

REACH THE PEST CONTROL SECTOR

Reach thousands of pest professionals across the UK with the PPC brand. Powered by the British Pest Control Association (BPCA) – advertise somewhere that people trust.

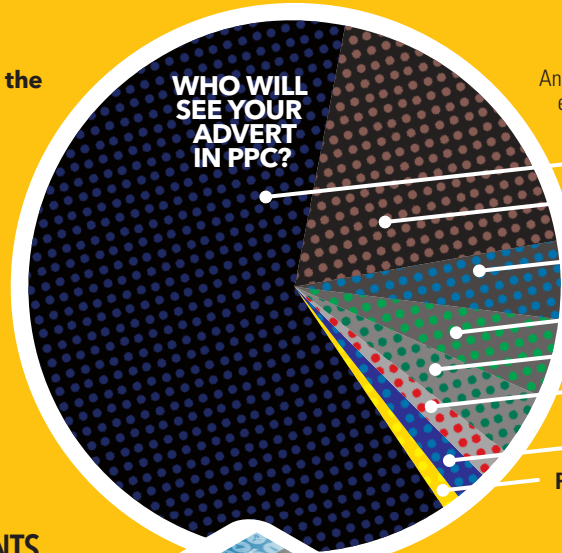
MULTI-CHANNEL ADVERTISING CAMPAIGNS AVAILABLE



PPC MULTIMEDIA ADVERTISING INFO

PPC was established over 25 years ago and is the journal of the British pest management industry. It's aimed at our members, pest control professionals and those we think should be in BPCA. It's packed with the latest technical information, best practice, business trends, products and features.

Available online, in print and as a monthly email news bulletin, the PPC brand is the perfect way to share your products and services with thousands of pest professionals and business owners.



An advertisement within PPC will ensure your product is seen by individuals and organisations.

- Private pest control companies 65%
- Local authorities, EHOs and pest control managers 20%
- Manufacturing and distribution supply chain 5%
- Overseas companies 5%
- Influencers and regulators 4%
- Food manufacturers and associated 2%
- Industry consultants 2%
- Public sector facilities managers 1%

REQUIREMENTS FOR FILES



Digital adverts

JPEG or PNG files only
You must provide an appropriate click-through URL to your own website

Full-page print adverts will be converted from your PDF
File sizes may be reduced for web performance

Full details on pages 2 and 3

Who do I send my files to?

Beth Reed, that's who:
beth@bpca.org.uk
Any queries? Give her a call on 07803 518495

Print adverts

Press-ready PDF files
All images to be around 300dpi
Colours to be in CMYK colour space
Avoid RGB and spot colours

Full details on page 4

LEGAL AND DISCLAIMER

All adverts, in print and online, are subject to approval by the BPCA editorial team. BPCA reserves the right to remove any advert or link from the BPCA website for any reason, without prior notice. All editorial content will be marked as 'sponsored' or 'advertising'. All advertisements must be legal and in accordance with CAP codes **cap.org.uk**

All release dates are estimated and the actual release date cannot be guaranteed. Call 01332 225 115 for the most up-to-date information.

All advertising rates are subject to VAT at the prevailing rate. Extra charges may be levied if submissions are not to specification or incorrect. Payment terms are 30 days from invoice, due after publication. No agency discounts.



Discounts available for all BPCA members!



PROFESSIONAL PEST CONTROLLER

THE HOME OF PROFESSIONAL PEST MANAGEMENT

ppconline.org

Monthly email bulletin for professional pest control updates

Our monthly newsletter is sent 12 times a year, usually on the first Thursday of every month. It's packed full of the latest and greatest pest control news, updates, training, events and jobs.

29%
Average
open rate
25%
Industry norm

9%
Average
click rate
3%
Industry norm

CRITICAL DATA

Circulation	9,800+ subscribers	Frequency	12 times per year
Format	Mobile responsive HTML email bulletin		Usually first Thursday of every month
Sent from	Dedicated mail server and BPCA domain	Deadline	Two weeks before publication
	UK-based email provider (GDPR compliant)	Cancellation	100% of price if space unsold
Verification	SPF, DMARC, SNDS, DKIM email authentication		

ADVERT OPTIONS

PRICE PER POSITION Only one advert in each position can be purchased per issue, so book your adverts well in advance. Non-member prices in brackets.

