



Ad Sales: Eric Arnold

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www.WCTMagazine.com

Wildlife Control Technology (W.C.T.) Magazine

SUPPORTING THE WILDLIFE CONTROL INDUSTRY SINCE 1994

ABOUT

W.C.T. Magazine is a bimonthly trade publication providing technical, business, and biological articles for private, municipal, state, and federal wildlife and pest control personnel. The magazine is a 4-color cover with a combined 4-color / black & white insert. We circulate 1,500-2,000 copies in both print and digital formats in an approximate 50/50 split with an estimated 4x "pass-around" rate.

COLOR/BW DISPLAY ADS

Camera Ready	1x	6x or more
Spread	\$1,395	\$1,340
Full page	\$795	\$755
2/3 page	\$674	\$640
1/2 page	\$513	\$487
1/3 page	\$371	\$353
1/4 page	\$322	\$305
1/6 page	\$260	\$247

Cover ads are only available with minimum two (2) year contracts. Please contact us to check for availability.

Covers	6x
Inside Front	\$1,250
Inside Back	\$1,250
Back Cover	\$1,250

All prices quoted are cash discounted for camera ready ads. Credit card payments add 3.5%.
 Submit completed ads or files to advertising@wctmagazine.com

AD CLOSING DATES

Cover Date	Ad Closing Date
January/February	November 20
March/April	January 20
May/June	March 20
July/August	May 20
September/October	July 20
November/December	September 20

ACCEPTABLE FORMATS

Adobe Acrobat PDF, JPG, and PSD. Minimum resolution for photos is 300 dpi. Minimum resolution for line art is 600 dpi. Cover ads should include a .125 trim.

Please embed all fonts and images to be used with the advertisement. Color ads must be submitted as CMYK with black defined as 100 percent instead of all four colors.

COPY AND CONTRACT REGULATIONS

Cancellations will not be accepted after closing date and must be received in writing on or before closing date.

All advertising copy is subject to publisher's approval. Advertisers and their agencies assume full liability for all content (including text, representations, and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher.

Publisher assumes no responsibility for errors or omissions in key code numbers, ad copy, or poor quality reproduction due to submitted material of less than first-rate quality. Advertisers and their agencies agree and assume to pay all charges for advertising published at their direction.

Frequency discounts are earned through a 12 month period. Advertisers who cancel or fail to fulfill a contract reducing frequency below the contracted rate will be issued a short-rate charge on previously billed advertisements to reflect the actual earned frequency rate.

Advertisers and advertising agencies agree that the publisher assumes no liability by reason of any error or omission for which the magazine may be responsible in any advertisement beyond the cost of the space actually occupied by the error. The sole remedy for printing errors or omissions will be a correct reprint in the next subsequent issue.

