

2018!

A YEAR FOR -N-E-T-W-O-R-K-I-N-G...



Welcome Advertisers. Attached is a Spec Sheet Guide to illustrate the various ad sizes we will be offering in the PCO Pro Magazine for 2018. Please review carefully. A reminder that we have Press Releases throughout the year—great pricing, only \$50.00 per publication.

It is CPCO of GA's practice, to place ads in the BEST position possible for the size chosen, to use a page rotation for continued advertisers and to place ads on the right-hand side of the magazine (even page #'s). *Ad sizes remain the same as last year, 2017*
(Excludes the "Inside Front Cover" and "Back Cover" positions.)

Please complete the Insertion Order provided. Notice that the pricing sheet includes Allied/Continued Advertiser Rates as well as New Advertiser Rates. If you are not a Continuing Advertiser and / or Allied Member, please contact us for information regarding membership.

We look forward to having your company's presence in the 2018 PCO Pro Magazine. Thank you for advertising with CPCO of GA!

Glenda Lehmborg
Maria A Collins



CPCO of Georgia
www.CPCOofGA.com



Certified Pest Control Operators Association of Georgia

“PCO Pro” Ad Rates Effective January 1, 2018 (Special Rates for Allied Members*)

Magazine will be published monthly January - August, Sept/Oct and Nov/Dec

2018 Rates (All rates reflect price per issue)

| Type of Ad – color / size / location | *Allied Members/ Continuing Advertiser Rates | New Advertiser/Non-member Rates |
|--|---|------------------------------------|
| Black and White: Business Card size | \$55.00 | \$70.00 |
| Black and White: Qtr page | \$125.00 | \$150.00 |
| Black and White: Half page | \$215.00 | \$250.00 |
| Black and White: Full page | \$325.00 | \$350.00 |
| Black and White: Front Inside Cover | \$350.00 | \$400.00 |
| Black and White: Back Inside Cover | \$350.00 | \$400.00 |
| | | |
| Full Color: Business Card | \$95.00 | \$125.00 |
| Full Color: Qtr page | \$200.00 | \$250.00 |
| Full Color: Half page | \$275.00 | \$350.00 |
| Full Color: Full Page | \$400.00 | \$450.00 |
| Full Color-Full Page Inside Front Cover | \$450.00 | \$500.00 |
| Full Color-Full page Inside Back Cover | \$500.00 | \$575.00 |
| Full Color-Back Cover | \$1000.00 | \$1100.00 |
| | | |
| Full Color Bleed: Half page | \$325.00 | \$375.00 |
| Full Color Bleed: Full page | \$500.00 | \$550.00 |
| Full Color Bleed: Front Inside Cover | \$550.00 | \$600.00 |
| Double Page Spread (anywhere in magazine) | \$700.00 | \$750.00 |
| Press Release Inserts: Any Color / Size (view I/O sheet) | \$50.00 | \$75.00 |

* Allied Membership: \$200/year. Contact CPCO regarding membership

Advertising Specifications for PCO Pro Magazine (View the Spec Sheet Guide supplied)

| | | |
|------------------------------|------------------|-------------------|
| Full Page | 7.5" x 9.875" | (width x height) |
| Full Page Bleed | 8.75" x 11.5" | (width x height) |
| Half Page (horizontal) | 7.5" x 4.9275" | (width x height) |
| Half Page (vertical) | 3.675" x 9.875" | (width x height) |
| Quarter Page | 3.625" x 4.9275" | (width x height) |
| Business Card | 3.5" x 2" | (HORIZONTAL only) |

- All full-color files and images must be ready for "Magazine Printing" in CMYK format. Files in RGB format will be converted to CMYK and CPCO cannot guarantee exact color match
- All above files need to be High Resolution of 285 - 400 dpi (Average DPI is 300)
- Do you need us to set-up an Ad? A \$75.00 set-up / design fee

Send Files via e-mail to Glenda at glenda@cpcoofga.com and cc Maria at pcopro@cpcoofga.com.

Our Ad Deadline is the 15th of each month prior to the selected month for publication

PO Box 490164, Lawrenceville, GA 30049

P: 770.338.1050 F: 770.338.2090 W: www.CPCOofGA.com

PCO Pro Magazine Advertising Insertion Order [I/O] 2018

| MONTH OF PUBLICATION <small>(PLEASE CIRCLE YOUR SELECTIONS)</small> | AD SIZE / DESCRIPTION * <small>*A pdf is supplied to review Ad Specifications (PLEASE CIRCLE YOUR SELECTIONS FOR EACH MONTH)</small> | CIRCLE | ALL ADS / ARTWORK MUST BE READY FOR "MAGAZINE PRINTING" 285 - 400 DPI, CMYK or B/W | AD NAME | AD COST |
|---|---|---------------------------------|---|---------|---------|
| VOL 94 [January] | - QTR / HALF / PAGE / BLEED PAGE - Inside Front Cover / Outside Back Cover | COLOR ----- blk/wht | | | |
| VOL 95 [February] | QTR / HALF / PAGE / BLEED PAGE - Inside Front Cover / Outside Back Cover | COLOR ----- blk/wht | | | |
| VOL 96 [March] | QTR / HALF / PAGE / BLEED PAGE - Inside Front Cover / Outside Back Cover | COLOR ----- blk/wht | | | |
| VOL 97 [April] | QTR / HALF / PAGE / BLEED PAGE - Inside Front Cover / Outside Back Cover | COLOR ----- blk/wht | | | |
| VOL 98 [May] | QTR / HALF / PAGE / BLEED PAGE - Inside Front Cover / Outside Back Cover | COLOR ----- blk/wht | | | |
| VOL 99 [June] | QTR / HALF / PAGE / BLEED PAGE - Inside Front Cover / Outside Back Cover | COLOR ----- blk/wht | | | |
| VOL 100 [July] | QTR / HALF / PAGE / BLEED PAGE - Inside Front Cover / Outside Back Cover | COLOR ----- blk/wht | | | |
| VOL 101 [August] | QTR / HALF / PAGE / BLEED PAGE - Inside Front Cover / Outside Back Cover | COLOR ----- blk/wht | | | |
| VOL 102 [Sept/Oct] | QTR / HALF / PAGE / BLEED PAGE - Inside Front Cover / Outside Back Cover | COLOR ----- blk/wht | | | |
| VOL 103 [Nov/Dec] | QTR / HALF / PAGE / BLEED PAGE - Inside Front Cover / Outside Back Cover | COLOR ----- blk/wht | | | |
| CHOOSE A Spread option! ACROSS 2 pages in the magazine Indicate what VOL(s) _____ | DOUBLE PAGE SPREAD [Any " 2 " side-by-side pages] (Example: pgs 13&14, these 2 pages are prime pages—the center of the magazine) | ----- only COLOR ----- | | | |
| Total Due : * <small>DOES NOT INCLUDE (PRs)</small> | | | | | \$ |

Email: _____

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