

PMP Pest Management PROFESSIONAL

PEST CONTROL'S MOST TRUSTED TECHNICAL RESOURCE SINCE 1933



MEDIA 2023 PLANNER



THE INDUSTRY'S MOST **TRUSTED** TECHNICAL RESOURCE SINCE 1933



Since 1933, *Pest Management Professional (PMP)* has provided through print, digital media, content marketing and events intel essential for pest control companies to operate efficiently. *PMP* serves the \$10.4 billion U.S. professional pest control market and captivates and educates its audience with three pillars of INFOtainment: pest identification, control and exclusion tips; updates on business tools, obstacles and opportunities; and coverage of new control technologies, techniques and regulations.

When you advertise with the industry's most trusted technical resource, you are able to:



Reach our targeted audiences of qualified buyers with your branded messages.



Connect pest management professionals (PMPs) to your people, products and services.



Attract new business through integrated print and digital campaigns, and generate leads.

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Click on the tab to jump to a section of the media planner.

THE INDUSTRY'S LARGEST AUDITED AUDIENCE

PMP invests in a third-party annual audience audit to provide you with an unbiased evaluation of our audiences across all media platforms. Verified Audit Circulation has been providing audit services since its founding in 1951. Not only does Verified audit our print and e-newsletter audience data, it also aggregates and verifies our website, social media and webinar audiences, so you know our reported numbers are accurate.



23,899

Print Edition Subscribers



17,433

Digital Edition Subscribers



26,319

Unique Monthly Website Visitors



65,289

DTY E-News Subscribers



16,630

Product Spotlight E-News Subscribers



23,405

The Buzz E-News Subscribers



25,130

Social Media Followers



75+

PMP Growth Summit Attendees



120+

PMP Hall of Fame Attendees



42,746

Unduplicated Print & Digital Magazine and E-Newsletter Subscribers

PMP reaches 5% more — (nearly 1,000 more) company owners.

PMP March 2022 Verified Audit Circulation Report for all numbers except Google Analytics, July 2021–June 2022 (website) and Publisher's Own Data (event and social media), PCT June 2022 Verified Audit Circulation Report (company owners).

All illustrations: Enis Aksoy/DigitalVision Vectors/Getty Images

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AN INTEGRATED APPROACH TO MARKETING

At PMP, we offer integrated marketing campaigns that combine multiple channels, including print, digital, content marketing, and events to provide you with more effective advertising. With an integrated approach, marketers can be confident their target audiences are receiving strong, consistent messages — no matter where buyers encounter their brands.

Advertising consistent, constant message across a variety of channels can improve purchase intent by 90% and brand perception by 68%.

- Cross-Media Ad Effectiveness Study by The Interactive Advertising Bureau (IAB)



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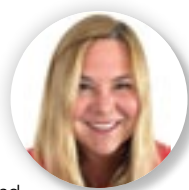
THIRD-PARTY RESEARCH CONFIRMS PMP LEADS IN EVERY CATEGORY

“I have found *PMP* to be a valuable asset to our company over the past 10 years. I have used it as a reference resource relative to effective treatment strategies and to develop relationships with other industry professionals across the country. We frequently highlight information from *PMP* and use it as a technician training tool. This educational tool provides our customers peace of mind and comfort, knowing we are current with best practices, potential challenges and corrective measures. We place a significant value on educating our employees and customers, and information from *PMP* is definitely part of that discussion.”



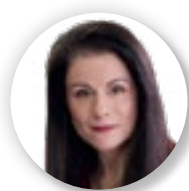
-MICHAEL LISTOPAD, PRESIDENT AND CEO, AAA PEST PROS

“*PMP* does an excellent job covering news within the industry and creating stories that pest control professionals want to read about. Working with their sales staff, I know that our teams will work together to create effective print and digital campaigns. *PMP*'s media team provides a variety of marketing tools, but the best part is that I can give the publishing team a call and discuss an idea or new product launch, and we are able to brainstorm together a plan, for the biggest impact possible. True partnership, through and through.”



-KATE VAN BOXEL, DIRECTOR OF MARKETING,
BELL, BELL INTERNATIONAL & BELL SENSING TECHNOLOGIES

“*PMP* magazine is a great resource for the industry, with content relevant for owners, technicians, managers and technical staff. *PMP* magazine's engaging design features a diversity of viewpoints and contributors providing well-rounded coverage of industry topics.”



