



CAPCA
AT THE CENTER OF PLANT HEALTH

2025 MEDIA KIT

www.capca.com | 916-928-1625 | sales@capca.com

CAPCA
Spring Summit



SHERATON
San Diego Hotel & Marina

**APRIL
22-23
2025**

SAN DIEGO, CA

SAVE THE DATES



**Annual CAPCA
Conference &
Agri-Expo**

**OCTOBER
19-21
2025**

RENO, NV



ADVERTISING WITH CAPCA

The California Association of Pest Control Advisers (CAPCA) connects businesses with a vast network of professional Pest Control Advisers (PCAs) who are integral to California’s agricultural success. With CAPCA’s long-established authority in education, advocacy, and professional development, your company will reach industry leaders and decision-makers. This advertising opportunity will align your brand with trusted professionals who directly influence the purchasing and application decisions in pest management. CAPCA’s unique platforms — ranging from events to digital publications — offer your company an effective way to showcase products and services to a highly engaged and targeted audience.



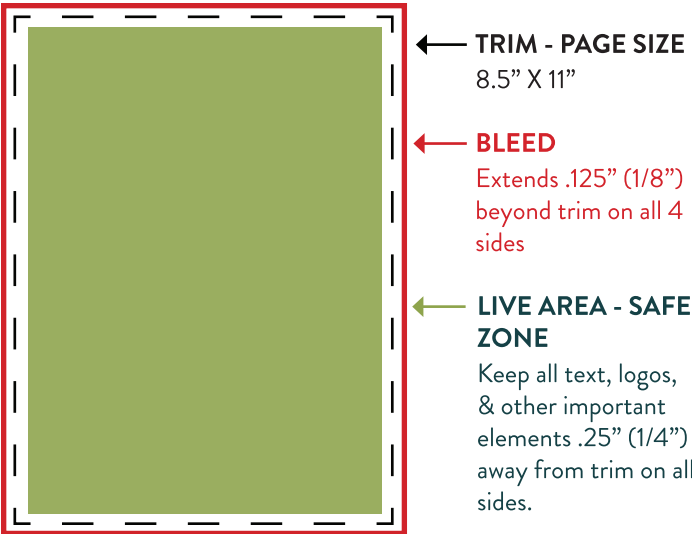
Photo submitted by McKenna Jeffries

MAXIMIZE YOUR IMPACT

Advertising with CAPCA offers companies the unique opportunity to connect with the state’s most influential decision-makers in pest management. Whether your goal is to enhance brand awareness, showcase innovative products, or drive sales, CAPCA provides an ideal platform to communicate with PCAs and other industry professionals who directly impact the buying and application decisions in agriculture. CAPCA’s events, publications, and digital channels ensure your message reaches a targeted audience of professionals who are both engaged and influential in the fields of crop protection, agronomy, and sustainable agriculture.

By partnering with CAPCA, companies not only gain visibility among key stakeholders but also align themselves with CAPCA’s longstanding reputation for professionalism, expertise, and commitment to advancing California’s agricultural industry.

ADVISER ADVERTISING



ISSUE	ORDERS	MATERIALS	MAILED
March	01/01/25	01/15/25	02/21/25
June	04/01/25	04/15/25	05/23/25
September	07/01/25	07/15/25	08/22/25
December	10/01/25	10/15/25	11/21/25

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

PLACEMENT	WIDTH	HEIGHT
Center Spread	17.25"	11.25"
1/2 Page Spread	17.25"	5.75"
Full Page	8.75"	11.25"
1/2 Page	8.75"	5.375"

ADVERTISEMENT	PRICE
Center Spread	\$7,500
1/2 Page Spread	\$5,500
Full Page	\$5,000
1/2 Page	\$2,500
OTHER SERVICES	
Belly Band*	\$7,000
Advertorial	\$3,500
Dog Ear	\$1,500
Outside Back Cover*	\$1,000
Inside Front Back Cover*	\$500
Premium Positioning*	\$500
Additional Tear Sheets	\$400
Job Opportunities	\$500
Belly Band (Max trim size 4.5"H; size of issue determines W)	

EXCLUSIVE FOR OUR SUSTAINING MEMBERS

*Fees are in addition to a full page insertion.

DIGITAL ADVERTISING

ENEWSLETTER

AD TYPE	SPECS	PRICE
Banner	1500 x 600 px	\$2,000
Square	600 x 600 px	\$1,000
Skyscraper NEW!	300 x 600 px	\$750
Footer NEW!	375 x 60 px	\$250

Advertisers must submit their ads on the first of the month prior to the month of their advertisement. For questions regarding specifications and submission information, please contact sales@capca.com.