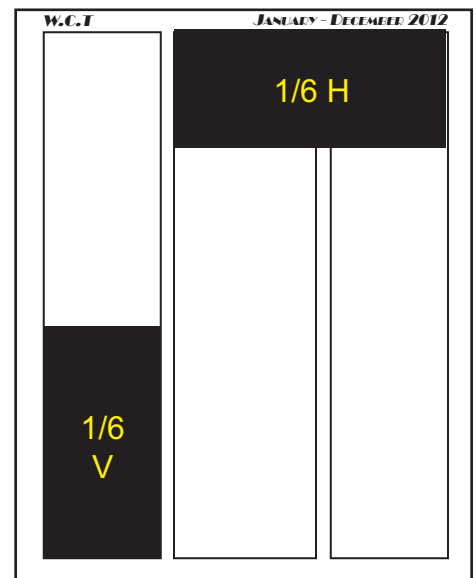
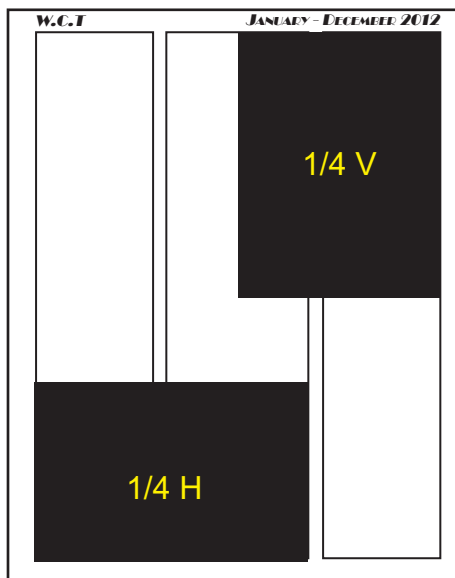
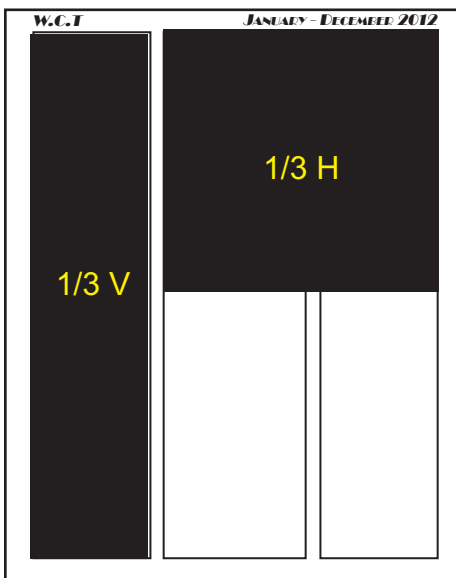
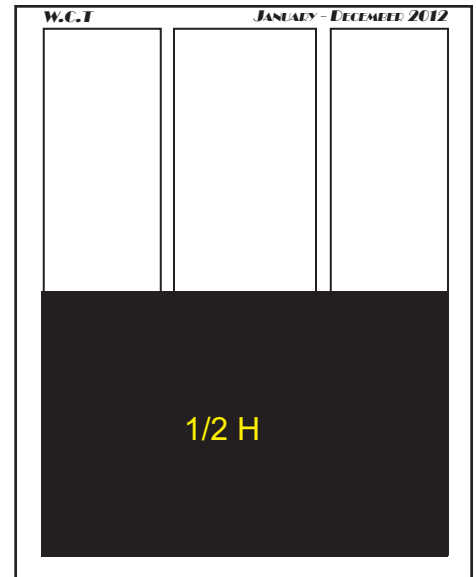
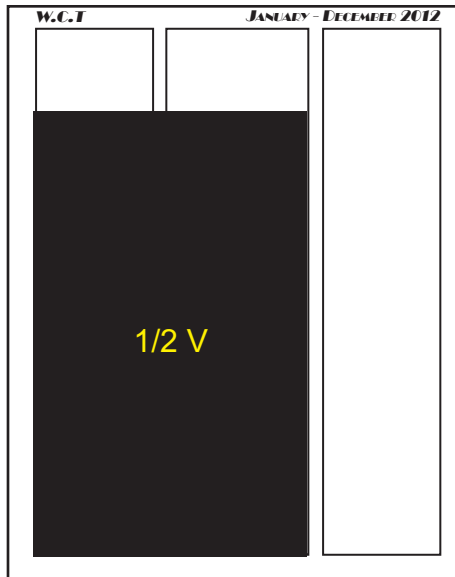
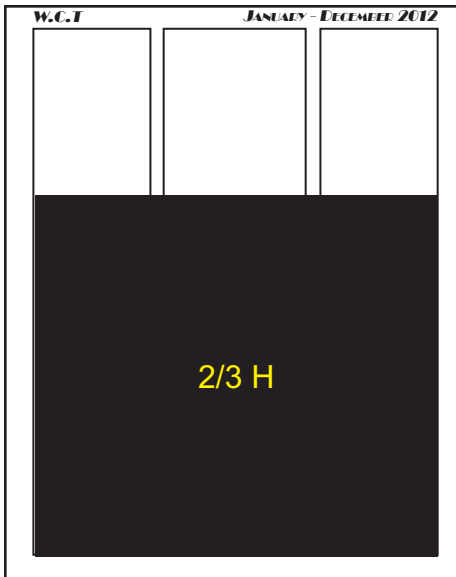
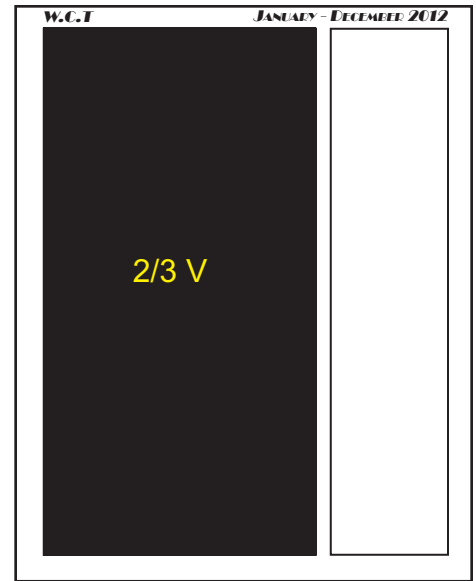
Advertisements will be placed in both the digital and printed editions of **W.C.T. Magazine**. Note that hyperlinks are enabled in the digital edition. Please include the desired URL with each ad submitted.