-DR. CISSE SPRAGINS, FOUNDER AND CEO,
ROCKWELL LABORATORIES

Industry Favorite:



Best New Product Coverage:



Regularly Shares Tips from PMPs, Manufacturers & Distributors:



Most Influences Purchasing:



Most-Trusted Technical Resource:



Most-Trusted Business Resource:



Covers More Pests Year-Round:



Most Relevant & Useful Information:



Most Staff-Written Content:



Most Knowledgeable Regular Contributors:



Accelara Publishing Research's 2021 Pest Management Professional Media Survey, June 2021 (311 respondents)

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PRINT IS ESSENTIAL TO DRIVING SALES

PAPER READERS REMEMBER MORE

What neuroscience says about why print magazine ads work:



- Higher comprehension and recall.
- Stimulates emotions and desires.
- Slow reading speeds.
- Preferred by majority (even millennials).
- More-focused attention, less distraction.
- Drives sensory involvement, which contributes to its impact on readers.

Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA—The Association of Magazine Media, Scott McDonald, Ph.D., Nomos Research



**PMP delivers
13% — or
2,721 — more
print copies
than PCT.**

PMP March 2022 Verified Audit Circulation Report,
PCT June 2022 Verified Audit Circulation Report

SUPERIOR PRINT AUDIENCE

Print Pass-Alongs Leader

2.4 pass-along readers per copy

3.4 total readers per copy

81,223

total average monthly
print edition readers

Signet Research Survey

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PRINT REMAINS KING



THIRD-PARTY RESEARCH PROVES:

PRINT MAGAZINES ARE PMPs' #1 INFORMATION RESOURCE



	#1		#2		#3
2012	Pest control magazines 63%	Vendors and distributors	54%	Tradeshows and training seminars	46%
2015	Pest control magazines 88%	Trade media websites	72%	Tradeshows and training seminars	66%
2017	Pest control magazines 84%	Trade media websites	67%	Tradeshows and training seminars	67%
2019	Pest control magazines 68%	Tradeshows and training seminars	56%	Trade media websites	55%
2020	Pest control magazines 72%	Trade media e-newsletters	62%	Trade media websites	58%
2021	Pest control magazines 82%	Trade media websites	65%	Webinars	41%

Accelara Publishing Research's Pest Management Media Survey; Signet Research Survey

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PRINT REMAINS KING



THIRD-PARTY RESEARCH PROVES:

PRINT MAGAZINES ARE USED BY PMPs FOR PURCHASING DECISIONS



	PRINT MEDIA		DIGITAL MEDIA	
2017	Pest control pros use <i>PMP's</i> print editions for purchasing decisions	88%	Use <i>PMP's</i> digital media to make purchasing decisions	68%
2019	Pest control pros use <i>PMP's</i> print editions for purchasing decisions	84%	Use <i>PMP's</i> digital media to make purchasing decisions	50%
2020	Pest control pros use <i>PMP's</i> print editions for purchasing decisions	77%	Use <i>PMP's</i> digital media to make purchasing decisions	56%
2021	Pest control pros use <i>PMP's</i> print editions for purchasing decisions	84%	Use <i>PMP's</i> digital media to make purchasing decisions	71%

Accelara Publishing Research's Pest Management Media Survey; Signet Research Survey

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THE BEST GETS BETTER ... AND BIGGER



To celebrate *Pest Management Professional's* (PMP's) 90th anniversary in 2023, parent company North Coast Media (NCM) invested in a multiplatform redesign of *PMP*. Launched in January 1933 as *Exterminators Log*, *PMP* will unveil its expanded magazine content and updated design with its January 2023 print and digital editions. The redesign will feature an updated logo, contemporary typefaces and page layouts, and a bevy of bonus reader- and supplier-requested technical and business content. Related redesigns of *PMP's* website, e-newsletters and social media platforms will follow.

***PMP* – pest control's most trusted technical resource since 1933 – will be bigger and better than ever in 2023.**



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THE BEST GETS BETTER ... AND BIGGER

SNEAK PEEK

Following is a snapshot of some of the content NCM is adding to *PMP* media platforms beginning with the brand's January 2023 print and digital editions:

- **Behind the Scenes:** A new full page comprising info, trivia and back stories about the issue's content and contributors.
- **PMP Gallery:** A new spread of photos and captions from recent industry events.
- **Tech Trends:** A new quarterly four-page technical feature, authored by: Dr. Jim Fredericks, BCE (National Pest Management Association); Judy Black, BCE (Rollins Inc.); Dan Baldwin, BCE, CP-FS (Hawx Pest Control); and Desiree Straubinger, BCE, CP-FS (BASF).
- **Tech Test:** *PMP* is expanding this popular department from a half-page to a full-page — giving us room to share the previous month's Tech Test answers — helping us motivate even more readers to challenge (and educate) themselves and their teams.
- **Start-Up Stories:** Building on the past 15 years of Start-Up Diaries, Pete Schopen (Schopen Pest Solutions) will chronicle his consulting work with a Millennial, a Gen-Xer, and a Baby Boomer — with each new pest control business owner sharing lessons learned every four months.
- **Coach's Corner:** Sheri "The Pest Coach" Spencer Bachman, ACE (Pest Control Business Coach) will share her pest control and general business know-how in this new column.
- **On the Job:** This new monthly contest consists of reader-submitted photos: closeups of pests; large, hidden or odd pest infestations; pest damage; and pest exclusion efforts. Each issue, our team selects the best photo submission; the winner receives a \$50 gift card plus *PMP's* coveted "Pests Playing Poker" illustrated poster.
- **A Look Back:** We celebrate *PMP's* unrivaled length of media service to the professional pest management industry with this new full page featuring photos and captions from our archives — 90 years and counting ...



