



CAPCA
AT THE CENTER OF PLANT HEALTH

**MEDIA
KIT
2024**

CAPCA.com
(916) 928-1625

SAVE THE DATES

CAPCA Spring Summit

JANUARY 30 - 31, 2024

NAPA VALLEY MARRIOTT HOTEL & SPA | NAPA, CALIFORNIA

Join the CAPCA staff and Board of Directors at the 2024 Spring Summit on January 30-31, 2024 in Napa Valley. The event will be hosted at the Napa Valley Marriott Hotel & Spa.

The two day program will consist of Continuing Education and networking events for PCAs from throughout California. Registration will open in the fall of 2023. You can find sponsor, registration, and program information on capca.com/events as they are released.



Annual CAPCA Conference & Agri-Expo

OCTOBER 13-15, 2024

DISNEYLAND | ANAHEIM, CALIFORNIA

Join the CAPCA staff and Board of Directors at the 50th Annual CAPCA Conference & Agri-Expo at Disneyland in Anaheim, California from October 13-15, 2024. This is an exciting event for the entire industry as we celebrate fifty years of networking and continued professionalism in the Pest Control Adviser industry.

We have exciting ways to get involved and help us mark this special anniversary. The three day program will consist of informative CE as well as a multitude of networking events and time for family fun! Also, you won't want to miss the new awards, events, and Throwback Photo Contest. This event is sure to draw a crowd.

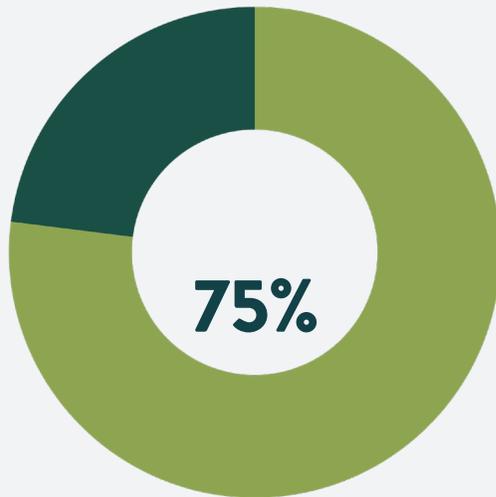


Disneyland®

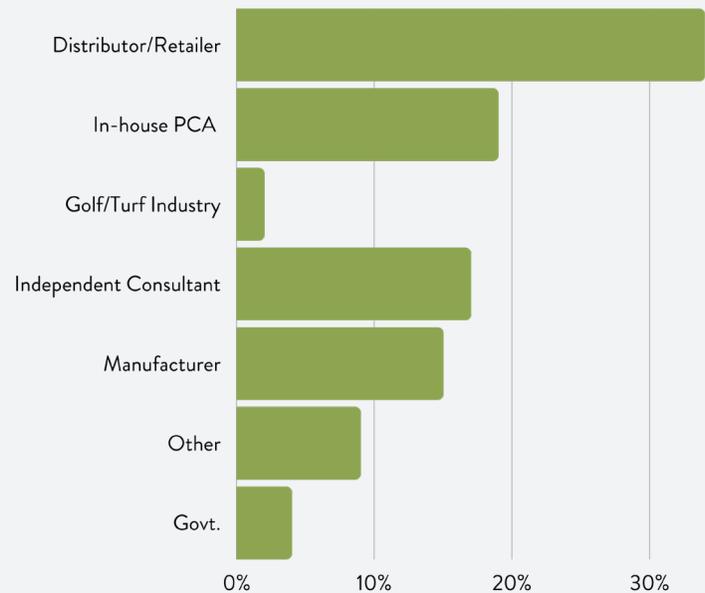
If you would like information on how to support CAPCA events, please email Conference@CAPCA.com.
Our team is excited to have you be a part of our community of supporters.

WHY CAPCA?

MARKET REPRESENTATION



DEMOGRAPHICS



CIRCULATION

2,900 CAPCA Members
20 Ag Industry/Education
90 Farm Advisors/Ag Commissioners
110 Sustaining Members

The California Association of Pest Control Advisers (CAPCA) represents 75% of the nearly 3,800 California EPA licensed Pest Control Advisers (PCAs) who provide pest management consultation for the production of food, fiber and ornamental industries of this state. CAPCA's purpose is to serve as the leader in the evolution of the pest management industry through the communication of reliable information.

We are dedicated to the professional development and enhancement of our members' education and stewardship, which includes legislative, regulatory, continuing education and public outreach activities. CAPCA requires that all ads are a positive reflection of a product with a beneficial message to the industry we all work in. We discourage competitive ads, product comparisons or negative advertising campaigns. The editorial board reserves the right to request replacement materials for an advertisement that does not reflect this policy.

