



MARYLAND STATE
PEST CONTROL
ASSOCIATION

**Multiple
Options
Inside**

2024

Advertising Packages



Any Questions?

Contact MSPCA at info@marylandpest.org or call 410-940-6581.

MARYLANDPEST.ORG

Audience & Advertising Data

Advertising Data

E-NEWSLETTER REACH

OVER 1,800 PEST CONTROL PROFESSIONALS

FREQUENCY

6 ISSUES/YEAR

OPEN RATE

29% (Industry Average is 21.3%)

WEBSITE VISITS

OVER 8,000 Visits (Annually)

Publications & Outlets

Closer Look E-Newsletter

MSPCA offers an in-depth analysis of the pest management industry, as well as business tips and techniques. You'll also receive stories from the field, legislative news, and technical updates.

MSPCA Website

Offers education, latest news, and other information of value to local members.

NEW
Value-Add
Opportunity

Pest of the Month Sponsorship

Your logo linked to your company's website and prominently displayed on a Pest of the Month infographic featured in the Closer Look E-Newsletter, on MSPCA's social media channels, and **available for viewing on MSPCA.org for a full year!**

MSPCA Advertising Packages 2024



MARYLAND STATE
PEST CONTROL
ASSOCIATION

Get your company name in front of potential customers by advertising with MSPCA.
Multiple options are available for any budget and frequency.

CLOSER LOOK E-NEWSLETTER

MSPCA's monthly e-newsletter, *Closer Look*, is sent to over 1,800 subscribers in the pest control industry in the Maryland area and reaching even more clients through our Facebook page.

Premium Placement:

Your ad linked to your website is placed at the top of the newsletter (one company per issue).

- \$350 (1 issue)
- \$500 (2 issues)
- \$600 (3 issues)

High Placement:

Your ad linked to your website is placed in the middle of the newsletter (one company per issue).

- \$250 (1 issue)
- \$400 (2 issues)
- \$500 (3 issues)

Footer Placement:

Your ad linked to your website is placed at the bottom of the newsletter (one company per issue).

- \$100 (1 issue)
- \$150 (2 issues)
- \$250 (3 issues)

Acceptable Formats:

- JPEG or PNG

Size Specification:

- 600 x 150 px

PEST OF THE MONTH SPONSORSHIP

MSPCA develops an info-graphic featuring a common seasonal pest each month. POTM sponsors get their linked company logo displayed within the graphic that is sent via email to all MSPCA contacts and highlighted on MSPCA's website, social media channels, and in the Closer Look e-newsletter for the months it is published.

Sponsoring company will provide a short technician-focused copy for inclusion on the graphic, photo image of pest (300 px x 300 px), sponsoring company logo, web link, and a longer 2 - 3 paragraph text summarizing control solutions for the pest.

- \$200 per issue

MSPCA WEBSITE SCROLLING LOGO

Visible on every page of the website. Your logo is directly linked to your company website.

- \$800 (6 months)
- \$1,000 (1 year)

Acceptable Formats:

- High resolution JPEG or PNG

Size Specification:

- 500 x 500 px

Ad copy for any advertising opportunity is due the first Wednesday of the month.