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SPECIAL COMMEMORATIVE 13TH EDITION



We are publishing a special commemorative 13th edition of *PMP* magazine to celebrate

PMP's and the National Pest Management Association's (NPMA's) joint 90th anniversaries in 2023. Our 90th anniversary issue will polybag with *PMP*'s October 2023 PestWorld Show Issue and be distributed at the NPMA's PestWorld 2023.



PMP's 80th anniversary issue was such a big hit, we're producing a sequel.

Each 90th anniversary issue sponsor will receive a full-page ad, PLUS a quote congratulating the NPMA and *PMP* on their joint anniversaries and logo recognition on our back cover.

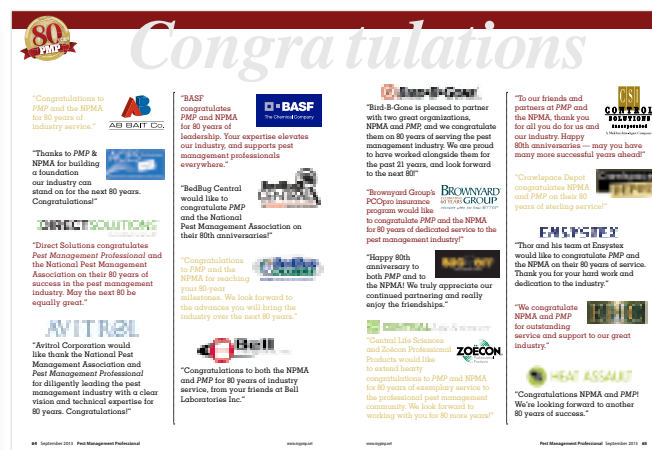


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SPECIAL COMMEMORATIVE 13TH EDITION



PMP staff, columnists and Editorial Advisory Board members will create can't-resist content for our 90th anniversary issue, including:

- **90 Milestones** — A timeline of PMP, the NPMA and industry milestones.
- **90 Difference Makers** — Snapshots of 90 titans of industry who have helped advance professional pest management.
- **90 Covers** — A compilation of 90 of our favorite issue covers since launching in 1933.
- **Pest Control 2033** — Nine perspectives of the top obstacles and opportunities our industry will face 10 years down the road.

Looking Ahead

2033
Dr. Justin M. Frishman
Technical Consultant

What won't change

The biggest thing that won't change is the fact that the pest management industry will continue to grow. This growth will be driven by a number of factors, including the need for pest management services in both residential and commercial settings. As the population continues to grow, the need for pest management services will also increase. This growth will be driven by a number of factors, including the need for pest management services in both residential and commercial settings. As the population continues to grow, the need for pest management services will also increase.

What's new

The biggest thing that's new is the fact that the pest management industry is becoming more and more professional. This is being driven by a number of factors, including the need for pest management services in both residential and commercial settings. As the population continues to grow, the need for pest management services will also increase.

NPMA 90 Milestones

1933 - National Association of Entomologists and Fungicides was established to support the professional pest control industry. Bill Bowerman led the charge.

1935 - The Great Depression: Franklin D. Roosevelt (FDR) introduced the New Deal, focusing on the "3 R's": relief, recovery and reform.

1934 - First national industry meeting in St. Louis attended by 152 people.

1937 - Organization's name changed to National Pest Control Association (NPCA).

1939 - The U.S. Forest Service began testing chemicals for termite control. World War II started Sept. 1, 1939.

1940s - Scientists discovered the insecticidal properties of dichlorodiphenylmethane (DDT) and became household names.

1941 - On Dec. 7, Japan attacked Pearl Harbor. On Dec. 8, the U.S. entered World War II.

1942 - The Canadian Pest Management Association (CPMA) formed.

1943 - Patent of DDT arrived at the Orlando lab in early 1943 from the Geigy Co. in Switzerland.

1947 - The Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) passed. A collaboration between the federal government and the chemical industry, FIFRA resulted from the increase in pesticide production during and after World War II. It essentially served as a "truth in labeling" law and established pesticide registration with the U.S. Department of Agriculture (USDA).

1948 - Scientists began talking more about the importance of beneficial insects.

