

2027 MEDIA KIT

Reach the professionals shaping California agriculture

18,000+ digital | 2,500+ print

From licensed advisers and applicators to growers, commodity leaders, educators, regulators, and legislators, CAPCA delivers direct access to the audience driving real-world decisions.



CAPCA

AT THE CENTER OF PLANT HEALTH

CAPCA champions agricultural license holders, engages on pesticide policy, and helps professionals put regulations into practice.

We support PCAs and applicators in maintaining their licenses and navigating California's evolving regulatory landscape. Advertising across CAPCA's print and digital platforms aligns your brand with industry leaders, decision-makers, and a highly targeted audience.

The Adviser, CAPCA's flagship quarterly publication, delivers in-depth analysis, industry news, regulatory updates, and advances in crop protection and technology to pest control, crop management, and regulatory compliance professionals.

In 2027, The Adviser will become digital-first, expanding reach and giving advertisers enhanced engagement metrics and direct website links in ads. The October issue will remain an annual print-only edition distributed at the CAPCA Annual Conference.

CIRCULATION

18,000+ Digital reach

2,500+ Per print issue circulation for 2026, reflecting reach across key target audiences.

PRINT READERSHIP

2,300+ PCAs

100+ QAL / QAC holders

100+ Ag educators, legislators, policymakers, regulatory, ag extension and industry members.

ISSUE	ORDER	ART DUE	SENT*
February	11/16/26	12/1/26	2/1/27
May	3/1/27	3/15/27	5/1/27
October ¹	7/15/27	7/31/27	10/1/27

¹October is a blackout month for ad comps.
All issues digital, with October also printed.

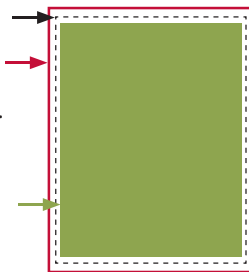
*Sent dates are estimated and may vary.



FILE REQUIREMENTS

Submit ad materials to sales@capca.com and adhere to the following specifications:

- Ads must be submitted as press-quality PDF files with a minimum of 300 DPI.
- All fonts must be embedded.
- Files must be in CMYK (not RGB).
- PAGE TRIM SIZE: 8.5" x 11"
- **BLEED:** Extends .125" (1/8") beyond trim size on all sides. Do NOT include crop marks on bleeds.
- **LIVE AREA / SAFE ZONE:** Keep all important elements in the live area – .125" (1/8") away from trim on all sides.
- Incorrectly sized or non-print ready files may incur additional costs and/or require replacement.



PLACEMENT	WIDTH	HEIGHT	PRICE
BLEEDS			
Half page horizontal	8.75"	5.375"	\$2,750
Half page spread	17.25"	5.375"	\$5,750
Full page	8.75"	11.25"	\$5,500
Full page spread	17.25"	11.25"	\$8,000
Full page advertorial	8.75"	11.25"	\$5,000
Back cover outsert ²	8.75"	11.25"	\$6,000
Belly band	18.5"	4.75"	\$7,500
Special to The Adviser ²	Two pages		\$6,500

²For details, contact sales@capca.com.

NON-BLEEDS

Half page horizontal	7.5"	5"	\$2,750
Full page	7.5"	10"	\$5,500

PREMIUM FEE³

Full page bleed or non-bleed

Outside back cover	+\$1,050
Inside front cover	+\$750

³Premium fees are additional to base prices above.

EXTRAS

Additional tear sheets	\$200 ⁴
Job posts (700 words max)	\$550

⁴Per two sets at single location.

[Click here to reserve your Adviser magazine ads!](#) ↗



CAPCA.COM WEBPAGES

- CAPCA.com Landing Page: Where CAPCA website visitors first land when coming to the website.
- Continuing Education (CE): Where license and certificate holders who need CDPR-approved CE (including PCA, QAL, QAC, and PAC industry professionals) find CE coursework.
- Events: Where industry professionals find information on the state and chapters events.

TYPE	WIDTH	HEIGHT	PRICE
Pop-up ad	800px	600px	\$2,500
Banner ad	970px	250px	\$2,000
Square ad	400px	400px	\$1,250
Job post (700 words max)			\$250

JUNE TRAILING TWELVE MONTHS (TTM) ANALYTICS FOR CAPCA.COM

Total from June 2025 to June 2026.

CAPCA.COM	TOTAL VIEWS	UNIQUE VISITORS	ENGAGE TIME
Landing Page	28,081	15,081	0:19
Continuing Education	7,085	3,228	0:40
Events	6,617	3,901	1:32

Deadlines for digital ads are one month prior to publication. Ads run on a monthly basis and are placed the first business day of the month. October is a blackout month for ad comps.

Ad formats accepted: transparent .png files and .gif animations less than 5MB.

CEREPORTED.COM WEBPAGES

CE Hours Reported is a tool created by CAPCA for industry professionals - both CE sponsors and CE attendees - to access free CE features, including course creation, hosting, hours tracking, and reporting.

- CEreported.com: Where CE Hours Reported website visitors first land when coming to the website.
- CEreported.com/login: Where account holders (both CE sponsors and CE attendees) login to access their account.

TYPE	WIDTH	HEIGHT	PRICE
Banner ad	1200px	300px	\$2,000
Banner ad for mobile	900px	300px	Optional

**JUNE TRAILING TWELVE MONTHS (TTM) ANALYTICS FOR CEREPORTED.COM**

Total from June 2025 to June 2026.

