



FLORIDA pest

PRO MAGAZINE



**An operator's
best adviser
in controlling
pests**

Florida Pest Pro is the ONLY magazine read by every certified pest control operator and business owner in Florida. The people making the buying decisions.




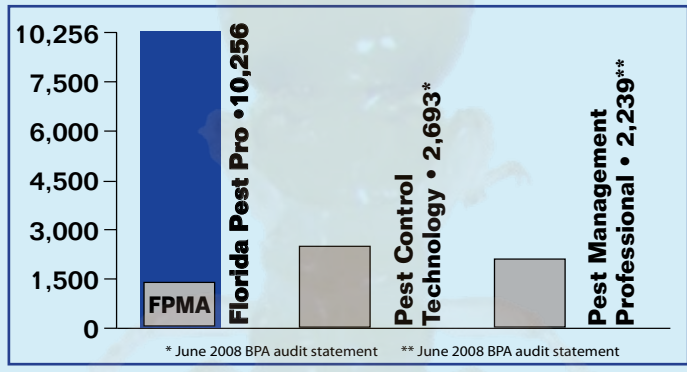



Why Advertise in Florida Pest Pro?


Your message gets results by reaching **1/3 to 1/2** of the Nation's pest control and lawn care decision-makers — **Your Buyers!**
(If this isn't enough to convince you, please read on)


 One-third or more of all U.S. pest control operations are conducted in Florida (contributing 2-3 billion dollars in total annual revenue), and Florida Pest Pro reaches every decision-maker in this vast market. Florida has a combined total of more than 10,000 licensed pest control operators and licensed pest control companies.

 Florida Pest Pro reaches more Florida pest control and lawn care decision-makers (your buyers) than all other magazines combined, including the giant national publications. Compare the Florida circulation numbers below:



 Florida Pest Pro is the most economical way for you to target the largest pest control and lawn care market in the United States. And your advertising is in a magazine that is read, copied and passed around, not just leafed through and cast aside.

 Florida decision-makers love Florida Pest Pro because it gives them Florida-specific pest control and lawn care information written by Florida experts — University of Florida Ph.D.s specializing in these fields. The decision-makers also enjoy profiles about their peers and news about the Florida industry.

 Advertiser press releases are printed in our “In The Sunshine” section. This gives you more bang for your advertising dollar.



Pest ID, Bed Bug and Vendor guides offer extra advertising opportunities

TWO SPECIAL ISSUES

of Florida Pest Pro are “keepers” that Florida pest professionals will refer to repeatedly for years to come. They are the Pest ID Guide and Vendor Guide (April) and the Bed Bug and Vendor Guide (December).

The Pest ID and Vendor Guide (April issue)

will be mailed to all regular subscribers and also distributed to all attending the University of Florida’s Southeast Pest Management Conference in May. Hundreds of additional copies will be sold to pest control companies throughout Florida. Company owners and managers buy multiple copies for their technicians to use. The “Pest ID Guide” contains more than 100 photos of the most common Florida pests.

The Bed Bug and Vendor Guide (December issue)

This new Bed Bug special section will be prepared by University of Florida experts on these pests that have become the hot topic in the pest control universe in recent years. Pest control operators will use the guide to pick the best methods and products for bed bug control, based on individual situations. This will be a reference book for everyone practicing pest control in Florida.

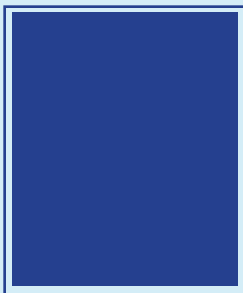
FPMA’s PCO magazine in most issues



Again this year, Florida Pest Management Association’s PCO magazine will be inserted in all issues of Florida Pest Pro except December. The Florida Pest Pro/FPMA PCO arrangement offers readers unparalleled industry coverage by providing the best information found in both

magazines. Florida Pest Pro will continue to focus on technical pest control issues through articles written by University of Florida experts. FPMA’s PCO insert will focus on regulatory and legislative issues impacting the industry, and provide information about FPMA activities.

