



## Illinois Pest Control Association Newsletter Ad Rates & Specifications - 2004

### General Information

- Published 4 times a year in the first month of the calendar quarter. (January, April, July, October)
- One color in addition to black, add 30% to published rate card rates (below)
- Mailed to over 500 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 black and white, camera ready or be in .eps format (high resolution only) if submitted electronically. (No Microsoft Publisher files will be accepted.) Email files (including graphics & fonts) to: [june@compelcom.com](mailto:june@compelcom.com). Acceptable formats: eps, tif. (No 72 dpi resolution photos/graphics pr MAC formats, please!)

### Commissions & Terms

- **Net due thirty days from invoice date.**
- Advertisers will be added to the mailing list to receive the complete newsletter and will receive a tear sheet with their invoice.
- Rates are net. Commissions to be added to rates. No agency discounts.

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	Half Page 7x4.75" \$187/issue	Quarter Page 3.5x4.75" \$110/issue
April 15	March 1			
July 15	June 1			
October 15	Sept. 1			
January 15	Dec. 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](mailto:june@compelcom.com)