



# Keeping Your Focus in Tough Times

## Promotional Advertising for a Tough Economy

The PROFILE is the official publication of the Georgia Pest Control Association. It is published six times per year.

### MECHANICAL DATA

**Publication size** 8½ x 11      **Inserts** Price quote on request  
**Bindery** saddle stitched      **Deadline** 25th of prior month

Camera ready copy requested. If typesetting, reduction or enlargement is required (or other changes necessary to maintain print quality or meet size requirements) additional charges will be added. **All four color art must be a PDF, JPEG or TIFF file supplied on disc or emailed to the GPCA office.. Non GPCA members will pay a 10% surcharge per insertion. Cancellation requires 30 day prior written notice. Early cancellation of a six month contract will require company to pay the one time rate for past issues. Promotional rates are listed below in red.**

### ADVERTISING RATES

### Annual

	One Time Per Insertion	One Time Per Insertion	One Time Per Insertion	Six Months Per Insertion	Six Months Per Insertion	Six Months Per Insertion
Full Page	B & W <del>\$345.00</del> \$275.00	Spot Color <del>\$350.00</del> \$280.00	4 Color <del>\$800.00</del> \$640.00	B & W <del>\$290.00</del> \$230.00	Spot Color <del>\$300.00</del> \$240.00	4 Color <del>\$725.00</del> \$580.00
Half Page	B & W <del>\$205.00</del> \$165.00	Spot Color <del>\$225.00</del> \$180.00	4 Color <del>\$500.00</del> \$400.00	B & W <del>\$165.00</del> \$130.00	Spot Color <del>\$195.00</del> \$155.00	4 Color <del>\$425.00</del> \$340.00
Quarter Page	B & W <del>\$115.00</del> \$90.00	Spot Color <del>\$150.00</del> \$120.00	4 Color <del>\$300.00</del> \$240.00	B & W <del>\$80.00</del> \$80.00	Spot Color <del>\$120.00</del> \$95.00	4 Color <del>\$225.00</del> \$180.00
Business Card	B & W <del>\$60.00</del> \$50.00	Spot Color <del>\$110.00</del> \$90.00	Not Available	B & W <del>\$40.00</del> \$30.00	Spot Color <del>\$90.00</del> \$70.00	Not Available

### AD INSERTION ORDER (Rates effective 1/1/10)

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

Agent \_\_\_\_\_

Phone \_\_\_\_\_

Ad size desired \_\_\_\_\_ Full Page  
 \_\_\_\_\_ Half page  
 \_\_\_\_\_ Quarter Page

Color Request \_\_\_\_\_ B & W  
 \_\_\_\_\_ Spot Color  
 \_\_\_\_\_ 4 Color

### Frequency

\_\_\_\_\_ 6 Issues (Full year insertion)  
 \_\_\_\_\_ One Time (Please indicate issue - Jan/Feb, March/  
 Apr, May/June, July/Aug, Sept/Oct, Nov/Dec)

### Amount Due

Ad Insertion Contract \$ \_\_\_\_\_

### Method of Payment

\_\_\_\_\_ Amount Enclosed  
 \_\_\_\_\_ Send Invoice

Must receive insertion contract by March 31, 2010 to receive promotional rate.