



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

AD INSERTION ORDER (Rates effective 1/1/11)

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, 2011 to receive promotional rate.