



PEST CONTROL OPERATORS
OF CALIFORNIA

MEDIA PLANNER

THE VOICE QUARTERLY
PRINT MAGAZINE & DIGITAL EDITION

PCOC ANNUAL DIRECTORY

DUAL ONLINE DIRECTORY

NEWS BRIEFS MONTHLY ENEWSLETTER

PCOC WEBSITE

C O N T A C T :

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PEST CONTROL
OPERATORS OF CALIFORNIA

WHO WE ARE

The Pest Control Operators of California strives to be the premier state trade organization by providing the finest services and support to our membership through leadership, training, education, legislative involvement, and by building industry awareness.

We are a non-profit trade association that has served the business and educational needs of pest control operators for more than 60 years.

PCOC keeps members up-to-date on new materials, procedures, laws and precautions – and also works closely with the state’s Structural Pest Control Board and Department of Pesticide Regulation to help shape regulations that protect the credibility of our industry and the safety of our customers. And we’re the industry’s voice at the State Capitol.



WHY PARTNER WITH PCOC?



We represent more than 1,100 owners and operators and **three out of five** pest control companies in California.



Our members account for more than **80 percent of California’s total volume** of pest control business.



Whenever there is a local community need, the local districts (chapters) of PCOCW step forward to provide the needed services. Whether it is to preserve an historical landmark, or a charitable organization or a small day care, which simply cannot afford to pay to treat the termites, PCOC is there to assist.

*“ Since participating in *The Voice* I know my ad consistently ends up in the right hands. Advertising with PCOC has been one of the most effective decisions Mega Fume has made to date! ”*

Dave Wadleigh, Mega Fume, Inc.

“ There is no greater asset to a company than timely and relevant information about our industry and the people who are in it. There is no greater source for this information than PCOC and the great publications that they produce. ”

Jim Steed, Neighborly Pest Management, Inc.



All information contained in this media kit was accurate and current at the time of printing. Readership statistics are based off the 2010 PCOC Readership Survey. Should changes become necessary, they will be posted to the online media kit throughout the year.

THE VOICE



Our members refer to *The Voice* (print and digital edition) – to read up on the latest industry news, trends and legislative issues, as well as to find the product and service suppliers

who are supporting the efforts of the PCOC. Articles include subject matter such as bed bug research, fleet management, bird and rodent control, fumigation and much more!

READERSHIP STATISTICS

87%



87% OF READERS AND PCOC MEMBERS RECOMMEND, SPECIFY, OR APPROVE THE PURCHASE OF PRODUCTS OR SERVICES.

57% PASSED INFORMATION ON TO SOMEONE ELSE.

57%



AFTER SEEING AN ADVERTISEMENT IN THE VOICE, **63%** OF READERS VISITED THE ADVERTISING COMPANY'S WEBSITE.

63%



*BASED ON A RECENT PCOC MEDIA SURVEY

THE VOICE



DIGITAL EDITION BRANDING OPPORTUNITIES

In addition to the print format, *The Voice* is available to PCOC members in a fully interactive digital version. Members and readers receive each issue via email, and each new issue is posted to PCOC's website, ensuring longevity for your online presence.

THE DIGITAL EDITION AVERAGES:

- Delivered to over 700 people
- 342 visits per issue
- 98% successful delivery rate
- Avg 60 clicks per issue

Numbers from the past six issues of the magazine



Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers



1 Digital Edition Toolbar

Your company name is displayed on the toolbar next to frequently used navigational icons. **This is an EXCLUSIVE advertising opportunity, as only one company can sponsor the toolbar.**

RATE: \$315

2 Digital Edition Skyscraper

This is also an EXCLUSIVE advertising opportunity, available to only one company giving your message consistent and lasting exposure.

RATE: \$775

3 Digital Edition Leaderboard

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

RATE: \$675

4 1 Digital Edition Sponsorship w/ Toolbar

Your message will prominently display directly across from the cover of the magazine. **This is an EXCLUSIVE advertising opportunity, available to only one company.**

RATE: \$465

For the latest online specs, please 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.

