



## **2019 CONTROLLING INTEREST**

The monthly e-newsletter of the  
New England Pest Management Association

### **ADVERTISING OPPORTUNITIES**

This monthly electronic newsletter provides timely information to the association membership. An issue of the newsletter can be viewed at <https://conta.cc/2uzDXZt>

2018 *Controlling Interest*

**Average Open Rate 42%**

**Average Click Rate 12%**

Advertising space is available for a company logo or tile ad each with link to a company website. Advertising space in *Controlling Interest* is available on a per issue basis or for 6 months or 12 months in accordance with the following rate schedule: All rates are net and non-commissionable.

#### **Rate Schedule**

1 Month	\$90
6 Months	\$485
12 Months	\$950

Rates are based upon payment in advance for full period, and ads running without interruption or changes during contract period.

#### **Creative**

All images should be produced in either **.pdf** or **.png** format with a width of 600 pixels (600 w x 75 h) and a resolution of 72 pixels per inch. The e-newsletter is prepared and delivered using Constant Contact.

Images should be sent via email to: Walter Perry at [info@nepma.org](mailto:info@nepma.org)

#### **Creative Deadline**

The deadline to receive creative is the third Friday of the month to appear in that month's issue of the e-newsletter.

**ADVERTISING POLICY:** The publication of any advertisement is not an endorsement of the advertiser, nor of the products or services advertised. New England Pest Management Association reserves the right to reject or edit advertisements.



# 2019 INSERTION ORDER FORM Controlling Interest (Monthly)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Website: \_\_\_\_\_

\_\_\_\_\_ YES, we want to advertise in *Controlling Interest*.

Check frequency

\_\_\_\_\_ Month

\_\_\_\_\_ 6 Months

\_\_\_\_\_ 12 Months

Start Date \_\_\_\_\_

Please run our ad (state issue starting date and for how many issues)

All advertisers will receive a copy of the e-newsletter.

Scan/email your completed insertion order form with payment to [info@nepma.org](mailto:info@nepma.org) or mail it to: New England Pest Management Association, 53 Regional Drive, Suite 1, Concord, NH 03301.

**Please Note:** In order to take advantage of discounted, full-year rates, payment must be made at time of submitting contract.

If paying by check, make check payable to: NEPMA

Please make checks payable to: **NEPMA** or charge my credit card

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Billing Address (if different from above) \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date