



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 1,800-2,400 copies in both print and digital formats in a 50/50 split with an estimated 3x "pass-around" rate.

COLOR/BW DISPLAY ADS

| Camera Ready | 1x | 6x |
|--------------|---------|---------|
| 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 |

Color display ads 1/3 page or smaller are available on a limited basis. **Cover ads are only available with minimum one (1) 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

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

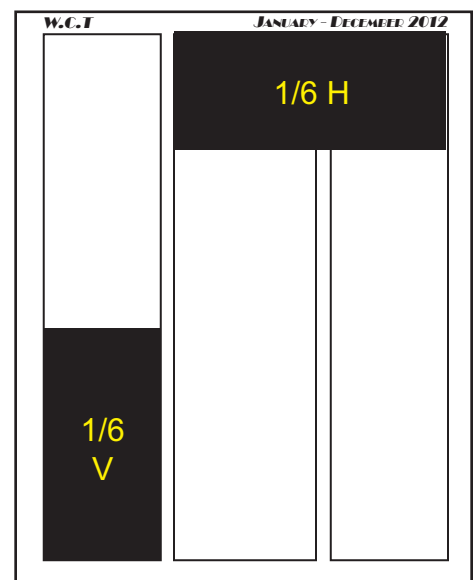
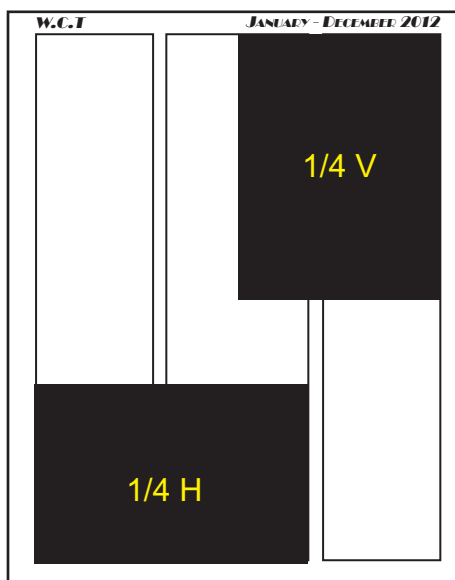
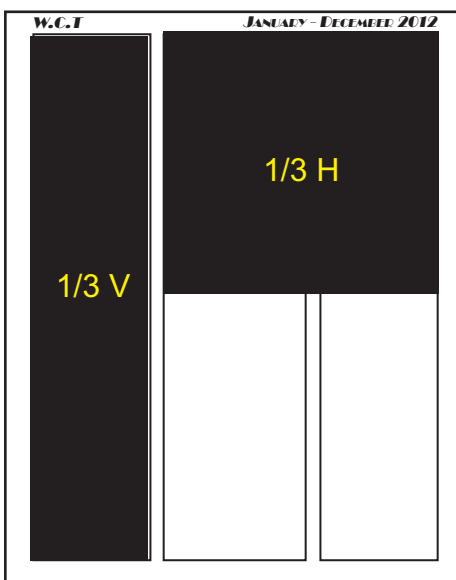
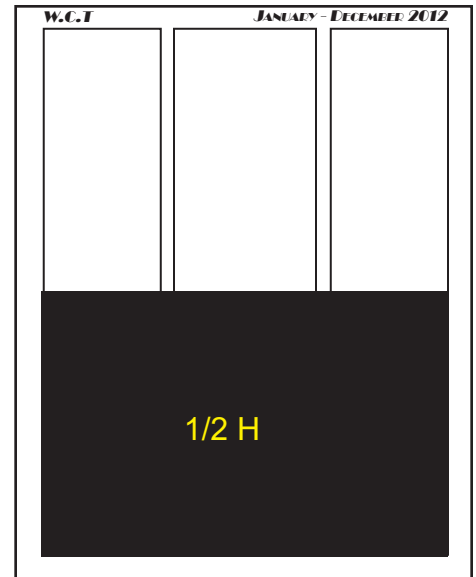
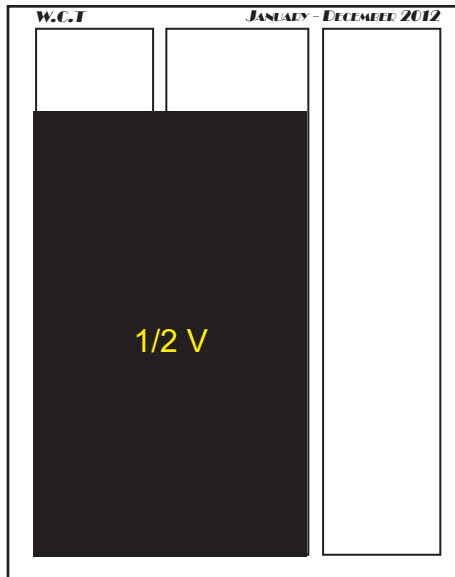
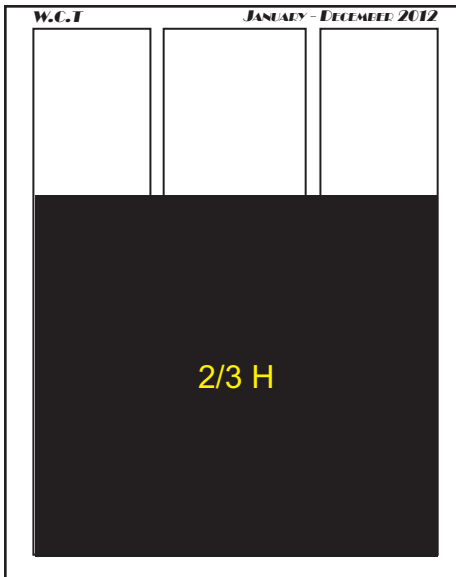
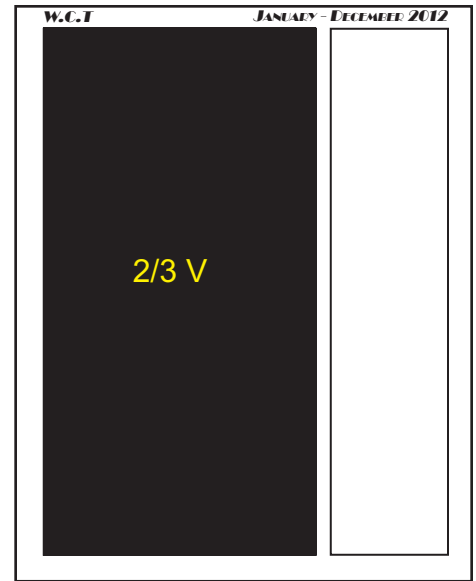
Advertisements are placed in both the digital and printed editions of *WCT Magazine*. **Note that hyperlinks are enabled in the digital edition. Please include the desired URL with each ad submitted.**

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 \$30 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 2019 | 1/2 Page Color | \$487 |
| March/April 2019 | 1/2 Page Color | \$487 |
| May/June 2019 | 1/2 Page Color | \$487 |
| July/August 2019 | 1/2 Page Color | \$487 |
| September/October 2019 | 1/2 Page Color | \$487 |
| November/December 2019 | 1/2 Page Color | \$487 |
| Total: | | \$2,922 |

_____ **Check to receive** a 5% discount with full payment of insertion schedule when paid by _____.

PAYMENT INFORMATION:

An invoice accompanied with a PDF of the magazine page containing the advertisement will be emailed to the above listed company or agency for each scheduled insertion. Advertisers requiring a printed invoice and tear out sheet will be charged an additional \$20 administration fee per invoice. 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** requesting a change before the "Ad Closing Date". **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 \$30 account management fee for each additional invoice sent.

X _____ Date: _____

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

I hereby authorize **WCT** 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