2019 THE VOICE EDITORIAL CALENDAR



NEW THIS YEAR: MAGAZINE WILL BE DISTRIBUTED TO ALL PEST CONTROL OPERATORS IN THE STATE!

Issue	Ship Date	Space Reservation Deadline	Materials Deadline	Features
SPRING 2018 <ul style="list-style-type: none"> • Board of Directors/ Legislative Day April 16–17, 2018 • PCOC EXPO 2018 – June 20-22, Harrah’s Casino Hotel Lake Tahoe – South Lake Tahoe, Nevada) 	March	January 29, 2019	January 30, 2019	Theme: Growing Your Business <ul style="list-style-type: none"> • Coaching Effectively with a 5-Step Proven Process • New Employment Laws in California in 2018 Recruiting, Engaging and Retaining • Multi-generational Workforce Cybersecurity and IT
SUMMER 2018	June	May 1, 2018	May 3, 2018	Theme: Fleets <ul style="list-style-type: none"> • Presidential Profile (Jim Steed) • GPS Tracking • Vehicle Upfitting • Management and Maintenance • Fuel Changes and Costs
FALL 2018 Oct. 23-26, 2018 (PestWorld, Walt Disney World Swan and Dolphin Resort, Orlando, FL)	September	July 31, 2018	August 2, 2018	Theme: Safety <ul style="list-style-type: none"> • Expo 2018 Highlights • Article from EXPO keynote speaker • Pesticide Handling • Fumigation Safety
WINTER 2018	November	October 30, 2018	November 1, 2018	Theme: IPM (Integrated Pest Management) <ul style="list-style-type: none"> • Schools/Public Spaces • Food Processing/Food Safety • Restaurants and Retail

Regular columns include President’s Message, EVP’s Corner, Federal Update, Insurance, State Capitol Report and Firm Profile. Each issue also includes Index to Advertisers and Advertiser.com sections.

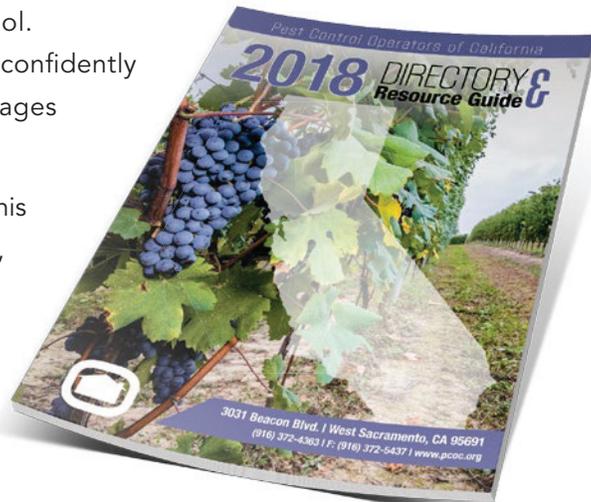
† Editorial calendar is tentative and subject to change.

2017 PCOC ANNUAL DIRECTORY

Members save and use the directory throughout the year as an informational guide, networking resource and purchasing tool. As the official publication of PCOC, members know they can confidently select the quality products and services featured within the pages of the directory.

When readers are searching for quality suppliers and vendors, this “who’s who” guide lists all the member companies by company, principal and district for easy reference.

- 84% of members refer to the print and online *Directory* throughout the year.
- More than half of PCOC members pass advertiser information seen in the *Directory* on to someone else or visit the company's website.