Full Page



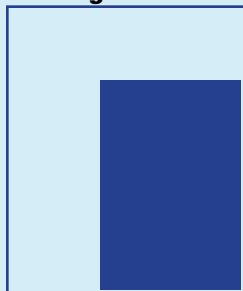
8.375" x 11, no bleed;
 8.625" x 11.25" with bleed

2012 Ad Rates

Black & White Ad Rates

	1-time	3-times	6-times	12-times
Full Page	\$1,300	\$1,210	\$1,090	\$925
2/3 Page	870	800	730	625
1/2 Page	720	660	600	515
1/3 Page	520	475	435	370
1/4 Page	390	360	325	280
1/6 Page	260	240	215	185
Classified 1/12 page	125		100	
Classified 1 col. inch	60		50	

1/2 Page

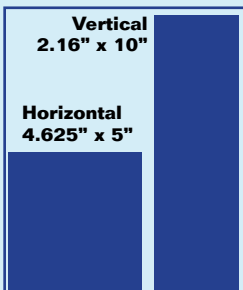


Vertical 4.625" x 7.5"

Black & 1 Color Ad Rates

	1-time	3-times	6-times	12-times
Full Page	\$1,530	\$1,420	\$1,310	\$1,145
2/3 Page	1,085	1,020	950	835
1/2 Page	935	875	815	725
1/3 Page	740	695	650	585
1/4 Page	610	575	545	495
1/6 Page	480	465	435	400
Classified 1/12 page	145		118	
Classified 1 col. inch	75		60	

1/3 Page



Vertical
 2.16" x 10"

Horizontal
 4.625" x 5"

4-Color Process Ad Rates

	1-time	3-times	6-times	12-times
Full Page	\$1,800	\$1,690	\$1,580	\$1,420
2/3 Page	1,350	1,290	1,220	1,110
1/2 Page	1,210	1,140	1,090	940
1/3 Page	1,010	970	925	860
1/4 Page	880	850	815	765
1/6 Page	750	725	705	675
Classified 1/12 page	165		136	
Classified 1 col. inch	90		80	

Cover Rates

Back Cover	4-color page plus 20%
Inside Front Cover	4-color page plus 15%
Inside Back Cover	4-color page plus 15%

Insert Rates

Post Card	\$950
2 Page	2250
4 Page	3750
Call for specifications prior to printing insert.	

Florida Pest Pro Closing Dates 2012

January issue – Mails Dec. 29, 2011
 Ad Reservations: Dec. 6, 2011
 Ad Materials Due: Dec. 14, 2011

February issue – Mails Jan. 26, 2012
 Ad Reservations: Jan. 4, 2012
 Ad Materials Due: Jan. 12, 2012

March issue – Mails Feb. 27
 Ad Reservations: Feb. 3
 Ad Materials Due: Feb. 13

April issue – Mails March 27
 Ad Reservations: March 5
 Ad Materials Due: March 13

May issue – Mails April 24
 Ad Reservations: April 3
 Ad Materials Due: April 11

Mechanical Requirements

Single Page, no bleeds (actual page or trim size)	8.375" x 11"
Single Page Bleed Size	8.625" x 11.25"
Full Page Spread (actual or trim size).....	16.75" x 11"
Full Page Spread with Bleed	17" x 11.25"
Full Page (using 1/2 inch margins all around).....	7.375" x 10"
1/2 Page Spread Non-Bleed	16.75" x 5.5"
1/2 Page Spread with Bleed	17" x 5.625"
2/3 Page	4.625" x 10"
1/2 Page	4.625" x 7.5" or 7.125" x 5"
1/3 Page	2.16" x 10" or 4.625" x 5"
1/4 Page	4.625" x 3.625"
1/6 Page	2.16" x 5" or 4.625" x 2.5"
1/12 Page	2.16" x 2.5"
One Column Inch – Classified Only	2.16" x 1"
Banner Ad.....	7.375" x 1"
Banner Ad with Bleed.....	8.625" X 1.125"
Cover Wrap – Bleed Size.....	17.25" x 11.5"
Cover Wrap – Trim Size	16.75" x 11"

