



CAPCA



2021 MEDIA KIT

www.capca.com



ADVISER

2021 PRINT ADVERTISING RATE CARD

EDITORIAL PROFILE/PHILOSOPHY

CAPCA requires that all ads are a positive reflection of a product with a beneficial message to the industry we all work for. We discourage competitive ads, product comparisons or negative advertising campaigns. The editorial board reserves the right to request replacement materials for an advertisement that does not reflect this policy. The California Association of Pest Control Advisers (CAPCA) represents 70% of the nearly 4,000 California EPA licensed Pest Control Advisers (PCAs) who 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 includes 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/Industry Consultants	85%
Golf/Turf	2%
Government Agency/Municipality	4%
Specialty/Other	9%
Certified Crop Advisers	35%

EXPERIENCE

Average Years PCA	30+ years
CAPCA Professional/Membership	25 years

DEMOGRAPHICS

Age 18-34	20%
Age 35-54	28%
Age 55+	52%
College Educated	95%
Gender	87% male; 13% female

CIRCULATION

CAPCA members	2,950
Deans & Professors	100
Farm Advisors & Ag Commissioners	165
Sustaining Members	116
Total	3,331

CAPCA membership is the target audience in California for crop protection and nutrient management product use.

MEDIA TYPE

Printing: Sheet-fed, Offset Lithography
Binding: Saddle Stitched
Trim Size: 8-1/2"W x 11"H

GENERAL RATES

(no competitive ads will be accepted)

Four-color Space	1x
Center Spread	\$7,500
ROB Spread	\$6,500
1/2 Page Spread	\$5,000
Interior page	\$4,500
2/3 Page	\$3,500
1/2 Page or 1/3 Page	\$2,500
Dog Ear—Cover	\$1,100
Premium positioning (ISF, BC, Center)*	\$500

OTHER SERVICES

Belly Banding	\$5,000
Standard Tip-in Initial Piece*	\$1,000 pp
Poly Bagging - Outsert initial page*	\$1,500 pp
Industry Advertorial/Editorial Page+	\$2,125/each
Job Opportunity Ads	\$500/each
Additional Tear Sheets (500 Min)	\$400

***Fees are in addition to a full page insertion.**

+Advertorial Page: advertorial space can use the same specs as a full page. It may bleed, it must be text-driven (70% text to 30% graphics ratio). Graphics are allowed but should not be the focus; it must include the word "Advertorial" at the top of the page. Word count minimum for an advertorial is 350 words.

Limitations: CAPCA reserves the right to refuse advertising if copy or artwork is not in keeping with publisher's standards.

Ad Limits: No exclusive or preferred positions will be granted by CAPCA. First come, first served, will be the acceptance policy (unless paying for premium positioning).



ADVISER

CLOSING DATES

Issue	Orders	Materials	Mailed*
February	12/01/20	12/15/20	01/15/21
April	02/01/21	02/15/21	03/15/21
June	04/01/21	04/15/21	05/15/21
August	06/01/21	06/15/21	07/15/21
October	08/01/21	08/15/21	09/15/21
December	10/01/21	10/15/21	11/15/21

* Mailed dates are estimates and may vary +/- a few days.

MECHANICAL SPECIFICATIONS

Trim Size: 8-1/2"W x 11"H

Spread Ad:

Trim size 17"W x 11"H; Live: 16-1/2"W x 10-1/2"H; bleed: 17-1/4"W x 11-1/4"H. Keep live matter 1/4" (minimum) inside the trim edge; artwork must include 1/8" overwork for bleed.

1/2-page Spread no bleed: 16-1/2"W x 5-1/4"H

1/2-page Spread bleed: 17-1/4"W x 5-3/4"H

Full page no bleed: 7-1/2"W x 10"H

(Applies to Advertorial page as well)

Full page bleed: 8-3/4"W x 11-1/4"H

(Applies to Advertorial page as well)

2/3-page Vertical bleed: 5-5/8"W x 11-1/4"H

1/2-page Horizontal: 7-1/2"W x 4-3/4"H

1/2-page Horizontal bleed: 8-3/4"W x 5-3/8"H; trim size 8-1/2"W x 5-1/4"H

1/2-page Vertical: 3-5/8"W x 9-5/8"H

1/2-page Vertical bleed: 4-1/4"W x 11-1/4"H; trim size 4-1/8"W x 11"H

1/3-page Vertical: 2-1/2"W x 9-5/8"H

1/3-page Vertical bleed: 3-1/8"W x 11-1/4"H; trim size 2-1/2"W x 11"H

1/4-page Vertical: 3-5/8"W x 5-1/4"H

Business Card: 3-5/8"W x 2-3/8"H

Standard Tip-In Initial page: 8-1/4"W x 10-3/4"H

Belly Banding: maximum dimensions trim size 6"H (width depends on size of issue)

Poly Bagging-Outsert: maximum dimensions 8-1/2"W x 11"H; maximum paper weight 80#; 1-page outsert is defined as 2-pages of copy (front & back); 2-page outsert is defined as 4-pages of copy (17"W x 11"H, folded).

