



**Illinois Pest Control Association (IPCA)  
 Quarterly Newsletter  
 Rate Card for 2016-2017**

<b>four-color ads</b>	<b>1 issue</b>	<b>2 issues (year)</b>
Full-page	\$125	\$200
Half-page (vertical, horizontal)	\$90	\$150
Quarter-page	\$50	\$90

The circulation of IPCA's newsletter is approx. 250 per issue. All rates listed are net.

**ad sizes**

Full-page .....	7 1/2 W x 10 H
Half page vertical .....	3 3/4 W x 10 H
Half-page horizontal .....	7 1/2 W x 5 H
Quarter-page .....	3 7/8 W x 5 H

**material specs:**

Digital data is required for all ad submissions. Acceptable formats include TIFF, EPS and high resolution PDF. All ad files must be at least 300 dpi. Any ads supplied as native application files are subject to a \$150 processing fee. All supplied film will be copy-dot scanned and will incur a \$50 scanning fee.

**ad deadlines:**

Spring Issue: February 15  
 Fall Issue: August 15

For detailed instructions or additional questions, e-mail Alison Loughlin at [aloughlin@pestworld.org](mailto:aloughlin@pestworld.org) or call 800-678-6722.

The National Pest Management Association (NPMA) has a special partnership with IPCA and publishes the newsletter on their behalf.