	REQUIREMENTS	INTRODUCTION Above the fold	UPPER Below top story	MIDDLE After news	LOWER Below events
BANNER	600x200px JPG/PNG image A click-through link URL	£545 (£700)	£345 (£450)	£285 (£375)	£215 (£285)
LARGE	600x400px JPG/PNG image A click-through link URL 100 words - a heading, body and call-to-action	NA	£395 (£515)	£325 (£425)	£275 (£365)
MEDIUM	600x400px JPG/PNG image A click-through link URL 45 words - a heading, body and call-to-action	NA	£345 (£450)	£285 (£375)	£215 (£285)

MULTIPLE BOOKING DISCOUNTS

3-5 bulletins **10%** 6-11 bulletins **15%** 12+ bulletins **20%**

JOB BOARD OPTIONS

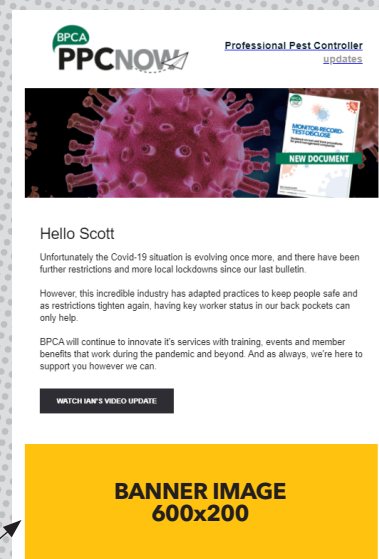
REQUIREMENTS	TOP SLOT	OTHERS SLOTS
Image - JPG/PNG		
45 words	£125 (£345)	FREE (£295)
Call-to-action		

All paid job board posts include a 1-month premium job listing on the BPCA's job board. You'll get:

- Unlimited text and images
- Use of the BPCA application system (optional)
- A social media post on Facebook and Twitter
- Direct click-through to apply for the position on another site (optional).

View a sample of
PPC NOW
[bpca.org.uk/
ppcnovexample](http://bpca.org.uk/ppcnovexample)

EMAIL ADVERTISING



Hello Scott

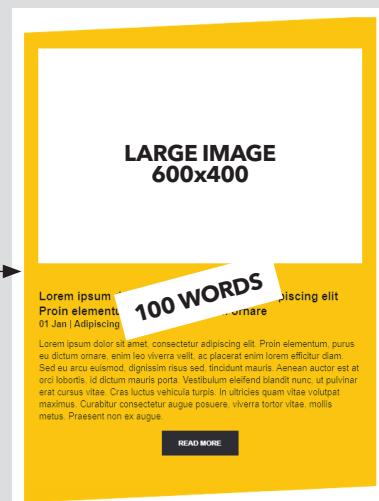
Unfortunately the Covid-19 situation is evolving once more, and there have been further restrictions and more local lockdowns since our last bulletin.

However, this incredible industry has adapted practices to keep people safe and as restrictions lighten again, having key worker status in our back pockets can only help.

BPCA will continue to innovate it's services with training, events and member benefits that work during the pandemic and beyond. And as always, we're here to support you however we can.

[WATCH IAN'S VIDEO UPDATE](#)

**BANNER IMAGE
600x200**



**LARGE IMAGE
600x400**

100 WORDS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin elementum, purus eu dictum ornare, enim leo viverra velit, ac placerat enim tamen efficitur. diam. Sed eu arcu euismod, dignissim risus sed, tincidunt mauris. Aenean auctor est at orci lobortis. id dictum mauris porta. Vestibulum eleifend blandit nunc, ut pulvinar erat cursus vitae. Cras luctus vehicula turpis. In ultricies quam vitae volutpat maximus. Curabitur consectetur augue posuere, viverra tortor vitae, mollis metus. Praesent non ex augue.

