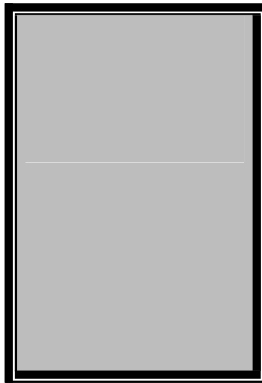
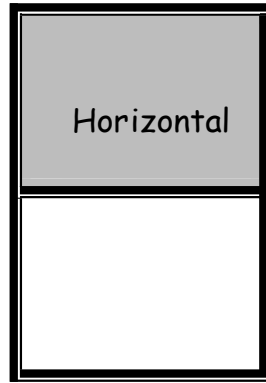


# International Pest Control

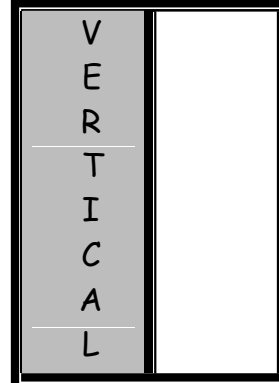
## Standard Advertising Rates 2018



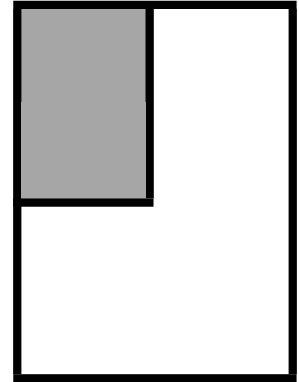
Full Page (A4)



Half page



Half page



Quarter page

Size	Type area (mm)	4-colour
Full page A4 size*	Bleed size 305 x 218 Type area 254 x 178	£995/\$1990
½ page	124 x 178 (landscape) or 254 x 86 (portrait)	£490/\$980
¼ page	124 x 86 (portrait)	£350/\$700
<b>Cover positions - Inside front; Outside back &amp; Inside back</b>		
Full page	Bleed size 305 x 218 Type area 254 x 178	£1295/\$2590

- \*A4 size**                      Trimmed Size: 297mm high & 210mm wide
- Series Discounts:**        Available
- Bleed:**                        No extra charge – Crop marks requires for correct positioning
- Frequency:**                 Bi-monthly (2<sup>nd</sup> month of each two)
- Ad Copy Date :**             **First day** of first month (Jan/Feb deadline is 01 Jan )
- Cancellations:**            Accepted at least 6 weeks prior to publication
- Elect. Media:**               **Must** be TIFF, PDF or JPEG format, minimum 300 dpi resolution.

**Included within the advertising rate:** Advertiser's company logo (hyperlinked) will be on each of the Table of Contents alert e-mail campaigns (approx 5000 email addresses) for the issue the advertisement is published in, **AND** the advertisement will be hyperlinked to the advertisers web-site from the online version: [www.international-pest-control.com](http://www.international-pest-control.com)

- Note that we cannot accept liability for the quality of published advertisements if advertising materials are supplied in any other format.
- Rates shown are excluding VAT if applicable

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# INTERNATIONAL PEST CONTROL



PUBLIC HEALTH | AGRICULTURE | HORTICULTURE & AMENITY | FORESTRY & PLANTATION | ANIMAL HEALTH

## ***International Pest Control Special Features 2018***

Jan-Feb 2018	Fly Management	Two winged insects are a pest from field and farm to facility and food factory. We consider the problems they cause and management practices.
Mar-Apr 2018	Application Technology	Pest control products work best when correctly applied and new formulations are presenting new application options. We look at what is new.
May-Jun 2018	Resistance and Rotation	To maintain the life of pest management products and avoid resistance developing, pest control products should be rotated. We consider the latest thinking.
Jul-Aug 2018	Rodents	Arguably the greatest of the vertebrate pests and proving increasingly difficult to manage. We look at the latest options available.
Sep-Oct 2018	Integrated Pest Management	Often mentioned but not always practiced, we consider how pest control practices have changed to reflect IPM.
Nov-Dec 2018	The Future of Pest Control	Concluding our 60 <sup>th</sup> year we consider the latest innovations from around the Autumn exhibitions and consider what may be coming in the years ahead.

IPC magazine was first published in 1958 and after many years bringing the latest news, views, opinion and technical reports to you our readers, in addition to our normal line up of Special Features, in each issue we will be taking a looking back and consider how pest control has changed over the last 60 years.