CEREPORTED.COM	TOTAL VIEWS	UNIQUE VISITORS	ENGAGE TIME
Landing Page	14,251	6,772	0:08
Login Page	5,789	2,914	1:09

CAPCA SENDS THREE E-NEWSLETTERS THAT EXCEED OPEN AND CLICK INDUSTRY STANDARDS

- Membership: Sent monthly with important messages and reminders.
- Quarterly: Sent February, May, August, and November with a focus on industry advocacy.

TYPE	WIDTH	HEIGHT	PRICE
Banner ad	970px	250px	\$2,250
Square ad	400px	400px	\$1,250
Skyscraper ad	200px	400px	\$1,000
Job post (700 words max)			\$250

Deadlines for digital ads are one month prior to publication. October is a blackout month for ad comps.

Ad formats accepted: transparent .png files and .gif animations less than 5MB.

MEMBERSHIP E-NEWSLETTER

Average from June 2025 to June 2026.

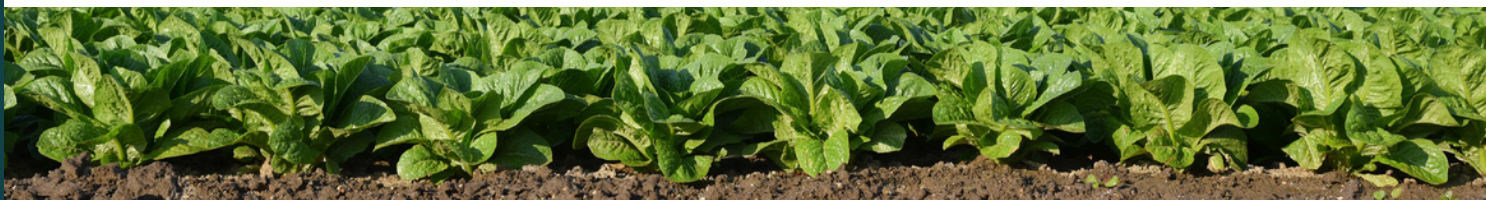
SENDS	OPENS	OPEN %	CLICKS	CLICK %
14,192	6,916	50%	258	2%

QUARTERLY E-NEWSLETTER

Average from June 2025 to June 2026 issues.

SENDS	OPENS	OPEN %	CLICKS	CLICK %
19,064	9,121	51%	279	6%

[Click here to reserve your digital ads!](#) ↗



CONTINUING EDUCATION ADS	FREE COURSE	PAID COURSE
0:30 ad	\$2,000	\$1,000
Two (2) 0:30 ads	\$3,800	\$1,900
1:00 ad	\$3,800	\$1,900

Formats accepted: .mp4 or .MOV less than 20MB
(CAPCA may compress file size to accommodate CE platform).

Analytics are available.

Once a course is published, the ad remains live with the course through 12/31.

CUSTOM SPONSORED CE CONTENT	COURSE PRICING
Hosted CE Course	TBD
CE Development Support	TBD
Outreach Promotion	TBD

CAPCA has a custom CDPR-compliant online continuing education (CE) platform. Custom package pricing is dependent on the type of preferred support.

Contact sales@capca.com for more information.

AD SUBMISSION

Reserve your digital or The Adviser ad space using our new online reservation system. Once confirmed, you'll receive an email that can be used to submit your creative materials. If materials have not been received by the submission deadline, you'll receive a reminder email. Replying to these emails ensures your materials stay linked to your reservation and are routed correctly through our ad management system.

RATE INFORMATION

All rates shown are standard rates. Eligible Corporate Partner discounts will be applied after reservation confirmation and reflected on the final invoice.

CANCELLATIONS

Cancellations must be submitted in writing prior to the insertion order deadline. Cancellations received after the insertion order deadline will be charged 75% of the billed fees, increasing to 100% after the material due date.

This is a summary of CAPCA's policies and is not intended to substitute for the complete policy, which can be found at: capca.com/advertise/

CONTRACTS & COPY REGULATIONS

The advertising agency and/or advertiser (hereinafter "advertiser") are jointly and separately liable for advertising invoices. Failure to pay will impact future orders.

Advertisements submitted to CAPCA are accepted on the basis that the advertiser is authorized to publish the contents and subject matter. It is assumed that the advertiser has obtained written consent for the use of any living person's name, pictures and/or testimonials.

The advertiser will indemnify and hold CAPCA 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, photos and illustrations are subject to CAPCA's approval prior to publishing and must comply with Federal Trade Commission regulations.

The advertiser's ad submission equates acceptance of all the rates and conditions at the time sold. No insertion order or other communication conditions may conflict with CAPCA's policies, nor will they be binding.

ADJUSTMENT POLICY & LATE FEES

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

The advertiser is obligated to pay for space ordered if the advertisement is readable, appears in the contracted space and is delivered to the proclaimed circulation. In claims against reproduction, CAPCA's liability will be limited

to the error in question (e.g., wrong color/ adjustment for color). CAPCA assumes no liability in the event of an incorrect advertiser order or materials that do not meet mechanical specifications. If CAPCA is able to accommodate a change after the publication has been sent to the printer, the charge will be \$200. A \$150 late fee will be charged for complimentary and paid submissions if not received at CAPCA by the material due dates.

CAPCA will attempt to honor position requests, but position placement is not guaranteed unless the advertiser has agreed to pay the premium for a preferred position.

CONTACT US

916.928.1625 • sales@capca.com

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