



## 1 Leaderboard

728 x 90 pixels | 3 rotations  
\$2,090 – 12 Months

## 2 Skyscraper

160 x 600 pixels | 3 rotations  
\$1,765 – 12 Months

## 3 Rectangle

300 x 250 | 3 rotations  
\$1,440 – 12 Months

## Sponsored Content

\$1,030 – 30-day run (1 month)  
Limited 2 per month

## Online Specifications

For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

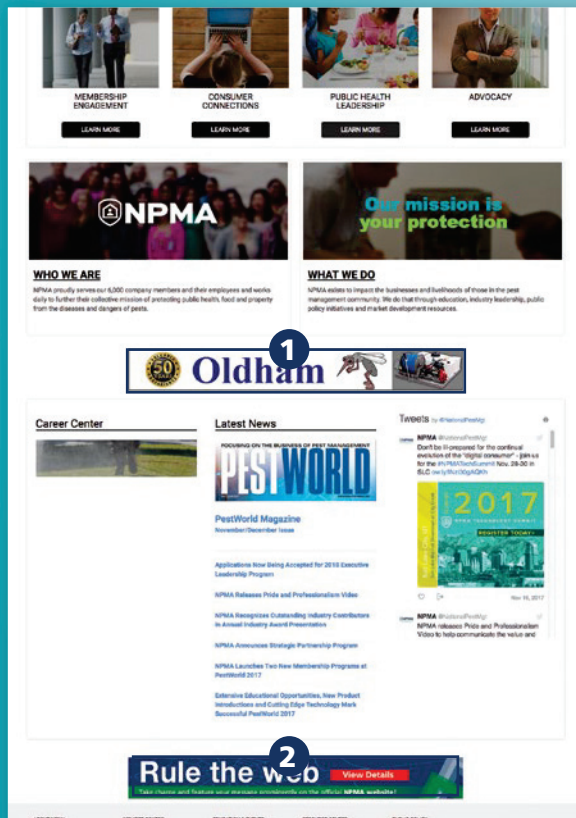
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# NMPAPestWorld.org Website Advertising

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 NMPAPestWorld.org to learn about upcoming association events and important industry resources as well as to discover ways to maximize their NPMA membership. Advertising on NMPAPestWorld.org offers several cost-effective opportunities to position your company as a leader in front of key pest management professionals.

HOME PAGE



## 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

SUBPAGES



## On average, NMPAPestWorld.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.

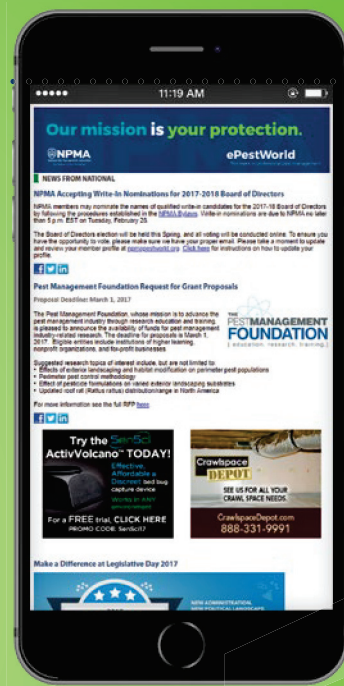
Members receive  
a 10% discount.