1950 - The Dillaway House Committee hearings in 1950 were the first instance of government hearings concerning pesticide safety. The hearings resulted in two amendments to the Federal Food, Drug and Cosmetic Act: The Pesticide Control Amendment (PCA) and the Food Additive Amendment (FAA). These two amendments resulted in Food and Drug Administration (FDA) involvement in pesticide regulation.

1954 - The PCA marked the first time Congress passed guidance regarding the establishment of safety limits for pesticide residues on food. PCA authorized the FDA to test pesticides they determined to be unsafe if they were sprayed directly on food.

1956 - Carbylure, the first successful carbamate, was introduced. Though initial quality was made it a widely used insecticide. First, it has very low mammalian, oral and dermal toxicity. Second, it has a rather broad spectrum of insect control. This has led to its wide use as a lawn and garden insecticide.

90 Difference Makers

1. Norm Cooper
The former president of Estimating Services Co. started doing termite testing in 1954 and left in 1955. In 1971, he served in every office of the NPMA except secretary. Cooper developed "Scientists of the Environment" as his theme during his NPMA presidential term, and members were captivated with how he represented the association they adopted it as NPMA's official tagline.

2. Dr. Robert Corrigan
This pre-eminent rodent expert is an industry innovator and consultant on verminable pests. The former animal damage control specialist for the extension office at Purdue University owns BMC Consulting.

3. AJ Cozzetta
The manager of the National Estimation Products Co. helped found the Kansas City Entomology Society in 1933. The owner of three pest control companies realized his dream of an industry trade journal that same year when the first issue of Entomologist Log (now PMP) appeared.

4. John Jones "J.J." Davis
The head of the entomology department at Purdue was a maverick for attending the NAEP's 7th Annual Convention. He started urban pest management studies at Purdue, which was the university to offer such a four-year major.

5. Bob and Judy Doh
Both served as presidents of the NPMA. Judy became the NPMA's second woman president in 2001. Bob brought out his brother to start the then-named Bower Estimation Co. The Dohs have now grown the Chicago-based business, with roots back to 1960, to span several states. Bob also has served as president of the Indiana and Illinois Pest Control Associations. Today the Dohs' son, Bob Doh II, serves as president of the family-owned business.

6. Dr. Walter Ebeling
Known as the father of urban entomology, Ebeling was a research entomologist, accomplished author, interested in ornamental and valued teacher. He forged paths in insect behavior and control and laid the foundation of strong science for PMPs. The former professor at UCLA also became the first researcher on the western U.S. to promote urban entomology and its research.

7. Mel Falestein
The man behind the Certified Pest Control Operators Association (CPCO) of Florida — the largest state association in the U.S. — became licensed and started his own business, Am Pest Control, with his wife, Conie. He served the Florida Pest Control Association (FPCA), known today as the Florida Pest Management Association (FPMA), as a committee chairman, assistant director and director. He was a driving force in the alliance among the CPCO, FPMA, Certified Operators of Southwest Florida and the Florida Turfgrass Association.

8. Norm Elmann
The vice president emeritus for Van Waters and Rogers, the forerunner to today's National Environmental Science, was a professional trainer. He was one of the few people performing pest control training on the West Coast in the 1950s. His training programs took on new meaning with the use of DDT, and the WVR's slide series (8,000 slides to date) was born in 1982.

9. Julius C. Ehrlich
The founder of the J.C. Ehrlich Estimating & Co. brought respect and professionalism to a business that had suffered the effects of a bad reputation. He helped the company grow into one of the largest privately owned pest control businesses in North America, from its purchase by Reynolds initially in 2006.

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PRINT INSERTS & SPECIAL SECTIONS



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PESTWORLD MUST-SEE EXHIBITS GUIDE

September insert features full-page advertorials promoting the National Pest Management Association PestWorld exhibitors.



PEST BATTLES

In these run-of-press special sections, PMPs share worst-case scenarios and the control solutions they used to win these pest battles. Advertisers receive full-page advertorials — with PMP handling the client interview, copy creation, page design and coordination of reviews, and final approvals by you and your PMP source.

PMP ISSUE	PEST FOCUS	CLIENT CONTACT DUE DATE
February	Termite Battles	Dec. 1
May	Mosquito Battles	Feb. 1
August	Ant Battles	May 1
October	Rodent Battles	July 1
November	Bed Bug Battles	Aug. 1
December	Cockroach Battles	Sept. 1

PROFITABLE PRODUCTS Q&As

This special section in our October PestWorld Show Issue comprises ad/advertorial spreads in which suppliers tout the time- and cost-saving benefits and other features of their core solutions.



All inserts and advertorials also are promoted and available online.

