

TexasPest

The Official Publication of the Texas Pest Control Association



2019 ADVERTISING RATES AND INFORMATION

ADVERTISING RATES

Cover Positions	1 x	6 x
Outside Back (4c)	\$1,750	\$1,650
Inside Front (4c)	1,650	1,500
Inside Back (4c)	1,650	1,500

Black & White

Full Page	\$ 900	\$ 850
2/3 Page	700	650
1/2 Page	600	550
1/3 Page	500	450
1/6 Page	300	250

INSIDE COLOR (ADD TO B&W RATES)

4 Color – \$400

- TPCA Members may take a 10% discount.
- Rates are not agency commissionable.
- Premium positions excluding cover positions may be reserved by adding 10% to the full-page rate.

DEADLINES

- Space Reservations – 1st day of month preceding publication (January 1 for the February issue.)
- Materials – 15th day of the month preceding publication (January 15 for the February issue.)

TO RESERVE SPACE

Call the
Texas Pest Control Association
512.954.9664
or fax contract to
512.852.6772
advertise@texaspest.org

Since 1945, the Texas Pest Control Association has been the principal advocate and leadership organization for the estimated \$380 million pest control industry in Texas. We encourage the highest quality education, communication and representation to promote the industry and the public good. *Texas Pest Magazine* is an important part of our service. Your ad in *Texas Pest Magazine* will reach your target audience.

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MECHANICAL REQUIREMENTS

	w	x	h
Full page	7.5"	X	10"
2/3 page	4.93"	X	10"
1/2 page Vertical	4.93"	X	7.375"
1/2 page Horizontal	7.5"	X	4.93"
1/3 page Square	4.93"	X	4.93"
1/6 page Vertical	2.375"	X	4.93"
1/6 page Horizontal	4.93"	X	2.375"

Trim Size – 8.5" x 11"

Full page bleed – 8.75" x 11.25"

MATERIAL REQUIREMENTS

Preferred Ad format is PDF files, with all images and fonts embedded. Minimum 300 dpi, with appropriate crop marks and bleeds. All ads must be in a DIGITAL format. Failure to adhere to these specifications may result in the ad materials being returned for revisions.

Ads can also be submitted in:

- Adobe Illustrator – with all fonts outlined, no linked images
- Adobe Photoshop – flattened (no layered files), minimum 300 dpi
- EPS – flattened files only
- Image formats – flattened, 300 dpi minimum at actual size
- Images must be in a CMYK color mode
- Images must have a minimum resolution of 300 dpi
- All colors used in a document must be defined as CMYK process colors
- Spot colors must be converted to CMYK
- Web images or images taken from websites are not acceptable (due to low resolution with 72 dpi)

WHERE TO SEND YOUR FILES

All advertising material should be emailed to TPCA Headquarters:
advertise@texaspest.org

PUBLISHER'S STATEMENT

Texas Pest Control Association, or its agents, shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by publisher, or its agents, is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher's control. In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless the Texas Pest Control Association, its officers, directors, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism. Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days of invoice date. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate sheet.

- All rates in U.S. funds, payable in U.S. funds.
- Copy and contract subject to approval. Right reserved to refuse advertisements deemed not in the best interest of TPCA or the pest control industry and/or is not in keeping with the publication's standards.
- Alterations to ads or any materials must be received in writing by the material closing date. All alterations made after the material closing date are subject to additional rush charges. Corrections in proofs received less than 30 days before date of issue are not guaranteed.
- Improperly prepared materials are subject to production charges not less than 20% of the space rate. Production services are non-commissionable.

PAYMENT AND BILLING POLICIES

- Payment is due within 30 days of invoice date.
- A 1.5% charge will be assessed on bills over 60 days old and on every additional month thereafter.

CANCELLATIONS

- Contracts are non-cancelable for contract period.
- A 70% charge will be assessed to the advertiser or agency for failure to fulfill the contract.

DISCOUNTS

- TPCA Members may take a 10% discount.
- A 5% discount available on contracts paid in total in advance of the first insertion date.
- Advertising is not agency commissionable.



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2019 ADVERTISING CONTRACT

ADVERTISER

COMPANY

CONTACT NAME

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

AUTHORIZED SIGNATURE

BILLING ADDRESS (if different from above)

ADDRESS

CITY

STATE

ZIP

CREDIT CARD

Please bill credit card:

Visa AMEX Mastercard Discover

CC NUMBER

SECURITY CODE (NEXT TO SIGNATURE PANEL ON BACK)

EXPIRATION DATE

NAME ON CARD

Make checks payable in U.S. funds to Texas Pest Control Association. Cancellation of advertising contract will result in shortrate charges being applied. Ads received in a different size or format from that specified on the rate card will result in a production charge no less than 20% of the space rate of the ad cost. Copy changes are not guaranteed after insertion deadline.

POSITION

- Back Cover
- Inside Front Cover
- Inside Back Cover

SIZE

- Full Page
- 1/2 Page
- 1/3 page
- 1/6 page

COLOR

- Black and White
- 4-color

ORIENTATION

- Vertical
- Horizontal

FREQUENCY

- 1 issue
- 6 issues

ISSUES DESIRED

- February August
- April October
- June December

CONTRACT PRICE

Space Rate \$ _____
4-color \$ _____
Per Issue \$ _____
No. of Issues x _____
Total Contract \$ _____

NOTES

Fax contract to
TPCA Headquarters
512.852.6772 **fax**
512.954.9664 **phone**
advertise@texaspest.org **email**