

# Pest Management

PROFESSIONAL

## 2009 Editorial Calendar

	Ad Close	Business Focus	Technology Focus	Secondary Pests	Special Sections	Supplements	Value Adds, Bonus Distribution
January	12/10	Operating in a Down Economy	Bed Bugs	Termites, Rodents, Wildlife	Bed Bug Issue		
February	1/9	The Next Step: Grow or Go	Termites	Bed Bugs, Spiders, Birds	USFS Termite Report	WMP	NPMA Legislative Days
March	2/5	Tax Preparation / Accounting	Birds	Termites, Wildlife, Cockroaches	Bird Guide		UPFDA Annual Meeting
April	3/6	Marketing on the Internet	Ants	Ants, Cockroaches, Rodents	Green Issue	WMP	
May	4/7	Dealing with Fuel Costs	Stinging Insects	Termites, Bed Bugs, Stored Product Pests	Truck Guide		
June	5/7	Franchising / Expansion	Cockroaches	Spiders, Fleas and Ticks, Wildlife	Emerging Leaders		NPMA Leadership Week, FPMA Summer Meeting, NPMA Academy
July	6/5	Expanding Commercial Business	Flies	Rodents, Cockroaches, Bed Bugs			CPCO of Florida
August	7/9	Moving up the Corporate Ladder	Fleas and Ticks	Spiders, Ants, Birds		WMP	
September	8/6	Hiring and Retention	Wildlife	Cockroaches, Rodents, Flies	NPMA PestWorld preview, Executive Viewpoints		UK Short Course, NPMA PestWorld
October	9/4	Free Publicity through Public Relations	Stored Product Pests	Wildlife, Bed Bugs, Stinging Insects	Hall of Fame, Business Planner, Resource Profiles	WMP	NPMA PestWorld, NPMA Wildlife Conference
November	10/8	Insurance / Liability	Rodents	Bed Bugs, Rodents, Birds	State of the Industry		
December	11/4	The Sales Process	Spiders	Termites, Wildlife, Bed Bugs	Top Pests Survey	WMP, Purdue News	Purdue Conference

Note: Pest Management Professional mails by the 15th of each month.

## 2009 Print Advertising Rates

### Display Ads

Space Unit	
Spread	\$10,635
Full Page	5,750
2/3 Page	4,025
1/2 Page	3,165
1/3 Page	2,205
1/4 Page	1,725
1/6 Page	1,195

All rates net unless otherwise specified.

Premium positions add 20% (backcover), 15% (cover 2 & 3); 10% other preferred positions.

### PMP Mart Ads

Space Position	
1/2 Page	\$1,265
1/4 Page	690

### Classified Ads

Space Position	
Black & White	\$155
4-Color	213

Rates per Column Inch; Per Word \$2.40; Per Word, Custom \$3.00; Minimum Charge \$100; Blind Box Number \$35

### Business Staff

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