*Results are from a web survey that was emailed to 2,676 Active 2019/2020 CAPCA Members who are PCA license holders. Survey included 14 questions and received 823 replies during its availability period, June 8-30, 2020.

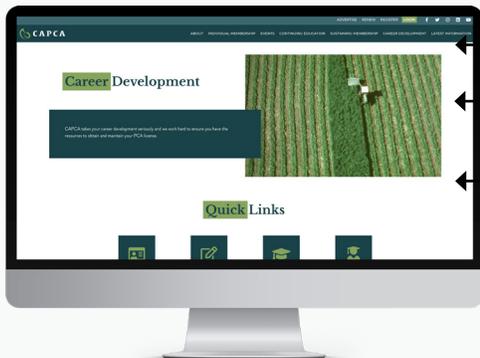
DIGITAL ADVERTISING

CAPCA WEBSITE

PRICING & SPECIFICATIONS

AD TYPE	PRICE	SPECS
Banner Ad - Top of the Web Page	\$1000	1920 X 1080 px
Square Ad - Middle of the Header	\$750	1080 X 1080 px
Below Header Ad - Below the Header of a Web Page	\$500	1200 X 210 px
Commercial Ad - Middle of the Header (No Square Ad)	\$2750	1080dpi

Digital advertising content must be no longer than 60 seconds and submitted in 1080p. CAPCA reserves the right to charge for edits or modifications that are made by CAPCA staff. All content will have sound available. Commercials will not play sound. Viewers can enable sound as they please.



BANNER AD
SQUARE AD OR VIDEO AD
BELOW HEADER AD

Advertisements are purchased in 14 day blocks and will be updated on Wednesdays.

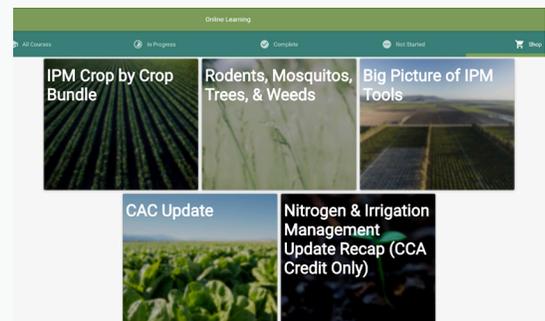
Website page Locations: Individual Membership - capca.com/memberships

CAPCA ad submissions:
sales@capca.com

ONLINE CE COMMERCIALS

PRICING & SPECIFICATIONS

TIMING	PRICE
January - March	\$2000
April - June	\$2000
July - September	\$2000
October - December	\$5000



Advertisers must provide their own content. Approval by CAPCA is required before publishing can take place. One commercial allowed per continuing education hour. Commercials will run for one quarter as outlined above.

Digital advertising content must be no longer than 60 seconds and submitted in 1080p. CAPCA reserves the right to charge for edits or modifications that are required by our staff. Content will auto-play with sound, and skip option.

eNEWSLETTERS

PRICING & SPECIFICATIONS

AD TYPE	PRICE	SPECS
First Page Top Banner	\$1250 per month	1500 X 600 px
Second Page Single Block Ad Space	\$500 per month	600 X 600 px
Special to the Adviser	\$200 per month	Linked to Digital Adviser

Advertisers must submit their ads on the first of the month prior to the month of their advertisement. For questions regarding specifications and submission information, please contact sales@capca.com. *Late fee if ad is not received within 15 days of placement date - \$75 | Cancellation fee if canceled within 15 days of placement date - \$150*



ANALYTICS

CAPCA's strives to serve as a leader in the industry and continue to provide quality content and information for Pest Control Advisers across California. In a changing world, that mission and our service to members hasn't changed.

CAPCA provides our members with extensive digital opportunities to expand their knowledge and career. This includes an informative website, online education, and monthly newsletters.

The Online CE platform hosts between twelve to fifteen courses throughout the year. This platform ensures that PCAs have the opportunity to access necessary continuing education, regardless of location, to maintain their license. CAPCA online CE experienced over 3000 course completions in 2022. The CAPCA eNewsletter has over 15,000 subscribers, a 37% open rate, and a 1.9% click rate.