[READ MORE](#)



**MEDIUM
IMAGE
600x400**

45 WORDS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin elementum, 01 Jan | Adipiscing

Nullam non est ut velit pellentesque dictum. Integer eget vehicula nisi, eu tricies ex. Nulla velit velit, bibendum eros ac, tincidunt vulputate nisi. Nam finibus non felis vitae pretium.

[READ MORE](#)

Want some help?

Contact us to discuss your options – we'll advise on the best package for your budget and intentions.

Beth Reed
07803 518495
beth@bpca.org.uk



PPCONLINE

BCPA

NEW!

The website for pest control professionals

PPC Online delivers trusted news and feature articles specifically for the pest management sector. It's the new online home of PPC magazine, curated by BPCA.

24/7+FREE

PPC Online is always up-to-date with what's going on in the sector

55,000

PPC article online views per year

INTRODUCTORY PRICES

ADVERT OPTIONS

ADVERT OPTIONS	DESCRIPTION	REQUIREMENTS	PRICE PER MONTH Non-member prices in brackets
SITE-WIDE TOP BANNER	Scrolling	Image only - 1440x175px JPG/PNG A click-through link URL	£325 (£450)
HOME PAGE	Fixed space on home page only	Various - contact us	From £325 (various sizes available)
SIDEBAR	Fixed space on every news page	Image only - 420x380px JPG/PNG A click-through link URL	£225 (£350) or FREE with a print advert in PPC magazine (half-page or larger)
FEATURED NEWS OR BLOG ARTICLE	On PPC Online and BPCA website newfeed and categories forever	Main image - 1200x675px JPG/PNG Thumbnail - 747x362px JPG/PNG Up to 1,300 words	£325 (£450) or FREE with a print advert in PPC magazine (half-page or larger)

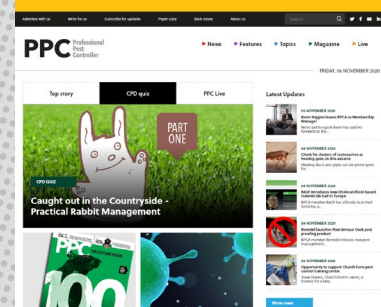
MULTIPLE BOOKING DISCOUNTS

3-5 months **10%** 6-11 months **15%** 12+ months **20%**

View PPC ONLINE now at ppconline.org

WEBSITE ADVERTISING

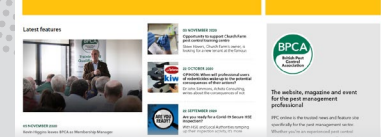
TOP BANNER 1440x175



HOME PAGE - VARIOUS OPTIONS



HOME PAGE - VARIOUS OPTIONS



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Contact us to discuss your options – we'll advise on the best package for your budget and intentions.

Beth Reed
07803 518495
beth@bpcga.org.uk



PPCMAGAZINE

Professional Pest Controller:
the journal of the British pest management industry

PPC, produced for the professional pest controller, is packed with news from the sector, our members and BPCA.

The magazine also benefits from extensive features (eg pests, legislation and commercial development), as well as guidance on effective pest management and opportunities to learn about new products and services in the UK market. PPC is available both in print and in a digital format completely for free.

PPC is available on the new PPC Online website, the BPCA website, by email and in print.

"PPC magazine was rated the number one activity BPCA provides for the sector."
2019 membership benefit satisfaction survey

View the current issue at
ppconline.org/latest

CRITICAL DATA

Circulation 4,800 print
9,850 online
55K articles read online in 12 months

Format US A4 portrait
216x279mm

Frequency February, May, August, November

Copy date Typically four weeks before publication

Cancellation 100% of price if space unsold

Important Adverts should be sized as specified but we will try to make your submission fit. You may be charged as the next size up.