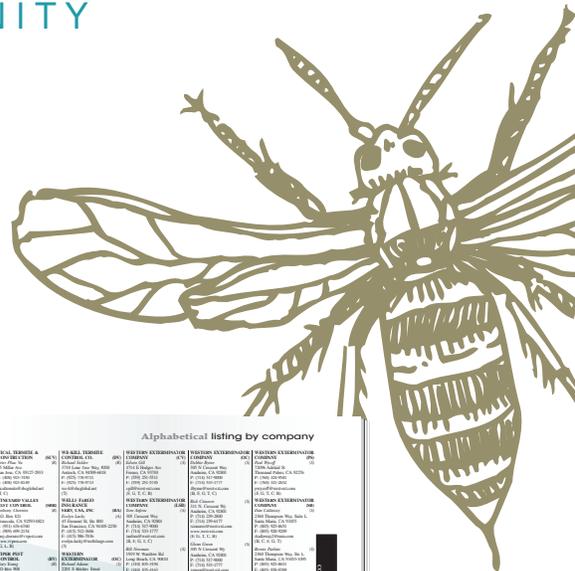


** LOGO ENHANCEMENT OPPORTUNITY

Enhance the visibility of your company's listing in the *Directory* by placing a black-and-white logo and/or profile above your listing.

Logo Enhancement Rates

- \$119.50 75-word profile
- \$129.50 B&W logo
- \$169.50 75-word profile with B&W logo



(F, G, I, C, B)

WESTERN EXTERMINATOR COMPANY
Family Pride In Excellence Since 1921



Michael Katz (R)

305 N Crescent Wy
Anaheim, CA 92801
P: (714) 517-9000
F: (714) 533-1777
mkatz@west-ext.com
www.west-ext.com
(B, C, F, G, T)

Dave Krauss (S)

305 N Crescent Way
Anaheim, CA 92801
P: (714) 517-9000
F: (714) 533-1777

www.west-ext.com

(B, C, C)

Robert S. rsoriano (B, F, C)

Jorge S. jsoto (F, G, T)

Alphabetical listing by company

<p>WESTERN EXTERMINATOR COMPANY 305 N Crescent Way Anaheim, CA 92801 P: (714) 517-9000 F: (714) 533-1777 www.west-ext.com</p>	<p>WESTERN EXTERMINATOR COMPANY 305 N Crescent Way Anaheim, CA 92801 P: (714) 517-9000 F: (714) 533-1777 www.west-ext.com</p>	<p>WESTERN EXTERMINATOR COMPANY 305 N Crescent Way Anaheim, CA 92801 P: (714) 517-9000 F: (714) 533-1777 www.west-ext.com</p>	<p>WESTERN EXTERMINATOR COMPANY 305 N Crescent Way Anaheim, CA 92801 P: (714) 517-9000 F: (714) 533-1777 www.west-ext.com</p>
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THE VOICE NET ADVERTISING RATES †

ALL RATES INCLUDE A DIRECT LINK FROM YOUR COMPANY'S AD TO YOUR WEBSITE IN THE DIGITAL VERSION OF THE VOICE.

Size	FULL COLOR‡		BLACK & WHITE‡	
	1x	2-5x	1x	2-5x
Double Page Spread	\$3,989.50	\$3,189.50	N/A	N/A
Outside Back Cover	\$3,399.50	\$2,869.50	N/A	N/A
Inside Front Cover or Inside Back Cover	\$3,209.50	\$2,679.50	N/A	N/A
Belly Band	\$3,789.50	N/A	N/A	N/A
Full Page	\$2,649.50	\$2,119.50	\$1,639.50	\$1,309.50
2/3 Page	\$2,159.50	\$1,729.50	\$1,439.50	\$1,149.50
1/2 Page	\$1,529.50	\$1,219.50	\$1,039.50	\$829.50
1/3 Page	\$1,079.50	\$859.50	\$829.50	\$659.50
1/4 Page	\$859.50	\$689.50	\$659.50	\$529.50
1/6 Page	\$669.50	\$539.50	\$499.50	\$399.50
1/8 Page	\$519.50	\$419.50	\$419.50	\$339.50

DIRECT MAIL RATES AND INFORMATION*

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *The Voice* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct mail piece in our polybag with the publication will ensure tremendous exposure for your company. Limited space available for direct mail pieces.

DIGITAL FEATURE! You now have the option to include your direct mail piece as an attachment to the digital version for a nominal fee.

Note: To be included, advertisers must supply the digital file of the direct mail piece to Naylor – high-resolution PDF is preferred. If you would like to re-create your direct mail piece as an animated Flash file, additional charges apply.