\$150 late fee if ad is not received within 15 days of placement date.
\$75 cancellation fee if cancelled within 15 days of placement date.



CAPCA's strives to serve as a leader in the industry and continue to provide quality content and information for Pest Control Advisers across California. In a changing world, that mission and our service to members hasn't changed.

CAPCA provides our members with extensive digital opportunities to expand their knowledge and career. This includes an informative website, online education, and monthly newsletters.

BANNER AD

SQUARE AD



SKYSCRAPER AD

FOOTER AD



ONLINE CE COMMERCIALS

TIMING	INFORMATION	PRICE
:30s	Video played at the beginning of a one hour online CE course.	\$2,000
Advanced Analytics		\$800

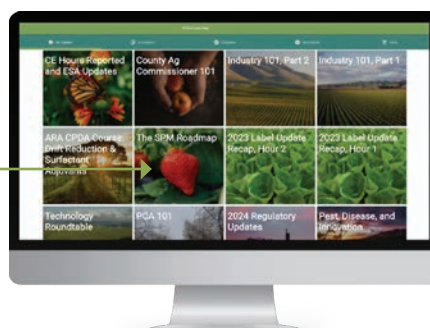
RUN DURATIONS:

ALL CONTENT REMOVED DEC. 31, 2025. PURCHASE AD SPACE EARLY FOR MAXIMUM VISIBILITY.

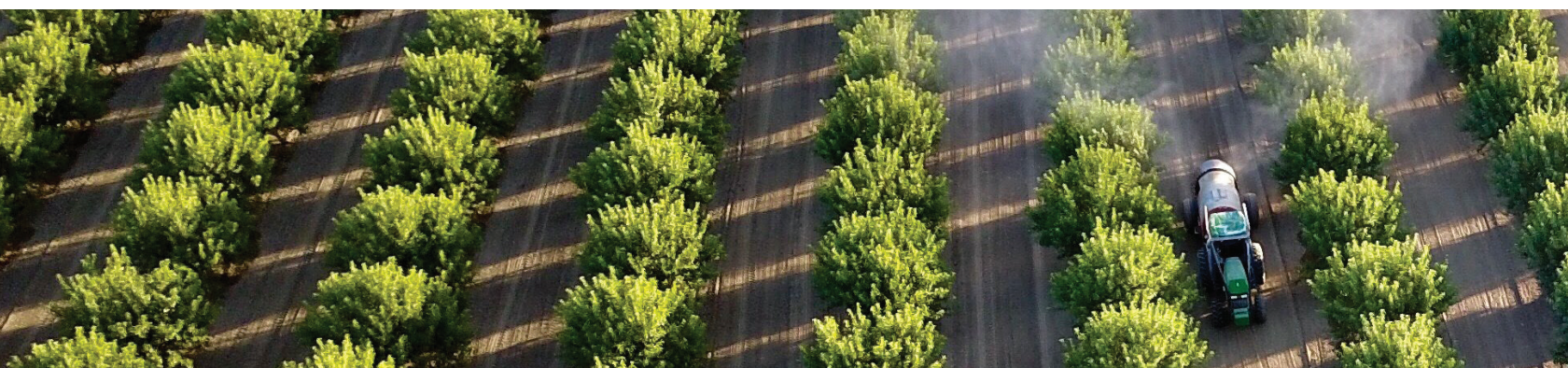
Advertisers must provide their own content. Approval by CAPCA is required before publishing can take place. One commercial allowed per continuing education hour.

Digital advertising content must be no longer than 60 seconds and submitted in 1080p. CAPCA reserves the right to charge for edits or modifications that are required by our staff.

CAPCA ad submissions: sales@capca.com



NEW FOR 2025!



SUBMISSION REQUIREMENTS

CAPCA publications are produced using the latest digital technologies. Advertising artwork must be print-ready and submitted electronically as a PRESS QUALITY PDF, ensuring that all fonts are embedded, the file is of adequate resolution, and uses only CMYK color space (no RGB). All print artwork must be submitted with a bleed of at least 0.125 inches (3 mm) on all sides to ensure proper trimming. Please call for additional information.

We will not accept ads in any other format than PRESS QUALITY PDF without prior approval. Ads smaller than a full page must be sized to their correct dimensions. Advertisers submitting artwork that is not print-ready (e.g. incorrectly sized, formats other than Press Quality PDF, etc.) will be billed at industry rates for additional production costs.

CAPCA ad submissions:
sales@capca.com.