Cover Wrap – Stock – Uninsource 100# Gloss Cover
Cover Wrap – Color – 4 (front, inside front, inside back, back)
 Note: The full page (using 1/2 inch margins all around) will be 7.375" x 10". An ad with a 1/4-inch space around it would be 7.875" x 10.5". An ad which is the actual page size, but without bleeds, will have a sliver of white around all sides of the ad due to the printing process. This rule would apply to a full page spread without bleeds.

Art, Paper

Printed offset. Paper stock: white, 60 or 70 pound gloss. Printed material: Furnish in order of preference.

Programs Accepted

PDF, QuarkXpress 7, Adobe Illustrator CS3, Adobe Photoshop CS3 and Adobe InDesign CS3.

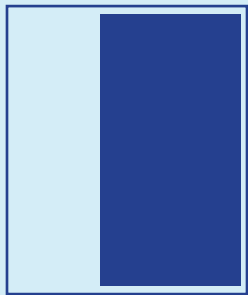
Disks Accepted

CD and DVD. All ads, unless typeset by us, must be furnished on disk or emailed to Marc Hook – marc@southeastagnet.com No email over 10MB please. Private FTP website server system is available to load larger files. All placed images and fonts need to be included with the file. All photos must be saved at 300 dpi and color photos must be converted to CMYK. ALL ads need a hard copy.

Pest Pro Magazine • 5053 NW Highway 225A • Ocala, FL 34482
• (352) 671-1909 • Fax (888) 957-2226

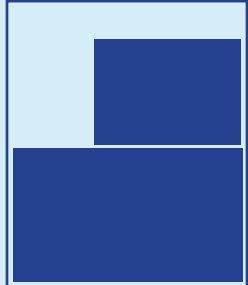
Email: Robin@SoutheastAgNet.com • Nicholle@SoutheastAgNet.com
• StockwellM@SoutheastAgNet.com • Betty@SoutheastAgNet.com

2/3 Page



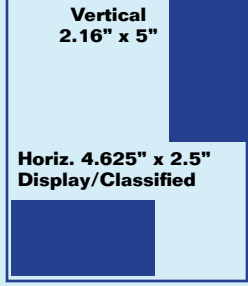
Vertical 4.625" x 10"

1/2 Page, 1/4 Page

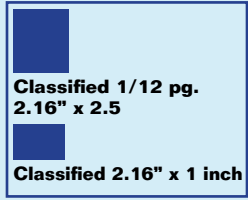


**1/4 Horz. 4.625" x 3.625"
 1/2 Horz. 7.125" x 5"**

1/6 Page



**1/12 Page/
 1 Col. inch**



**Classified 1/12 pg.
 2.16" x 2.5"**

Classified 2.16" x 1 inch

June issue – Mails May 28 Ad Reservations: May 4 Ad Materials Due: May 14	September issue – Mails Aug. 28 Ad Reservations: August 3 Ad Materials Due: August 13	November issue – Mails Oct. 26 Ad Reservations: Oct. 4 Ad Materials Due: Oct. 12
August issue – Mails July 27 Ad Reservations: July 5 Ad Materials Due: July 13	October issue – Mails Sept. 28 Ad Reservations: Sept. 6 Ad Materials Due: Sept. 14	December issue – Mails Nov. 29 Ad Reservations: Nov. 5 Ad Materials Due: Nov. 13

2012 Editorial Calendar

JANUARY

- Native rodent identification
- South Florida update
- Little known tips for control of subterranean termites
- Tick control
- Terms for lawn and ornamental applications

FEBRUARY

- Ants that can be confused with Caribbean crazy ants
- Little known tips for control of phorid flies
- Basic turfgrass cultural practices
- Navigating the landscape obstacle course; training people to judge how much chemical to use