BONUS: All advertisers receive a free custom listing in our Index of Advertisers. Your company will be listed under the category of your choice along with the page number of your ad. Also, increase the number of visitors to your website with a free listing in our Advertiser.com cross-reference feature.

† All prices are net. Ad agency commissions are not included in quoted price. All Premium Positions except covers add 15%.

‡ Members receive a 10% discount on magazine rates.

* 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.

** 3-Pages/6-Surfaces or more available; quotes supplied upon request.

Note: The directory does not have a digital edition.

Surfaces	Print	+ Digital
1-PAGE (2 SURFACES)	\$1,359.50	\$1,509.50
2-PAGE** (4 SURFACES)	\$1,629.50	\$1,829.50
POSTCARD	\$1,359.50	\$1,509.50

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.

PCOC ANNUAL DIRECTORY NET ADVERTISING RATES[†]

Size	FULL COLOR [‡] Directory Rates
Double Page Spread	\$3,989.50
Outside Back Cover	\$3,399.50
Inside Front Cover or Inside Back Cover	\$3,209.50
Full Page	\$2,649.50
2/3 Page	\$2,159.50
1/2 Page	\$1,529.50
1/3 Page	\$1,079.50
1/4 Page	\$859.50
1/6 Page	\$669.50
1/8 Page	\$519.50

BONUS: All advertisers receive a free custom listing in our Index of Advertisers. Your company will be listed under the category of your choice along with the page number of your ad. Also, increase the number of visitors to your website with a free listing in our Advertiser.com cross-reference feature.

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**3-Pages/6-Surfaces or more available; quotes supplied upon request.

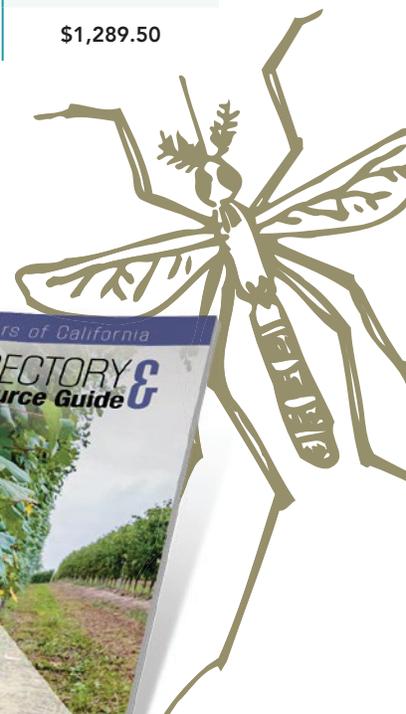
Note: The directory does not have a digital edition.

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.

DIRECT MAIL RATES AND INFORMATION*

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which the *Annual Directory* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct mail piece in our polybag with the publication will ensure tremendous exposure for your company. Limited space available for direct mail pieces.

Surfaces	Print
BELLYBAND	\$3,789.50
1-PAGE (2 SURFACES)	\$1,289.50
2-PAGE** (4 SURFACES)	\$1,539.50
POSTCARD	\$1,289.50



NEWS BRIEFS eNEWSLETTERS

The screenshot shows the top of the News Briefs eNewsletter. It includes a header with the PCOC logo and navigation links. The main content area features several articles: 'EVP NOTES' with a photo of Chris Reardon, 'LEGISLATIVE UPDATE' with a sub-headline 'Update on Legislative Issues', 'NPMA NEWS' with a 'PEST MANAGEMENT Legislative Action Alert' banner, and 'MEMBER NEWS' with a sub-headline 'Karen's "blog"'. There are also two 'ADVERTISE HERE' boxes with a large number '2' in a circle.

PCOC eNewsletter – News Briefs

Use your advertising budget wisely and position your company directly in front of our members by advertising in *News Briefs*, our monthly eNewsletter. *News Briefs* contains information about the latest industry news, trends and legislative issues, and can also be used to find the product and service suppliers who are supporting the efforts of the PCOC.

