

C A P C A

# ADVISER

## 2012 Advertising Rate Card

### Editorial Profile/Philosophy

CAPCA requires that all ads are a positive reflection of a product with a benefit message to the industry we all work. We discourage competitive ads, product comparisons or negative advertising campaigns. The editorial board reserves the right to request positive ads with an advertiser that does not reflect this policy. The California Association of Pest Control Advisers (CAPCA) represents 75% of the nearly 3,800 California EPA licensed pest control advisers (PCAs) that provide pest management consultation for the production of food, fiber and ornamental industries of this state. CAPCA's purpose is *to serve as the leader in the evolution of the pest management industry through the communication of reliable information.*

CAPCA is dedicated to the professional development and enhancement of our members' education and stewardship which included legislative, regulatory, continuing education and public outreach activities.

### Reader Profile/Circulation

The most recent PCA Demographic Survey shows the typical reader has the professionalism to pursue excellence in the PCA profession and does so, on an active basis.

#### Consulting

Agriculture Consultants	63%
Industrial, Turf & Ornamental	21%
Both Agriculture and Turf & Ornamental	10%
Specialty/Other	4%
Actively Write Recommendations	58%
Certified Crop Advisors	16%

#### Experience

Average years PCA licensed	25 years
CAPCA Professional/Membership	15 years

#### Demographics

Average Age	50 years
College educated	81%
Gender	90% male; 10% female

### Circulation

CAPCA members	2,800
Deans & Professors	250
Ag Roundtable/Green Industry Council	80
Farm Advisors & Ag Commissioners	130
Sustaining Members	80
<b>Total</b>	<b>3,410</b>

\* CAPCA membership is the target audience in California for pest management product use

### Personnel

#### Terry Stark - Editor

Joyce Basan – Associate Editor

Rose Southward–Graphic Designer

e-mail: [terry@capca.com](mailto:terry@capca.com)

e-mail: [joyce@capca.com](mailto:joyce@capca.com)

e-mail: [southwardr@comcast.net](mailto:southwardr@comcast.net)

### Advertising

#### Dee Strowbridge – Sales

Tel. 916/928-1625 x 203

e-mail: [dee@capca.com](mailto:dee@capca.com)

Fax 916/928-0705

### General Rates *(no competitive ads will be accepted)*

#### Four-color Space

Center Spread	<b>1x</b> \$6,000
½ Page Spread	\$4,200
Premium page <i>(inside front cover or back cover)</i>	\$4,000
Interior page	\$3,500
2/3 Page	\$2,550
1/2 Page or 1/3 Page	\$2,050
Business Card	\$1,000

### Other Services

• Belly Banding	\$4,000
• Standard Tip in	\$100/1000 run
• Poly Bagging	\$ 200/1000 run
• Industry Advertorial/Editorial Page	\$1,000/each
• Job Opportunity Ads	\$300/each
• Additional Tear Sheets (500 Min)	\$360.00

**CAPCA Sustaining Member Job Opportunity ads discounted per sustaining membership level.**

**Limitations:** CAPCA reserves the right to limit and maintain the legal allowance between editorial pages and advertising.

**Ad Limits:** No exclusive or preferred positions will be granted by CAPCA. First come, first served, will be the acceptance policy.

### Commission/Discounts

- ❖ General and mail-order advertising: 15% to recognized agencies/net 30 days. Additional production charges, if any, will be billed to advertiser/agency and are non-commissionable.
- ❖ Multi-Placement Discount: 5 insertions ordered at same time will receive a 6<sup>th</sup> placement at no charge. – insertions need not be for consecutive issues nor same products.
- ❖ Pick-up Discount: After initial run during calendar year, each pick-up of that same ad will receive an additional 5% discount.
- ❖ Exhibitor Discount: Exhibitors at the CAPCA Conference receive a \$500.00 discount off advertising in the **Sept/October Issue** of the CAPCA Adviser Magazine. Can't be used in conjunction with other discounts.

