



2020 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>

Controlling Interest

Average Open Rate 23%

Average Click Rate 3.5%

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.

Images should be sent via email to: Ashlee Wilcox at awilcox@pestworld.org

Creative Deadline

The deadline to receive creative is the third Friday of the month to appear in the following 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.



2020 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 <mailto:nepma@pestworld.org> or mail it to: New England Pest Management Association, 10460 North Street, Fairfax, VA 22030.

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