LATE FEE
A late fee of \$150/page will be assessed to both complimentary and paid ads, advertorials, belly bands, outserts, tip-ins, or any other advertising/marketing materials if not received by CAPCA by the Materials Due Date noted in the insertion order and/or on the Sustaining Member Negotiated Benefits Agreement.

WEBSITE

AD TYPE	SPECS	PRICE
Banner	1920 x 1080 px	\$1,250
Square	1080 x 1080 px	\$1,000
Below Header	1200 x 210 px	\$500
Website Pop-up NEW!	800 x 600 px	\$2,000
Video	1080 dpi	\$3,000

AVAILABLE PLACEMENT:
MEMBERSHIP, CONTINUING EDUCATION, & DPR RENEWAL HUB.

Digital advertising content must be no longer than 60 seconds and submitted in 1080p. CAPCA reserves the right to charge for edits or modifications that are made by CAPCA staff. All content will have sound available. Commercials will not auto-play sound. Viewers can enable sound as they please.



PODCAST

AD TYPE	INFORMATION	PRICE
Podcast Sponsor	Annual banner ad and logo on Podcast landing page.	\$9,950
:30s	Pre-roll Ad	\$1,500
:60s	Mid-roll Ad	\$2,000
5m	5 Minute Interview; Name in Episode Advertising, Link to Show Notes, & Backlink on LinkedIn.	\$6,500

FORMAT: MP3, WAV, 30s, 60s, or 5min.
QUALITY: Minimum 192 kbps bitrate, 44.1 kHz sample rate, stereo channels.
RECORDING: Clear, professional, voice with no background noise. Include 5s of silence at the start and end.
WORD COUNT: 60 words for 30 seconds, 100 words for 60 seconds.
METADATA: Include title, sponsor name, and contact info.
DEADLINE: Submit at least one month before the air date.
APPROVAL: CAPCA reviews all content before airing.

If CAPCA podcast hosts are recording the ad script for your company, sponsors are entitled to one round of feedback on the recorded ad, which CAPCA will provide as a rough draft. Feedback must be given within the specified timeframe to ensure timely revisions. If the sponsor wants specific music or sound effects, they must provide them according to the specifications listed and include copyright information for all provided assets.

Photo submitted by Anthony Barbeiro



WHY CHOOSE CAPCA?



CIRCULATION



2900+

CAPCA MEMBERS



20

AG INDUSTRY &
EDUCATION



90

FARM ADVISERS & AG
COMMISSIONERS



80+

SUSTAINING MEMBERS

MONTHLY MARKET REPRESENTATION



4900+

PRINT AUDIENCE



150+

ONLINE CE HOURS
COMPLETED



8200+

PAGE VIEWS



3200+

WEB VISITORS



20,000+

EMAIL REACH



43%

OPEN RATE

The California Association of Pest Control Advisers (CAPCA) represents 75% of the nearly 3,800 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.

We are dedicated to the professional development and enhancement of our members' education and stewardship, which includes legislative, regulatory, continuing education and public outreach activities. CAPCA requires that all ads are a positive reflection of a product with a beneficial message to the industry we all work in. 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.

*Results are from a web survey that was emailed to 2,676 Active 2019/2020 CAPCA Members who are PCA license holders. Survey included 14 questions and received 823 replies during its availability period, June 8–30, 2020.



POLICIES & REGULATIONS

CONTRACTS & 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 makeup, 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 and omissions in editorial matter provided by the publisher as a courtesy to the advertiser (e.g. advertiser index, key code, reader-service number, etc.).

LATE FEE

A late fee of \$150/page will be assessed to both complimentary and paid ads, advertorials, belly bands, outserts, tip-ins, or any other advertising/marketing materials if not received by CAPCA by the Materials Due Date noted in the insertion order and/or on the Sustaining Member Negotiated Benefits Agreement.

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.

CONTACT US

Phone: 916-928-1625

Email: sales@capca.com

Website: www.capca.com

A Special Thank You to Our Advertisers

At CAPCA, we deeply appreciate the trust and support of our advertisers. Your partnership allows us to continue delivering valuable resources, education, and information to California's Pest Control Advisers and the agricultural community. By choosing to advertise with CAPCA, you're not only amplifying your brand's reach to an engaged audience but also contributing to the continued success and growth of the industry we all care about.

Your investment enables us to produce high-quality publications, host impactful events, and foster a vibrant community of professionals who are dedicated to advancing sustainable pest management. We are truly grateful for your commitment and are proud to provide a platform that supports your brand and message within the agricultural sector.

Thank you for supporting CAPCA and for helping shape the future of agriculture.



www.capca.com
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