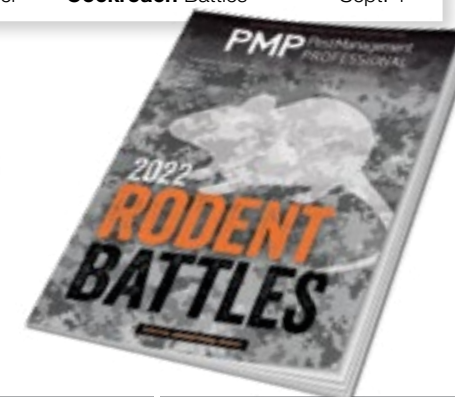


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EDITORIAL CALENDAR

CONTENT	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close	Dec. 19	Jan. 20	Feb. 10	March 6	March 31	May 4	June 5	July 5	July 31	Aug. 28	Oct. 16	Nov. 10
Materials Due	Dec. 29	Jan. 30	Feb. 21	March 14	April 10	May 15	June 13	July 11	Aug. 8	Sept. 5	Oct. 24	Nov. 20
Cover Story/Feature Section												
Main Feature/ Secondary Story	Inflation and PMPs	Application Techniques Mythbuster / Software Solutions	Bird Control: Tech, Tips & Trends / 2023 Regulatory Issues	Franchise Opportunities & Profiles / Flea & Tick Control: Tech, Tips & Trends NEW	2023 PMP Growth Summit	Ant Control: Tech, Tips & Trends	Capturing Wildlife Revenue	Bed Bug Control: Tech, Tips & Trends / Termiticide Efficacy Report NEW	Green Pest Control Trends Survey / Must-See PestWorld Exhibits Guide	2023 Growth Leaders/ Profitable Products/Special 13 th edition celebrating 90 th anniversaries of PMP & NPMA NEW	2024 State of the Industry Report	Cockroach Control: Tech, Tips & Trends
News & Views Section												
Launch Pad	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PMP Gallery NEW	✓		✓		✓		✓		✓		✓	
Industry Intel	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Regulatory Report		✓		✓		✓		✓		✓		✓
Pest Trends		✓		✓		✓		✓		✓		✓
Association Update		PPMA		UPFDA		RISE	Pi Chi Omega		NPMA		NWCOA	
Technical Section												
Tips & Tricks	Ants	Bed Bugs	Cockroaches	Stinging Insects	Mosquitoes	Flies, Fleas & Ticks	Termites	Spiders & Other Arthropods	Birds	Stored Product Pests	Wildlife	Rodents
Pest Spotlight	Mosquitoes	Ants	Rodents	Flies	Termites	Stored Product Pests	Stinging Insects	Wildlife	Bed Bugs	Birds	Stored Product Pests	Wildlife
Tech Trends NEW			✓			✓			✓			✓
Tech Test	Rodents	Birds	Ants	Bed Bugs	Fleas & Ticks	Termites	Flies	Stored Product Pests	Cockroaches	Mosquitoes	Wildlife	Spiders
Sole-Sponsored, Pest Supplements	Termites			Mosquitoes		Bed Bugs	Ants			Cockroaches	State of the Industry Report	
Business Section												
Start-Up Stories NEW	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pest Cemetery Problem Solvers	Competing with Lowballers	Converting DIYers	Training New Hires	Paying Health Insurance	Bad Weather	Customer Cancellations	Employee Retention	Labor Costs	Fuel Costs	Wearing Too Many Hats	Working Too Many Hours	Working with Family
Coach's Corner NEW	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
The Bottom Line	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
The ABCs of Growth	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
People Section												
5 Questions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
A Look Back NEW	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Photo Finish NEW		Purdue Conference	WorkWave Conference		NPMA Legislative Day / ServSuite U.		UPFDA Meeting					PestWorld / WIPC / New York Pest Expo

Ad Close and Materials Due dates are subject to change. Bonus distribution also is subject to change if events are canceled or become virtual.

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MONTHLY PEST COVERAGE

	6x	Ants January, February, March, June, July & November
	6x	Bed Bugs February, April, June, August, September & November
	5x	Birds February, March, September, October & November
	5x	Cockroaches March, September, October, November & December
	4x	Fleas & Ticks April, May, June & November

	4x	Flies April, June, July & November
	5x	Mosquitoes January, April, May, October & November
	5x	Rodents January, March, October, November & December
	3x	Spiders August, November & December

	3x	Stinging Insects April, July & November
	4x	Stored Product Pests June, August, October & November
	6x	Termites January, May, June, July, August & November
	3x	Wildlife July, August & November

Photos (also on cover): courtesy of, and copyrighted by, Gene White, pmimages@earthlink.net; istock.com/JasonOndreicka, nechaev-kon, astrida