Dog Ear-Cover: 1-3/16"H

SUBMISSION REQUIREMENTS

CAPCA publications are produced using the latest digital technologies. All advertising artwork must be submitted electronically as a PRESS OPTIMIZED PDF, ensuring that all fonts are embedded, the file is of adequate resolution, and uses only CMYK color space (no RGB). Please call for additional information.

NOTE: We will not accept ads in any other format than PRESS OPTIMIZED PDF without prior approval. All ads smaller than a full page must be sized to their correct dimensions. Advertisers submitting artwork the wrong size or in an unacceptable file format will be billed at industry rates for additional production costs. CAPCA ad submissions: sylvia@capca.com.

Bleed & Safety Margins: It is important to keep your text, logos, and other print elements well within the safety margins. Any content that isn't meant to be cut off must stay at least 1/4" inside the trim edge. Backgrounds that are meant to bleed off must extend 1/8" outside the trim edge.

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

COMMISSION/DISCOUNTS

General and mail-order advertising: 15% to recognized agencies and Sustaining Members. Additional production charges, if any, will be billed to advertiser/agency and are non-commissionable. (Other services are not subject to agency discount.)

Published prices are not negotiable.

Multi-Placement Discount: 5 insertions ordered at same time will receive a 6th placement at no charge, insertions need not be for consecutive issues nor same products.

Exhibitor Discount: Exhibitors at the CAPCA Conference receive a \$500 discount off gross advertising in the **October Issue** of the CAPCA Adviser Magazine.

CANCELLATIONS

Cancellations must be submitted in writing/email 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 separately liable for all advertising invoices. Failure to pay will impact future orders.

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 hold the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits 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 that 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 in place at the time sold.

No conditions, printed or otherwise, appearing on the contract order or copy instructions that 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. If the publisher is able to accommodate a change after the publication has been plated, the charge will be \$200.

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 (e.g. advertiser index, key code, reader-service number, etc.).

* * * * *

2021 ONLINE ADVERTISING OPPORTUNITIES

SITE STATISTICS

Average Page Visits per month	13,198
Average Unique Page Visits per month	9,236
Website Views (peak months)	30,000+
Average Viewer Growth/Month in 2020	10%

CAPCA WEBSITE BANNER SPACE

CAPCA Online CE (capca.com/onlinece)	\$750
Member's Only Page (capca.com/my-account)	\$1,000
Member's Only CE (capca.com/my-account/hours)	\$1,000

MECHANICAL SPECIFICATIONS

Banner Style: Height: 228 X Width: 2800. File types accepted: .jpeg; .png; and .gif. All need to have a solid background. 228 X Width: Recommended gile format .PSD with all layers intact. Secondary format if not using Photoshop .PNG with transparency enabled for each requested layer. EG: Logo in .PNG and background in .PNG. If .PNG files are unavailable .JPG can be used as a less optimal result.

Graphics: All linked or placed artwork, photos or graphics in your advertising should be optimized for web viewing. Please use a solid color background of your choice. Banners should have all content within 235px of the middle of the graphic. There should be 50px of bleed on either side which should not contain and important information or text.

Submission Requirements: Once position agreement is made, graphics files should be sent via email to Kent Hinson at kent@capca.com. If you would like banner to be linked to an URL that address should be included in the body of the email. Materials will be placed on website by contracted timeframe or within 10-working days of final graphics provided. All Banner ad content must fit the CAPCA Contract & Copy Regulations Policy. No competitive ads will be accepted.

PERSONNEL

Ruthann Anderson - Editor	ruthann@capca.com
Joyce Basan - Deputy Editor	joyce@capca.com
Rose Southward - Graphic Designer	southwardr@comcast.net
Accounts Receivable	accounting@capca.com
Sylvia Stark - Advertising Sales and Ad Submissions	sylvia@capca.com Tel. 916/607-0059

CAPCA

2600 River Plaza Dr, Ste 250, Sacramento, CA 95833

www.capca.com