



**FREE ad on our web site with every newsletter ad purchased.**

## Iowa Pest Control Association REVISED DATES: Newsletter Rates & Specifications - 2016

**Even if you are a current advertiser, please complete this form and email it to [june@compelcom.com](mailto:june@compelcom.com) NOW so we have your updated information and can save space for your ad in upcoming issues! We appreciate your continue support of IPMA!**

### General Information

- Full color publication published 4 times a year on the schedule below. Mailed to over 150 members

### Mechanical Information

- Finished size of publication is 8-1/2 x 11"
- Editor reserves the right to recompose ads to conform to size limits. Composition and layout assistance is available from the editor/publisher with cost of services billed to the advertiser.
- Artwork must be high resolution files submitted electronically. (No Microsoft Publisher or Word files will be accepted.) Email files (including graphics & fonts) to: [june@compelcom.com](mailto:june@compelcom.com). Preferred format is pdf, however eps, ai, psd will be accepted. No 72 dpi resolution photos/graphics or MAC formats, please! Convert all fonts to outlines!
- YOU WILL RECEIVE A CONFIRMATION OF RECEIPT OF ALL ART FILES. IF YOU DO NOT RECEIVE AN ACKNOWLEDGEMENT, PLEASE RESEND FILE OR CALL 636-394-4148. DO NOT ASSUME THAT WE RECEIVED THE FILE UNLESS YOU HEAR FROM US.

### Commissions & Terms

- **Payment due thirty days from invoice date.** Rates are net. Commissions to be added to rates. No agency discounts.
- Advertisers will be added to the mailing list to receive the complete newsletter
- Unless otherwise arranged, invoices will be emailed to the address we have on file.
- Please indicate issues in which you wish your advertising to appear and the ad size.

Publication Date	Materials & Commitment Deadline	Full Page 7x10" \$302/issue (B&W) Color - \$378	Half Page 7x4.75" \$192/issue (B&W) Color: \$241	Quarter Page 3.5x4.75" \$137/issue (B&W) Color - \$172
Mar. 30 – 1 <sup>st</sup> Qtr	Feb 15			
June 30 – 2 <sup>nd</sup> Qtr.	May 15			
Sept. 30 – 3 <sup>rd</sup> Qtr	Aug 15			
Dec. 30 – 4 <sup>th</sup> Qtr.	Nov 15			

Web ad sizes: Horizontal – 200px by 78 px; Vertical – 120px by 174 px.

In order to authorize advertising, complete and return this form according to the deadline schedule above.

Contact: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Payment information:  Check is enclosed.  Direct bill per issue  Direct bill per year

### Make checks payable to Compelling Communications, Inc.

Mail to: Compelling Communications, Inc., 14664 Amberleigh Hill Ct., Chesterfield, MO 63017  
 Questions? Call 800-779-0067 Email: [june@compelcom.com](mailto:june@compelcom.com)