

ANNOUNCING

Advertising Opportunities in The Pest Dispatch

If your business serves and sells to pest control operators, it's time to take a closer look at advertising in the new, expanded *Pest Dispatch*.

Place your advertisement in *The Pest Dispatch* to:

- Communicate directly with your customers
- Maintain top-of-mind awareness among your "buying influences"
- Announce your new products, services and special promotions

Please review the chart below for advertising sizes and rates.

Size	Number of Issues	Cost
1/4 page	4	\$400 per year
1/2 page	4	\$650 per year
Full page	4	\$850 per year

Advertising dimensions are as follows:

1/4 page	3.5" wide x 4.75" high
1/2 page horizontal	7.5" wide x 4.75" high
1/2 page vertical	3.5" wide x 9.35" high
Full page vertical	7.5" wide x 9.35" high

The Pest Dispatch is published four times yearly in August, November, February and May. Deadline for your advertisement is the 15th of the month preceding each issue.



Please forward your camera-ready or disk-ready copy to: wingra1@gmail.com, or The Wingra Group

PO Box 6203

Madison, WI 53716

Checks should be made payable to the Wisconsin Pest Control Association.

For further information about artwork and advertising scheduling, contact Mark L. Hendrickson at (608) 223-9568.

For more information on *The Pest Dispatch*, or to see sample copies, visit www.wisconsinpest.org