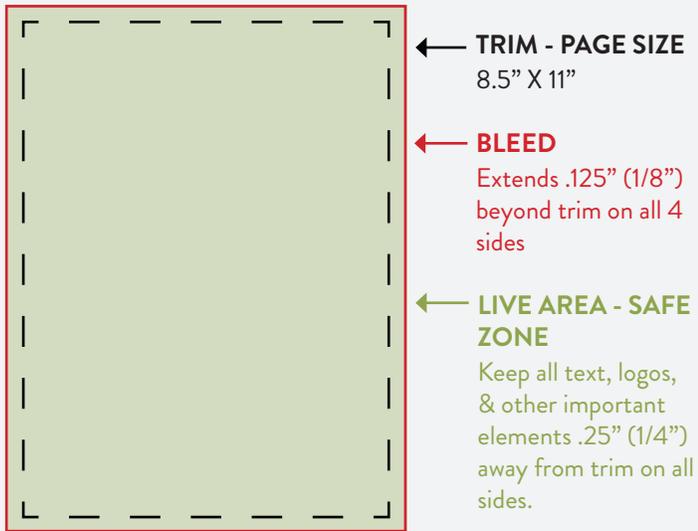
Advertise through one of our digital advertising platforms and reach CAPCA members through one of the new digital advertising opportunities.

ADVISER ADVERTISING

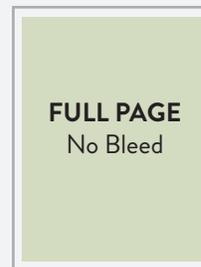
PUBLICATION FORMAT TRIM SIZE: 8.5" X 11"

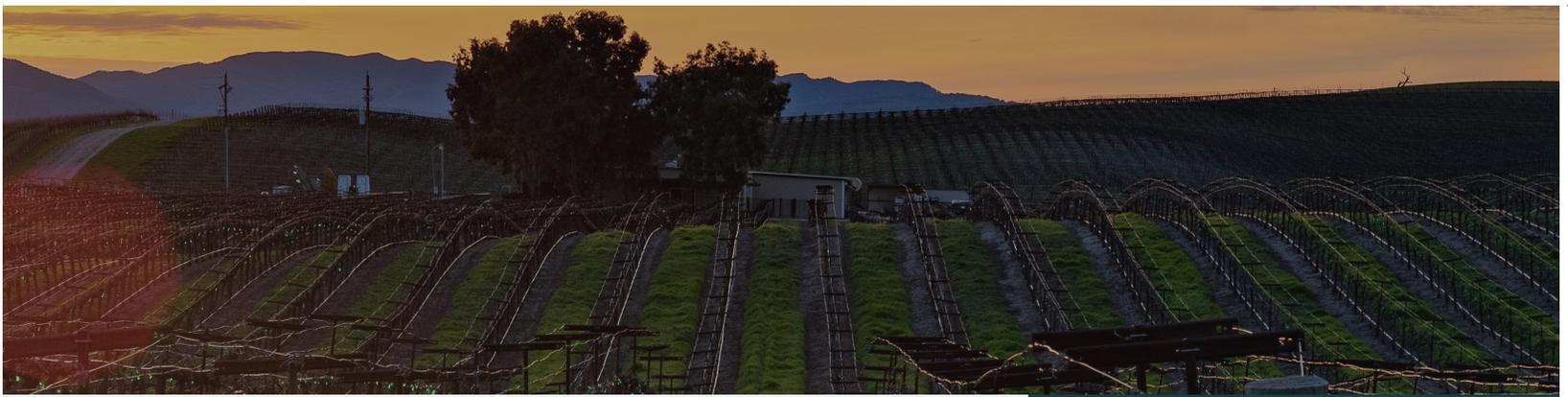
PRINTING: Sheet-fed, Offset Lithography

BINDING: Saddle Stitched



PLACEMENT	WIDTH	HEIGHT
Full Page (Bleed)	8.75"	11.25"
Full Page (No Bleed)	7.5"	10"
Spread (Bleed)	17.25"	11.25"
1/2 Page - Horizontal (Bleed)	8.75"	5.375"
1/2 Page - Horizontal (No Bleed)	7.5"	4.75"
1/2 Page - Vertical (Bleed)	4.25"	11.25"
1/2 Page - Vertical (No Bleed)	3.625"	10"
2/3 Page - Vertical (Bleed)	5.92"	11.25"
2/3 Page - Vertical (No Bleed)	5.67"	10"
1/3 Page - Vertical (Bleed)	3.08"	11.25"
1/3 Page - Vertical (No Bleed)	2.83"	10"
Belly Band (Max. trim size 4.5"H; size of issue determines W)		





TRIM, LIVE AREA, BLEED

Trim: the final size of the printed page after trimming.

Live Area: a safety zone 1/4" inside the trim edges on all 4 sides. Keep text, logos, and other important elements within the live area to prevent them from getting cut off at trimming.