**NPMA** MEDIA PLANNER

# 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

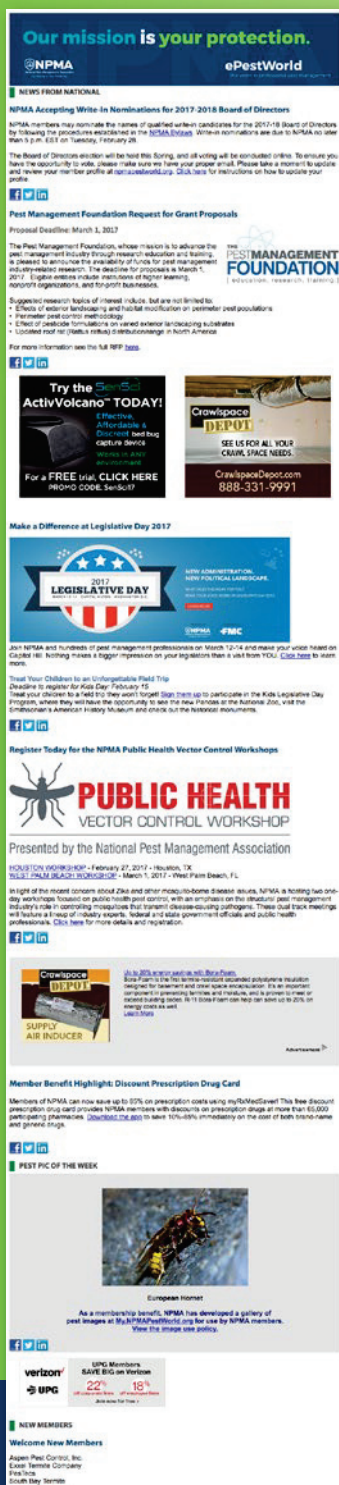
## 3rd Sponsored Content Ad

\$9,190 – 12 Months  
\$5,950 – 6 Months

## Online Specifications

For more information, visit: <http://www.naylor.com/onlinespecs>

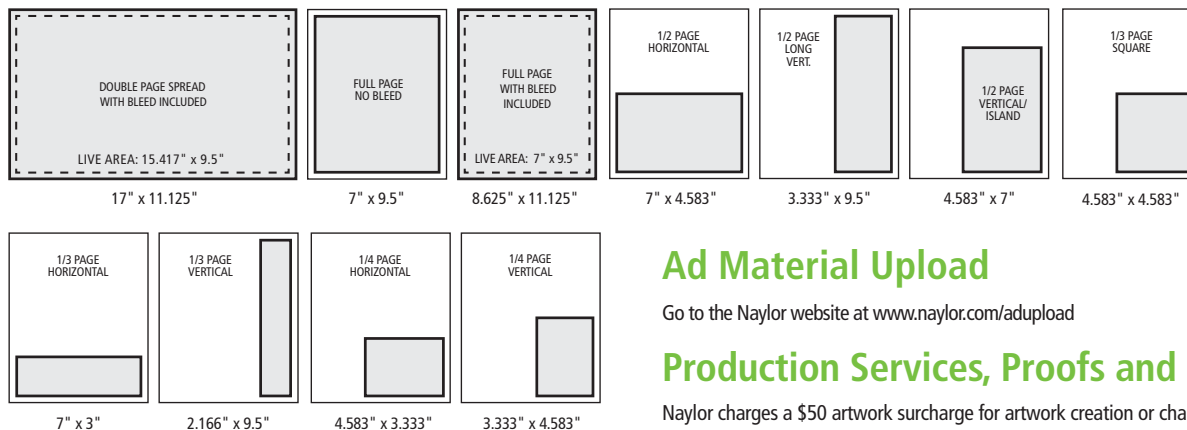
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# PRINT SPECIFICATIONS

## *PestWorld Magazine*

Magazine Trim Size: 8.375" x 10.875"



**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.

## 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.

## Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://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 Flyers:** 8.5" x 11"

# ONLINE SPECIFICATIONS

For more information, visit [www.naylor.com/onlinepecs](http://www.naylor.com/onlinepecs)

# PESTWORLD 2020

OCTOBER 13-16, 2020 | NASHVILLE, TN

## 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

Back Cover	\$4,500
Inside Front or Inside Back Cover	\$4,300
Full Page	\$3,100
Half Page	\$2,300
Quarter Page	\$1,600
Logo Next to Exhibitor Listing	\$199

## AD SPECIFICATIONS

Size	Width	Height
Trim Size	8.5"	11"
Full Page	7.5"	10"
Full Page Bleed	8.75"	11.25"
Two-Page Spread, Bleed	17.25"	11.25"
Half Page	7.25"	4.75"
Quarter Page	3.625"	4.75"

# AUDIENCE EXTENSION



**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



## PROGRAMMATIC PACKAGES

GO	PRO	PRO+
\$1,800	\$2,250	\$3,375
60,000 Campaign Impression Goal	90,000 Campaign Impression Goal	150,000 Campaign Impression Goal

### 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:**