PMP EDITORIAL ADVISORY BOARD

Dr. Hamilton Allen, BCE HomeTeam Pest Defense	Dennis Jenkins ABC Home & Commercial Services
Dan Baldwin, BCE, CCF5, CP-F5 Hawx Pest Control	Dr. Faith Oi University of Florida
Judy Black, BCE Rollins Inc.	Jerry Schappert, ACE The Bug Doctor
Michael Broder BHB Pest Elimination	Eric Scherzinger Scherzinger Pest Control
Foster Brusca The Pest Posse	Kurt Scherzinger, ACE Scherzinger Pest Control
Doug Foster Burt's Termite & Pest Control	Mark Sheperdigian, BCE Rose Pest Solutions
Paul Hardy JP Hardy Consulting	Desiree Straubinger, BCE BASF

PRINT AD SIZES & GUIDELINES

French Door Gatefold Ad	Left Panel: Trim 4.875" x 10.5"; Bleed: 5.125" x 10.75"; Safety: 4.375" x 10" Center + Right Panel: Trim: 12.375" x 10.5"; Bleed: 12.625" x 10.75"; Safety: 11.875" x 10"
Bellyband	17.25" x 6"
Spread	15.5" x 10.5"
Full Page	7.75" x 10.5"
Full Page Insert	7.375" x 10.5"
2/3 Page Vertical	4.375" x 9.75"
1/2 Page Horizontal	6.75" x 4.625"
1/2 Page Island	4.375" x 7.125"
1/2 Page Vertical	3.25" x 9.75"
1/3 Page Square	4.375" x 4.625"
1/3 Page Vertical	2.0625" x 9.75"
1/4 Page Square	3.25" x 4.625"

CLASSIFIED SHOWCASE & CAREER SOURCE ADS

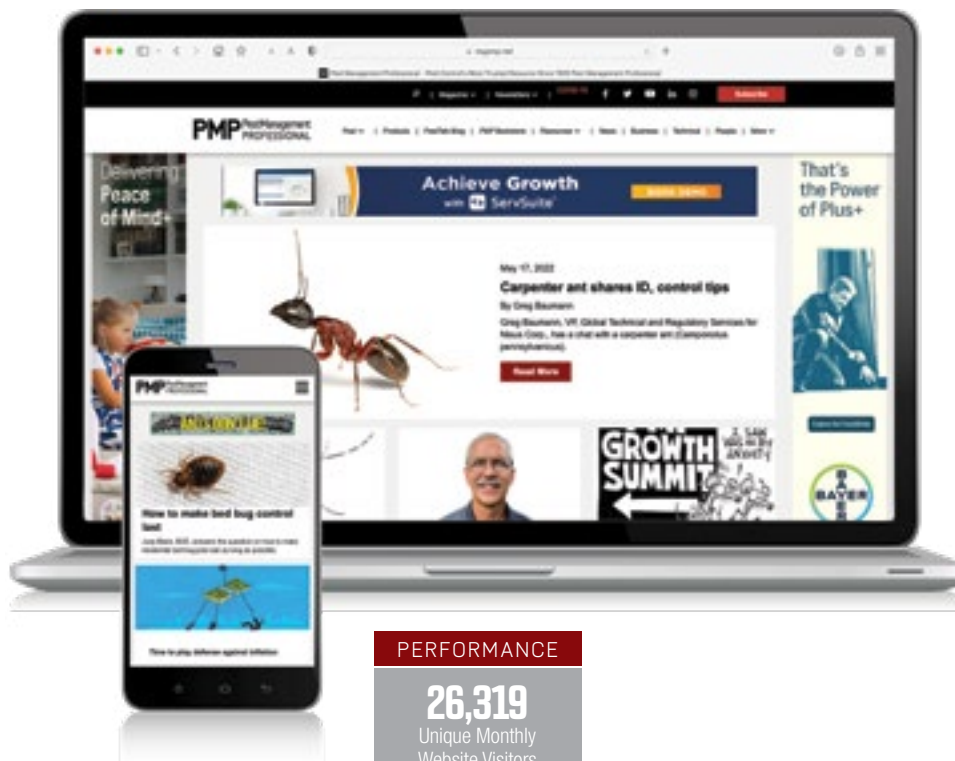
Black & White	\$300 per column inch (1 column = 2.1225" wide)
4-Color	\$500 per column inch

PMP ads, advertorials and sponsored content (print and digital) must avoid comparative content (e.g., research or testimonials comparing one company's products to another, or one category of solutions or one active ingredient to another). PMP's "play fair" advertising guidelines benefit our valued marketing partners as well as our loyal readers. Advertisers can trust PMP to not publish print or digital ads, advertorials or sponsored content that speak negatively about other companies, products, product categories or active ingredients. By keeping ad messages positive and non-comparative — sticking to each advertiser's own solutions (and their specifications, features and benefits) — we add credibility with our professional audience, and help all parties reduce related potential liabilities.