1 Sponsored Content - \$1,835

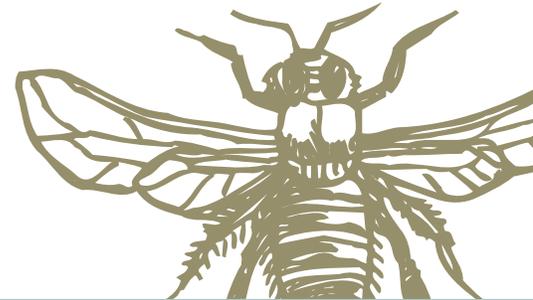
Limited to four advertisers per issue.

2 Rectangle Ad - \$1,315

Limited to four advertisers per issue.

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 the latest online specs, please visit: www.naylor.com/onlinespecs



NEWS BRIEFS AVERAGES

Sent to nearly 750 inboxes

Unique opens - 320+

Ads featured on **NEWS BRIEF** receive over 1,000 impressions per month

Traffic numbers from January - July 2018

THE TOP FOUR MAJOR ISSUES AND TRENDS OUR MEMBERS LOOK FOR IN THE VOICE MAGAZINE OR NEWS BRIEFS ENEWSLETTER:

- Legislation – 77.4%
- Chemicals and Chemical Regulation – 73.4%
- New Technology – 68.5%
- New Products – 58.1%

PCOC.ORG ADVERTISING

Advertising space is available on the PCOC website with one leaderboard banner and two square banners, each rotating per page refresh between four companies. All banners appear on every page of the PCOC website.



HOME PAGE



SUBPAGE



	Non Member Rates	12 Months
1	Leaderboard Two rotations	\$2,205
2	Square Banners Three rotations each	\$1,100

*Members receive 5% discount.

AVERAGE WEB STATS

- Nearly 2,000 visits per month
- More than 12,000 page views per month
- More than 6 pages viewed per visit!
- 7 minutes spent on site per visit!

Stats based from June 2017 - June 2018

THE **TOP 3** WAYS VISITORS FIND THE WEBSITE ARE THROUGH 1) DIRECT 2) ORGANIC AND 3) REFERRALS FROM RELATED SITES

For the latest online specs, please visit:
www.naylor.com/online specs

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ONLINE SEARCH FUNCTION & BUYERS' GUIDE

The *Online Search Function & Buyers' Guide* offer advertising options for every company, from high-profile banner ads to premier listings. Packages are available that provide excellent visibility and make the most of your online advertising presence.

Contact your Naylor account executive today to custom-fit the right online program for your company.

THE PEST CONTROL OPERATOR SEARCH

Find a pest control operator by a specified search category and city.

pcoc.officialbuyersguide.net

THE PEST CONTROL AFFILIATE SEARCH

Members use this important tool to help with education & training, business management, financial & healthcare services and products & services.

pcocvendors.officialbuyersguide.net

ONLINE TRAFFIC:

 21,086 page views

 5.11 minutes average time spent on site per visit

 Nearly 8 pages viewed per visit

Data Collected June 2017 - June 2018

- 1 **Curtain Ad - \$1,475**
(Leaderboard: 970 x 90 pixels expands to Billboard: 970 x 300 pixels)
Exclusive Run-of-Site Position.
- 2 **Leaderboard (728 x 90 pixels) - \$950**
Top and bottom of page, rotating four advertisers.
- 3 **Featured Companies (300 x 180 pixels) - \$525**
Two positions, rotating four advertisers. Company's logo and 30-word description.
- 4 **Rectangles (300 x 250 pixels) - \$525**
First and second positions.
- 5 **Category Rectangle (300 x 250 pixels) - \$675**
Third rectangle position.