Terms for billing are 30 days net. **Invoices shall be sent via email.** Advertisers requiring a printed invoice and tear out will be charged a \$20 administration fee per issue. Accounts past due will be subject to a \$60 account management fee for each additional invoice sent.

LAYOUT DIMENSIONS

Ad Sizes (Non-Bleed)

Size (in inches)	W x H
Full Page	7 1/2 x 10
2/3 V	4 7/8 x 10
2/3 H	7 1/2 x 6 1/2
1/2 V	4 7/8 x 7 3/8
1/2 H	7 1/2 x 4 7/8
1/3 V	2 3/8 x 10
1/3 H	4 7/8 x 4 7/8
1/4 V	3 11/16 x 4 7/8
1/4 H	4 7/8 x 3 5/8
1/6 V	2 3/8 x 4 7/8
1/6 H	4 7/8 x 2 3/8



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INSERTION ORDER

Date: _____

Client Account # _____

ADVERTISER INFORMATION

Company Name: _____ Contact: _____

Agency Name: _____ Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

SAMPLE

INSERTION SCHEDULE:

<u>ISSUE</u>	<u>AD SIZE</u>	<u>DISCOUNT PRICE</u>
January/February 2020	1/2 Page Color	\$487
March/April 2020	1/2 Page Color	\$487
May/June 2020	1/2 Page Color	\$487
July/August 2020	1/2 Page Color	\$487
September/October 2020	1/2 Page Color	\$487
November/December 2020	1/2 Page Color	\$487
Total:		\$2,922

PAYMENT INFORMATION:

When a multiple insertion schedule not paid in full is in effect, a separate invoice will be emailed to the above listed company or agency for each scheduled insertion. Terms for billing are 30 day net. No cancellations will be accepted without written notification. The previously used ad will be automatically picked up for the next insertion unless client notifies **WCT Group, Inc.** requesting a change before the "Ad Closing Date". Requesting a change before the "Ad Deadline Date". Cancellations received after the "Ad Deadline Date" will be subject to a cancellation charge. **Credit card payments will be charged a 3.5% processing rate in addition to the cash discount price** and processed in accordance with the above insertion schedule. Accounts past due will be subject to a \$60 account management fee for each additional billing.

X _____ Date: _____

Authorized Signature (Your signature accepts responsibility of this insertion schedule)

I hereby authorize **WCT Group, Inc.** to charge the below listed credit card in accordance with the above insertion schedule.

Card Number: _____ Exp Date: _____ CVA: _____

Billing Address: _____

X _____

Card Holders Signature