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MYPMP.NET



PERFORMANCE

26,319
Unique Monthly Website Visitors

30,984
Monthly Sessions

43,498
Monthly Page Views

PMP March 2022 Verified Audit Circulation Report

MYPMP.NET

WEBSITE AD SIZES

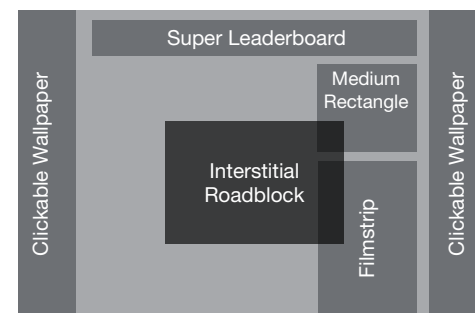
- Clickable Wallpaper (1280x800)
- Interstitial Roadblock (640x480)
- Super Leaderboard (970x90) or Expandable Leaderboard (970x415)
- Filmstrip (300x600)
- Medium Rectangle (300x250)

MOBILE AD SIZES

- Medium Rectangle (300x250)
- Top Leaderboard (320x50)
- Bottom Leaderboard (320x50)

PLATINUM WEBSITE SPONSORSHIP

Make an impact with our Platinum Website Sponsorship and frame PMP's homepage with five digital ads for an entire month! (Note: your five ads will frame PMP's home page 33 percent of the time for desktop/laptop viewers, and the rest of the time one or more of your ads will rotate in.) Perfect for product launches, special promotions, brand awareness, and sustained and significant ROI.



PERFORMANCE

42,182
impressions

Publisher's Own Data, June 2022

RETARGETING

Gain up to 50,000 buyer impressions per month!

Retargeting uses a simple code to anonymously "follow" our website users — your target audience — around the web. This allows your ad to appear on hundreds of popular sites such as Yahoo.com, Reuters.com, ESPN.com and many more.

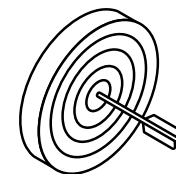


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E-NEWSLETTERS

Weekly

THE BUZZ E-NEWSLETTER

AD SIZES

- Leaderboard (728x90 desktop, 300x50 mobile)
- Medium Rectangle (300x250)
- Sponsored Content

PERFORMANCE

23,405
Subscribers

29.8%
Open Rate



PERFORMANCE

16,630
Subscribers

33%
Open Rate

PMP PRODUCT SPOTLIGHT E-NEWSLETTER

PMP Product Spotlight listings include a large photo and product writeup that link to additional information on MyPMP.net. Platinum and top positions, including expanded copy are available.

PMP print advertisers receive complimentary product spotlights.

Monthly

PMP March 2022 Verified Audit Circulation Report (subscribers); Publisher's Own Data, June 2022 (open rates) OnstOn/Stock / Getty Images Plus/Getty Images

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CUSTOM E-BLASTS & E-NEWSLETTERS

CUSTOM EMAIL E-BLASTS

Highly targeted and hand-tailored HTMLs that are perfect for special offers, programs and new product launches. Provide the html file, or allow us to create it for you.



PERFORMANCE

7,806
Average Number Sent

42.72%
Open Rate

Publisher's Own Data, June 2022

REACH 22,000+ POTENTIAL BUYERS!

- Send to 10,000+ qualified buyers.

CUSTOM E-NEWSLETTERS

A perfect marriage of educational and promotional information, these highly targeted e-newsletters deliver sponsors unmatched ROI. Available topics include: Termites, Ants, Rodents, Bed Bugs, Cockroaches, Mosquitoes and Insurance.

AD SIZES

- Banner (468x60)
- Wide Skyscraper (160x600)
- Mobile Banner (320x50)
- Medium Box (300x250)

TOPIC-SPECIFIC, SOLE-SPONSORED

Direct To You Topics	Subscribers
Termite Management	17,969
Ant Management	16,180
Bed Bug Management	15,863
Cockroach Management	9,312
Insurance Guide	5,965
Rodent Management	7,000
Mosquito Management	7,000



PMP March 2022 Verified Audit Circulation Report, Publisher's Own Data

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CONTENT MARKETING

Content marketing helps you deliver valuable information that helps move B2B buyers through the marketing funnel toward your desired objective, whether that be purchasing, web visits, or link clicks. Content marketing allows you to:

- Educate audience(s).
- Build credibility and trust.
- Support sales/revenue generation.
- Generate demand/leads.
- Create brand awareness.
- Build loyalty with existing customers.

PRINT

Make your company and its products top of mind with our unmatched audience of qualified buyers: Tether your marketing message to our award-winning editorial. Whether you provide the message or have one of our experts create it for you, our content marketing solutions will optimize your standing in the marketplace.