For the latest online specs, please visit: www.naylor.com/onlinespecs

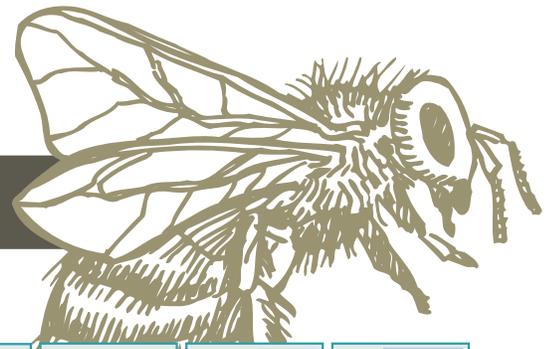
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



The screenshot shows the 'AFFILIATES SEARCH' page with the following callouts:

- 1**: A large blue banner at the top with the text: "Every week, hundreds of decision-makers use this site. Share your products and services with them at a time when they are already looking to buy. This ad space will maximize your exposure tenfold. Don't let these customers miss your message." It includes a small image of a smartphone and a laptop displaying the website.
- 2**: A blue banner below the search bar with the text: "MAXIMIZE YOUR INDUSTRY EXPOSURE" and "Click to learn more!".
- 3**: Two "FEATURED COMPANIES" boxes, one for UNIVAR and one for PESTED.COM, LLC, each containing a logo and a short description.
- 4**: A vertical stack of three rectangular ads on the right side of the page, including one for UNIVAR and one for BASF.
- 5**: A "CATEGORY RECTANGLE" ad at the bottom of the page with the text: "ADVERTISE HERE" and "Send message to one of the decision makers that count".

AD SPECIFICATIONS



Magazine and Directory Ad Sizes

<p>Double Page Spread (live area: 15.417" x 9.5")</p>	<p>Full Page No Bleed (live area)</p>	<p>Full Page Bleed</p>	<p>2/3 Page Horizontal</p>	<p>2/3 Page Vertical</p>	<p>1/2 Page Horizontal</p>	<p>1/2 Page Long Vert.</p>	<p>1/2 Page Vertical/ Island</p>	
17" x 11.125" (bleed size)	7" x 9.5"	8.625" x 11.125"	7" x 6.333"	4.583" x 9.5"	7" x 4.583"	3.333" x 9.5"	4.583" x 7"	
<p>1/3 Page Square</p>	<p>1/3 Page Horizontal</p>	<p>1/3 Page Vertical</p>	<p>1/4 Page Horizontal</p>	<p>1/4 Page Vertical</p>	<p>1/6 Page Horizontal</p>	<p>1/6 Page Vertical</p>	<p>1/8 Page Horizontal</p>	<p>1/8 Page Vertical</p>
4.583" x 4.583"	7" x 3"	2.166" x 9.5"	4.583" x 3.333"	3.333" x 4.583"	4.583" x 2.166"	2.166" x 4.583"	3.333" x 2.166"	2.166" x 3.333"

Note: Text placed outside the live area within any full page or DPS ads may be cut off. Please keep text within the live area at all times.

LEGAL SPECIFICATIONS

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.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Print Artwork Requirements

All digital color and greyscale 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 greyscale 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.

Cancellations

All cancellations must be received in writing prior to the advertising sales deadline. All premium positions and direct-mail pieces are non-cancelable.

Terms

Payment due upon receipt of invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts.

Ad Agency Commissions

All prices are net. Ad agency commissions are not included in quoted price.

Shipping Instructions

Ship all advertising materials to the attention of your account executive.

NAYLOR 
ASSOCIATION SOLUTIONS



ONLINE AD SPECIFICATIONS

Digital Edition

For the latest digital edition specs, please visit www.naylor.com/onlinespecs

News Briefs eNewsletter

Vertical Banners

Dimensions: 120 x 240 pixels

Creative accepted: JPG only (no animation), file size must be no greater than 100kb.

Horizontal Banners

Dimensions: 468 x 60 pixels

Creative accepted: JPG only (no animation), file size must be no greater than 100kb.

Text Ads

Includes company name, 30-word description and link to your Website.

Online Search Function & Buyers' Guide

Rectangle

Dimensions: 300 x 250 pixels

Creative accepted: JPG and GIF. File size must be no greater than 100kb. Animation must be no longer than 25 seconds (multiple loops included).