Bleed: extra 1/8" (beyond the trim) of backgrounds, lines, photos, and other graphic elements that are meant to run off the edge of the page in the final printed piece.

LIMITATIONS

CAPCA reserves the right to refuse advertising if copy or artwork is not in keeping with Publisher's standards. No competitive ads will be accepted. No exclusive or preferred positions will be granted. The acceptance policy is first come, first served (unless paying for premium positioning).



ISSUE	ORDERS	MATERIALS	MAILED
February	12/01/23	12/15/23	01/18/24
April	02/01/24	02/15/24	03/16/24
June	03/31/24	04/15/24	05/17/24
August	06/01/24	06/15/24	07/18/24
October	08/01/24	08/15/24	09/19/24
December	10/02/24	10/15/24	11/25/24

**Mailed dates are estimates and may vary +/- a few days.*

ADVERTISEMENT	PRICE
Center Spread	\$7,500
Run of Book Spread	\$6,500
1/2 Page Spread	\$5,000
Interior Full Page	\$4,500
2/3 Page	\$3,500
1/2 Page or 1/3 Page	\$2,500
Dog Ear - Cover	\$1,100
Premium Positioning	\$500

OTHER SERVICES	PRICE
Belly Banding	\$5,000
Standard Tip-in Initial Piece*	\$1,000
Poly Bagging - Outsert Initial Page*	\$1,500pp
Advertorial Page	\$2,450/ea
Job Opportunity Ads	\$500/ea
Additional Tear Sheets	\$400

**Fees are in addition to a full page insertion.*

SUBMISSION REQUIREMENTS

CAPCA publications are produced using the latest digital technologies. Advertising artwork must be print-ready and submitted electronically as a **PRESS QUALITY PDF**, ensuring that all fonts are embedded, the file is of adequate resolution, and uses only **CMYK** color space (no RGB). Please call for additional information.

We will not accept ads in any other format than **PRESS QUALITY PDF** without prior approval. Ads smaller than a full page must be sized to their correct dimensions. Advertisers submitting artwork that is not print-ready (e.g. incorrectly sized, formats other than Press Quality PDF, etc.) will be billed at industry rates for additional production costs. CAPCA ad submissions: sales@capca.com.

LATE FEE

A late fee of \$150/page will be assessed to both complimentary and paid ads, advertorials, belly bands, outserts, tip-ins, or any other advertising/marketing materials if not received by CAPCA by the Materials Due Date noted in the insertion order and/or on the Sustaining Member Negotiated Benefits Agreement.

POLICIES & REGULATIONS



CONTRACTS & COPY REGULATIONS

Our policy is that the advertising agency and/or advertiser are jointly or separately liable for all advertising invoices. Failure to pay will impact future orders.

All advertisements are accepted and published by the Publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order to request for the publication thereof shall be deemed to be a representation by the advertiser and/or advertising agency that they have obtained the written consent of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein.

It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. All copy, text and illustrations are subject to the publisher's approval before execution of the order and the right is reserved to reject or exclude copy that is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission; whether or not the same has already been accepted and/or published. In the event of such cancellation or rejection by the publisher, the advertising already run shall be paid for or billed at the rate provided for in the order.

The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is in place at the time sold. No conditions, printed or otherwise, appearing on the contract order or copy instructions that conflict with the publisher's policies will be binding on the publisher.

ADJUSTMENT POLICY

The publisher will make every reasonable attempt to ensure best-possible reproduction of advertiser materials, but cannot guarantee perfect match to supplied proofs due to issue makeup, paper stock and mechanical limitations.

The advertiser/agency will be obligated to pay for space ordered if the advertisement is readable, appears in the publication and the publication is delivered to the proclaimed circulation. In any claims against reproduction, publisher's liability will be limited to the error in question (e.g., wrong color/adjustment for color only). Publisher will assume no liability in the event of incorrect advertiser/agency order, late materials, or materials that do not meet mechanical specifications. If the publisher is able to accommodate a change after the publication has been plated, the charge will be \$200. The publisher will endeavor to honor position requests, but no adjustments will be made for noncompliance unless the advertiser has agreed to pay the premium for preferred position, in which case publisher's liability is limited to the premium charge. No adjustments will be made for errors and omissions in editorial matter provided by the publisher as a courtesy to the advertiser (e.g. advertiser index, key code, reader-service number, etc.).

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CANCELLATIONS

Cancellations must be submitted in writing/email prior to the materials closing date for respective issue. Any cancellations received after insertion order deadline will be charged 75% of the billed fees.

CONTACT US

To contact a member of our team, please visit capca.com.