



Illinois Pest Control Association Newsletter Ad Rates & Specifications - 2009

If we haven't received this completed ad sheet from you for 2008, please complete it and fax it to 636-438-1357 NOW so we can save space for your ad in upcoming issues! We appreciate your continue support of IPCA!

General Information

- Full color publication published 4 times a year on the schedule below.
- Mailed to over 400 members

Mechanical Information

- Finished size of publication is 8-1/2 x 11"
- Editor reserves the right to recompose ads to conform to size limits. Composition and layout assistance is available from the editor/publisher with cost of services billed to the advertiser.
- Artwork must be high resolution files submitted electronically. (No Microsoft Publisher or Word files will be accepted.) Email files (including graphics & fonts) to: june@compelcom.com. Preferred format is pdf, however eps, ai, psd will be accepted. No 72 dpi resolution photos/graphics or MAC formats, please! Convert all fonts to outlines!
- **YOU WILL RECEIVE A CONFIRMATION OF RECEIPT OF ALL ART FILES. IF YOU DO NOT RECEIVE AN ACKNOWLEDGEMENT, PLEASE RESEND FILE OR CALL 636-394-4148. DO NOT ASSUME THAT WE RECEIVED THE FILE UNLESS YOU HEAR FROM US.**
- Banner ads for website accepted in gif or jpg format only.

Commissions & Terms

- **Net due thirty days from invoice date.** Rates are net. Commissions to be added to rates. No agency discounts.
- Advertisers will be added to the mailing list to receive the complete newsletter and will receive a tear sheet with their invoice.
- Unless otherwise arranged, invoices will be emailed to the address we have on file.

Please indicate issues in which you wish your advertising to appear and the ad size.

Publication Date	Materials & Commitment Deadline	Full Page 7x10" \$357/issue (B&W) Color- \$428	Half Page 7x4.75" \$192/issue (B&W) Color - \$241	Quarter Page 3.5x4.75" \$137/issue (B&W) Color - \$172	Online Banner Advertising (\$110/quarter)
Feb 15 – 1 st Qtr.	Jan. 1				
May 15 – 2 nd Qtr.	April 1				
August 15 – 3 rd Qtr.	July 1				
November 15 – 4 th Qtr.	Oct. 1				

Headline of ad: _____

In order to authorize advertising, complete and return this form according to the deadline schedule above.

Contact: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Payment information: Check is enclosed. Direct bill per issue Direct bill per year

Make checks payable to Compelling Communications, Inc.

Mail to: Compelling Communications, Inc., 512 Marie Lane, Manchester, MO 63011

Fax to: 636-394-6979

Questions? Call 800-779-0067

Email: june@compelcom.com