ADVERT OPTIONS

SIZE	PRICE PER POSITION
Non-member prices in brackets	
FULL PAGE* Copy 196x259mm Trim 216x279mm Bleed 222x285mm	£1,025 (£1,230) Special position (eg inside cover) from £1,230 (£1,333)
HALF PAGE* 188x126mm horizontal	£718 (£820)
QUARTER PAGE 188x68mm horizontal	£410 (£513)
COLUMN SPOT 72x100mm vertical	£205 (£265)
HALF PAGE NEWS* 325 words	£718 (£820)
FULL PAGE FEATURE* 650 words	£1,025 (£1,230)
LOOSE INSERT Based on a single A5 sheet	From £513 (£615)

* FREE ONLINE ADVERTS

Print adverts with an asterisk will be given a free sidebar online advert on the PPC Online website. You may choose to link to a web page of your choice. See PPC Online rates for details.

MULTIPLE BOOKING DISCOUNTS

2 issues **10%** 3 issues **15%** 4+ issues **20%**

PRINT ADVERTISING

2021 SCHEDULE

ISSUE	BOOK BY	ARTWORK BY	PUBLISHED BY APPROX
PPC102 PestExtra special	29 January	3 February	1 March
PPC103	5 April	12 April	11 May
PPC104	12 July	20 July	26 August
PPC105	7 October	11 October	4 November



"During the Covid-19 pandemic, PPC magazine was the most accessed BPCA CPD resource."
2020 Covid-19 impact study parts 1 and 2

Want some help?

Contact us to discuss your options – we'll advise on the best package for your budget and intentions.

Beth Reed
07803 518495
beth@bpca.org.uk



Please fill out this form (two pages) to book an advert. If this form is not fully completed then the advert may not be confirmed in time for publication.

PPC NOW email bulletin

Just tick the slots you want!

OPTIONS	POSITION	PRICES		MONTH											
		Member	Non-member	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
BANNER	Introduction	£545	£700	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Upper	£345	£450	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Middle	£285	£375	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lower	£215	£285	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LARGE	Upper	£395	£515	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Middle	£325	£425	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lower	£275	£365	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MEDIUM	Upper	£345	£450	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Middle	£285	£375	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lower	£215	£285	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JOB BOARD	Top slot	£125	£345	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Other slots	FREE	£295	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PPC ONLINE website

OPTIONS	PRICES		MONTH											
	Member	Non-member	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SITE-WIDE TOP BANNER	£325	£450	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HOME PAGE	From £325 – enquire		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SIDEBAR	£225	£350	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FEATURED NEWS OR BLOG	£325	£450	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PPC MAGAZINE

* FREE ONLINE ADVERTS

OPTIONS	PRICES		ISSUES			
	Member	Non-member	PPC102	PPC103	PPC104	PPC105
FULL PAGE* Special positions – please enquire	£1,025	£1,230	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HALF PAGE*	£718	£820	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
QUARTER PAGE	£410	£513	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COLUMN SPOT	£205	£265	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HALF PAGE NEWS*	£718	£820	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FULL PAGE FEATURE*	£1,025	£1,230	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LOOSE INSERT	£513	£615	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DON'T FORGET – GET DISCOUNTS WITH ONGOING BOOKINGS!

TOTAL SPEND

Please tally without discounts – we will calculate them for you if applicable.

£

All advertising rates are subject to VAT at the prevailing rate. Extra charges may be levied if submissions are not to specification or incorrect. Payment terms are 30 days from invoice, due after publication. No agency discounts.



IMPORTANT

BPCA members' rates are subject to adverts carrying the BPCA member logo. We can add the logo at no extra charge, but please allow for it within the design.

Please send your completed form to beth@bpca.org.uk

Company details

Company name	
Address	
Postcode	Telephone
Booking contact	Position held
Email	
Website	
Is your company a BPCA member? Yes <input type="checkbox"/> No <input type="checkbox"/>	
Would you like PPC magazine sent to this address? Yes <input type="checkbox"/> No <input type="checkbox"/>	

Invoice details

Purchase order	
Address	
Postcode	Telephone
Finance contact	Position held
Email	
If placing multiple bookings, how would you like to be invoiced? After each month <input type="checkbox"/> At the end of the year <input type="checkbox"/>	

Signed

Authorised signature	Date
Block capitals	Position held