## Mechanical Specifications

**Printing:** Sheet-fed, Offset Lithography  
**Binding:** Saddle Stitched  
**Trim Size:** 8-1/2"W x 11"D  
**Spread bleed 4/S:** 17-1/4"W x 11-1/4"D  
**Full page no bleed:** 7-1/2"W x 9-5/8"D  
**Full page bleed 4/S:** 8-3/4"W x 11-1/4"D  
**2/3 Page Vertical:** 4-1/4 W x 10-7/8"D  
**1/2-Page Horizontal:** 7-1/2"W x 4-3/4"D  
**1/2-Page Horizontal bleed 3/S:** 8-3/4"W x 5-3/8"D; trim sz. 8-1/2"W x 5-1/4"D  
**1/2-Page Vertical:** 3-5/8"W x 9-5/8"D  
**1/2-Page Vertical bleed 3/S:** 4-1/4"W x 11-1/4"D; trim sz. 4-1/8"W x 11"D  
**Business Card:** 3-5/8"W x 2-3/8"D

### Submission Requirements

The CAPCA Adviser is now proudly produced using the latest digital pre-press technologies. Effective immediately, all advertising artwork must be submitted electronically in one of the following industry-standard page layout applications. Please note that all electronic submissions should be accompanied by a color accurate digital proof of the live file; all linked or placed graphics and both the screen and printer font files.

### Material (Acceptable Software)

Portable Document Format (PDF, platform independent) Note: PDF must be PRESS OPTIMIZED. Please call us for additional information. We request that any advertisers submitting PF files also include a copy of the native layout application files as a back-up.

NOTE: We will not accept ads in any other format without prior approval. All ads smaller than a full page must be keylined to their exact dimensions. Advertisers submitting artwork the wrong size or in an unacceptable file format will be billed at industry rates for additional production costs.

**Bleed:** Keep live matter 3/8" (minimum) from trims size; artwork should include 1/8" inch overwork for bleed.

### Graphics

All linked or placed artwork, photos or graphics in your advertising should be optimized for 400DPI CMYK output. Acceptable file formats include TIF and EPS, some JPG or BMP files will be acceptable depending on resolution and color. No other graphic file formats are acceptable. All images must be in CMYK formats. RGB files are not acceptable.

In the absence of written instructions regarding disposition, **material will be stored for one year from date of last insertion, then destroyed.**

## Closing Dates

<u>Issue</u>	<u>Orders</u>	<u>Materials</u>
February	12/01/11	12/15/11
April	02/01/12	02/15/12
June	04/01/12	04/15/12
August	06/01/12	06/15/12
October	08/01/12	08/15/12
December	10/01/12	10/15/12

## Cancellations

**Cancellations must be submitted in writing/e-mail prior to the materials closing date for respective issue. Any cancellations received after Insertion Order deadline will be charged 75% of the Billed Fees**

## Contract & Copy Regulations

Our policy is that the advertising agency and/or advertiser are jointly or severally liable for all advertising invoices.

All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order to request for the publication thereof shall be deemed to be a representation by the advertiser and/or advertising agency that they have obtained the written consent of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein. It is understood that the advertiser and/or advertising agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suites for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. All copy, text and illustrations are subject to the publisher's approval before execution of the order; and the right is reserved to reject or exclude copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission; whether or not the same has already been accepted and/or published. In the event of such cancellation or rejection by the publisher, the advertising already run shall be paid for or billed at the rate provided for in the order.

The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.

No conditions, printed or otherwise appearing on the contract order or copy instructions which conflict with the publisher's policies will be binding on the publisher.

## Adjustment Policy

The publisher will make every reasonable attempt to ensure best-possible reproduction of advertiser materials, but cannot guarantee perfect match to supplied proofs due to issue make-up, paper stock and mechanical limitations.

The advertiser/agency will be obligated to pay for space ordered if the advertisement is readable, appears in the publication and the publication is delivered to the proclaimed circulation. In any claims against reproduction, publisher's liability will be limited to the error in question (e.g., wrong color/adjustment for color only). Publisher will assume no liability in the event of incorrect advertiser/agency order, late materials, or materials that do not meet mechanical specifications.

The publisher will endeavor to honor position requests, but no adjustments will be made for noncompliance unless the advertiser has agreed to pay the premium for preferred position, in which case publisher's liability is limited to the premium charge.

No adjustments will be made for errors/omissions in editorial matter provided by the publisher as a courtesy to the advertiser (i.e., advertiser index, key code, reader-service number, etc.)

## Contact Information

California Association of Pest Control Advisers  
Dee Strowbridge  
1143 No. Market Blvd., Suite 7  
Sacramento, CA 95834  
Phone: (916) 928-1625 x 203 Fax: (916) 928-0705  
E-mail: [dee@capca.com](mailto:dee@capca.com) web: [www.capca.com](http://www.capca.com)