

# eMail List Pest Management Professional

Email Addresses Available

7,149

\$425 per 1,000

## Who They Are

Owners/presidents, directors/general managers, sanitarians, supervisors and foremen at general pest control companies, food processing, storage and warehouse companies and other commercial, institutional, industrial and recreational facilities.

## What They Buy

As the front-line of product/service specification, authorization and purchasing, these highly targeted pest removal professionals are ready prospects for your products and services including:

- Chemicals and Pesticides
- Safety Products and Supplies
- Application Equipment and Supplies
- Uniforms
- Office Forms, Products and Books

## Why They Subscribe

With each issue, *Pest Management Professional* presents timely coverage to key industry decision makers and practitioners on:

- Critical business management tools
- Key trends affecting business and operations
- Innovative pesticide and treatment options
- Strategies for improving customer service and profits
- Worker safety and productivity




Mail List  
AVAILABLE

**Quality Leads**  
**Targeted Penetration**  
**Guaranteed Value**  
**Proven Results**

## Minimum Order

3000 Names

## List Source

Controlled Circulation,  Verified Audit Pending

## Mail/Email/Phone Lists

Combination Discounts Available  
Call for Rates

## Selections

Base Rate + \$15/M  
Job Title  
Job Function  
Business/Industry  
Business Address  
Geography  
Gender  
Max Per Site  
All Other Selects \$15/M-\$25/M

## How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the email message
- Prepayment if requested for a first time renter

A signed email list rental contract is required with each order before transmission.

## Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

## Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.

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**QUESTEX**  
MEDIA

[www.questex.com](http://www.questex.com)

# eMail List

## Pest Management Professionals

### Breakdown by Job Title

Owner/President/VP/Other Corporate Officers	5,272
Director/Managers	1,461
Specialist/Consultant	83
Serviceman/Technician	121
Purchasing Agent/Buyer	13
Entomologist/Scientist/Research Personnel	64

### Breakdown by Type of Business

#### CONTRACT PEST CONTROL:

General Pest	5,544
Ornamental/Turf & Tree/Pest & Weed	571
Mosquito and Flying Insect	57
Fumigation Specialist	31
Other Contract Specialist	117

#### IN-HOUSE PEST CONTROL:

Food Processing/Storage & Storage	52
Retail/Wholesale Food Outlet	33
Commercial/Industrial/Institution/	228
Hospital/Health Care Facility	6

#### GOVERNMENT PEST CONTROL:

Military Installation	8
Federal/State/Community Public Health Department/Agency	92

#### SUPPLIER:

Distributor/Independent Manufacturers Representative	136
Manufacturer's Representative	63

#### OTHER:

Extension Agent/Consultant/Teacher	99
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### Breakdown by Services Performed

#### Multiple Response

Ant Management	4,636
Bird Management	2,757
Cockroach Management	4,450
Flea Management	4,169
Fumigation	1,637
Lawn Care	1,922
Moisture Management	1,879
Rodent Management	4,128
Stored Product Pest Management	2,923
Termite Management	507
Wood Inspection	2,873
Wildlife Management	1,579
Pre-Treat Termite Management	3,264
Post-Treat Termite Management	3,361



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## Pest Management Professional

### Breakdown by Products Specified

#### Multiple Response

Access Panels	2,439
Aerosols	3,557
Bait Guns	3,787
Bird Repellents	2,402
Borates	2,798
Compressed Air Sprayers	3,362
Foamers & Equipment	2,809
Foggers	3,130
Fumigation Equipment	1,976
General Use Baits	3,990
General Use Insecticides	4,168
Glue Boards	4,236
Insect Growth Regulators	3,541
Insect Light Traps	3,362
Liquid Termicides	3,541
Netting	2,338
Pheromone Traps	3,141
Rodent Stations	3,937
Rodent Traps	3,704
Rodenticides	3,784
Spray Rigs & Equipment	3,659
Termite Baits	2,684
Termite Barriers	2,686
Vacuums	2,327
Mole Baits	1,962
Vents	1,989

### Email List Terms and Conditions:

1. All transmissions must be sent by Questex Media's service provider.
2. In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
3. Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
4. Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
5. The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
6. The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
7. Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
8. Pricing is based on net, error free emails delivered.
9. Prepayment is required for first time renters.
10. The list owner reserves the right to refuse any mailer or offer message.



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