STAND OUT FROM THE CROWD

Ask about our custom advertorial inserts, which allow you to promote your brand with custom images and content spanning four to eight pages of the magazine.



kolotuschenko/Stock / Getty Images Plus / Getty Images

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CONTENT MARKETING

DIGITAL

PMP's sponsored content appears on MyPMP.net and resembles the look and functionality of the website's industry-leading editorial content. Our packages offer numerous ways to drive traffic to the sponsored content page and increase engagement.



Sponsored Content Page



PLATINUM SPONSORED CONTENT PACKAGE

- Sponsored content page (custom page with sponsor-provided content)
- In-stream native ad on MyPMP.net for one month
- Sponsored content ad in The Buzz e-newsletter
- 300x250 digital ad on website for on month (run of site)
- One custom e-blast
- One tweet per week for one month (#sponsored)

Other elements can be bundled to customize the package to meet your specific campaign goals — including print, video, custom e-blasts, webinars, retargeting and more.

PERFORMANCE

41,734
Impressions

Publisher's Own Data, March 2021



Native Ad on MyPMP.net

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SPONSORED VIDEOS / WEBINARS

Video provides storytelling to your audience about your product, service or brand. We can help share your video to your target audience and help you shoot, edit and produce your video and make sure it's seen.

SPONSORED VIDEO PACKAGE:

- Video on mypmp.net for one month.
- 300x250 mobile ad linking to the video for one month (If video is < 15 seconds, in-stream play is possible; if not, video will open from new link).
- Link to sponsored video ad in The Buzz e-newsletter.
- Spotlight ad in *PMP* Product Spotlight e-newsletter linking to video.
- Four tweets for one month (#sponsored).



73% of B2B marketers say webinars are the best way to generate high-quality leads.

—Outgrow's 18 Eye-Opening Statistics on Webinars

Webinars are an effective way to communicate educational information, build awareness of your company's technical expertise and showcase customer case studies. Sponsoring a webinar with *PMP* provides an opportunity to establish your company as an industry thought leader.

GOLD WEBINAR PACKAGE

- Client selects webinar topic and content.
- Client selects speakers.
- Client selects moderator (your staff member or *PMP* staff member).
- Client selects console design.
- Client receives list of registrants with phone numbers and email addresses.
- Client logo on all marketing materials.
- *PMP* hosts registration.
- *PMP* handles all production.
- *PMP* handles all promotion to target audience which includes:
 - Custom e-blasts (minimum of three).
 - Website and e-newsletter ads.
 - Social media promotion.
- *PMP* handles live Twitter coverage with hashtag sponsored and client hashtag.
- Registrants receive email reminders.
- On demand link available indefinitely; recording added to YouTube.

WEBINAR METRICS
279 Average Registrants

PMP March 2022 Verified Audit Circulation Report

90% say watching product videos helps them make purchase decisions.

—Vidyard



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SOCIAL MEDIA

Social media is a cost-effective way to engage with your existing and potential customers. With a sponsored social media campaign, you can drive traffic to your website, increase demand for your content or boost your video views.



4,241

Twitter



9,670

LinkedIn



8,639

Facebook



2,016

Instagram



564

YouTube



Source: Publisher's Own Data, July 2022

90% of brands want to build brand awareness through social media.

-Hootsuite

77% use social media to maintain brand reputation.

-Hootsuite

71% use social media to build and manage an engaged community of buyers.

-Hootsuite

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EXCLUSIVE, INVITE-ONLY BUYER/SELLER NETWORKING EVENT

PMP Growth Summit

FOSTERING PARTNERSHIPS, DISCUSSIONS AND DEALS IS THE BOTTOM LINE.

Building Relationships & Revenue

DATE: March 28–30, 2023

ATTENDANCE: 75+

LOCATION: Orlando, Fla.

FORMAT: Three-day event, bringing pest control professionals together through one-on-one meetings, networking opportunities, golf, games and cocktails.

AUDIENCE: 25+ pest management company owners, technical directors and purchasing agents.

PARTNERSHIP INCLUDES:

A dedicated meeting area, inclusion in extensive pre- and post-event promotion, and much more.

PMPGROWTHSUMMIT.NET



“The direct contact that I was able to make with other owners and vendor reps was different than any other industry event I have been to yet. The small group allowed for some really special conversations. It was truly a great experience.

-Adam Carace, CEO, Pest-End Exterminators

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All ad materials must be submitted via the ad portal: northcoastmedia.sendmyad.com. For help using the ad portal, please contact Rhonda Sande at rsande@northcoastmedia.net. PMP ads, advertorials and sponsored content (print and digital) must avoid comparisons to other companies' solutions.

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