Leaderboard

Dimensions: 728 x 90 pixels

Creative accepted: JPG and GIF. File size must be no greater than 100kb. Animation must be no longer than 25 seconds (multiple loops included).

Curtain ad

2 files required. Collapsed leaderboard and expanded billboard image.

- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- Leaderboard: 970 x 90 pixels
- Billboard: 970 x 300 pixels
- Creative accepted : JPG only (no animation)
- Third Party Tags: Not Accepted. However URL click trackers are acceptable

PCOC.org Ads

Square Banners

Dimensions: 250 x 250 pixels

Creative accepted: JPG and GIF. File size must be no greater than 100kb. Animation must be no longer than 25 seconds (multiple loops included).

Leaderboard

Dimensions: 728 x 90 pixels

Creative accepted: JPG and GIF. File size must be no greater than 100kb. Animation must be no longer than 25 seconds (multiple loops included).

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Shipping Instructions

Ship all advertising materials to the attention of your account executive.

ADVERTISING GUIDELINES

Dear Advertiser:

Thank you for your placement in our PCOC communication resources. From our quarterly magazine, *The Voice*, to our *Pest Control Operators Search*, you are offered an unparalleled opportunity to reach practicing pest control operators in California. Your ad will carry your message directly to those readers who depend on the products and services you supply.

As pest control operators in California, we are subject to rules and regulations set forth by the Structural Pest Control Board, the entity that governs our industry. Like PCOC, the board's priority is to protect our industry and therefore has established advertising guidelines for us to follow.

The readers of our communication resources are discerning professionals in the pest control community and as our members we want them to trust that what they see and read in our materials are accurate. That's why we're offering a few suggestions to help you make an impact on the operators who need your products while staying within the guidelines provided by the board.

Guidelines to follow when submitting your ad:

- It is unlawful for any advertiser to claim, represent, state or advertise any false and/or misleading advertisement which is unfair, deceptive, untrue or misleading.
- All communications which include print, electronic and Internet should adhere to "the exercise of reasonable care." Making a statement or representation without knowledge of its truthfulness breaches the duty to investigate.
- Examples of direct or indirect statements or representations which are unfair, deceptive, untrue or misleading include, but are not limited to, the following:
 - any representation that misrepresents or fails to disclose an important or necessary fact and/or effect about a pest control service, method, product, pesticide or device;
 - any expressed or implied statement or representation that one or a combination of pest control services, methods, products, pesticides, or devices is an alternative or substitute for, is comparable to, or is better than any other pest control service, method, product, pesticide, device or combination thereof, if what is being compared provides different treatment coverage of a structure, that is not designed to treat all potentially infested wood in a structure, both accessible and inaccessible, will be used to treat an entire structure for target pests; and any statement that offers a general environmental protection or benefit.
 - any unfair, deceptive, untrue or misleading statement concerning the composition, effectiveness, value and/or comparison of a pest control service, method, product, pesticide or device;
 - any statement or representation that a pesticide or device is certified, sponsored, recommended, endorsed, or approved by any agency of the federal government or state of California;
 - a statement which is literally true but is used in such a way as to give an unfair, deceptive, untrue or misleading impression to the consumer;
 - claims of safety of a pesticide application or ingredients, including statements such as "safe," "nonpoisonous," "non-injurious," "harmless" or "nontoxic to humans and pests" with or without such a qualifying phrase as "when used as directed;"
 - claims that pesticides and other substances the licensee applies, the application of such pesticides, or any other use of them are comparatively safe or free from risk or harm;
 - claims regarding services and products for which the licensee does not have substantiation in the form of tests, analysis, research, studies, or other evidence that was conducted and evaluated in an objective manner by persons qualified to do so, using procedures generally accepted by others in the profession or science to yield accurate and reliable results

If you are not sure if your ad falls within the guidelines set forth by the Structural Pest Control Board, please contact Josh Adams, Director of Membership and Technical Services, at josh@pcoc.org or 916-372-4363 and we would be happy to provide you with guidance.