MARCH

- Little known tips for control of love bugs
- Termite identification
- Bird bugs and flies
- Caribbean crazy ant update
- How PCOs can provide educational programs in schools

APRIL

- 2012 Problem Landscape and Pest ID Guide

MAY

- Shade: Its effects and how to manage it; best grasses to use in shade
- Frequently asked questions (FAQs) about lawn and ornamental (L&O) insect pest management
- South Florida update
- Little known tips for control of swarming ants

JUNE

- Little known tips for control of fleas
- Urban scatology: identifying vertebrate pests by their feces
- Lawn grass selection
- Pesticide resistance management

NO JULY ISSUE

AUGUST

- Case studies of pest management at places like airports, malls and school grounds
- School integrated pest management (IPM)
- Little known tips for control of stinging insects
- South Florida update

SEPTEMBER

- Little known tips for control of cockroaches
- Silverfish and their control
- Schools and pesticide drift
- Turf research at the Plant Sciences Research and Education Unit

OCTOBER

- Plant catastrophes vs. bug damage (when the problem is not the PCO's fault)
- Little known tips for control of crickets
- New technologies for irrigation control
- Pest Management University update

NOVEMBER

- Little known tips for control of drywood termites
- Pest control regulatory update
- The brown marmorated stink bug (an outdoor bug that comes inside in winter)
- South Florida update

DECEMBER

- Pesticide Guide update

What Pest Management Professionals are saying about Florida Pest Pro

Florida Pest Pro magazine has been a great tool for our technicians. We distribute it each month throughout our office to help inform our employees of the up-to-date information that's going on in the world of pest control. We view it as another training tool to help give better insight to ongoing and potential problems within the industry. Our techs like it because it helps them negotiate through problems that they see on a daily basis. Being a Florida-based magazine, it deals with issues within the state, not global issues that we will probably never see. The information is practical, useful and well written. Thank you *Florida Pest Pro* for making us a well informed, more knowledgeable company.

**Jeff Lee, Live Oak Pest Control Inc.
Live Oak, FL**

Let me congratulate you on your magazine, *Florida Pest Pro*. I enjoy having a publication tailored for things that I'm going to see in my business, not some wide-whiskered desert beetle that only happens in Arizona.

**Jerry Schappert, The Bug Doctor Inc.
Ocala, FL**

I really enjoy your magazine. It's very informative and to the point. We're a one-man operation and every bit of information is appreciated. Thanks!

**Maria Hunton, Westchester Pest Control
Miami, FL**

Your magazine, *Florida Pest Pro*, is one of the best I have seen recently. It is both informative and educational. I have referred to several of your articles in my classes as well as using it to educate my sales staff. Keep up the great work! I especially like the way you blend the various types of pest management into one magazine.

**Ron Box BCE
Director of Education and Scientific Affairs
Hulett Environmental Services, West Palm Beach, FL**

I am the technical director for Bug-Out Service in Jacksonville, Florida. I would like to tell you what a great job you are doing. Everyone who has a passion in the industry must really appreciate this magazine as much as I do.

**Linda Prentice, Bug-Out Service
Jacksonville, FL**

(Linda requested and was furnished 100 copies of Florida Pest Pro for an employee training event)

The piece is typical of the high quality of the contents of *Florida Pest Pro*, each issue of which I read from 'cover to cover'.

**Ronald B. Persaud – CPO
Pinellas Park**

**“Florida is a regional pest control market;
we don’t advertise regionally.”**

(Yeah, and Vegas is a one-horse town with two slot machines; Oprah is a radio host in West Beaver Falls; Dale Jr. races go-carts; the Sahara is a sandbox...)

GET THE PICTURE?

**Florida is NOT a regional pest control market
— it’s THE MARKET!**

FACT: About half of all regulated pest control workers in America are **IN FLORIDA.**

Many industry experts say a third or more of all U.S. pest control is conducted **IN FLORIDA.**



**Reaching 1/3 to 1/2 of the nation’s
pest control and lawn care
decision-makers — your buyers**

FLORIDA
pest PRO
For all lawn and pest management professionals