

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.

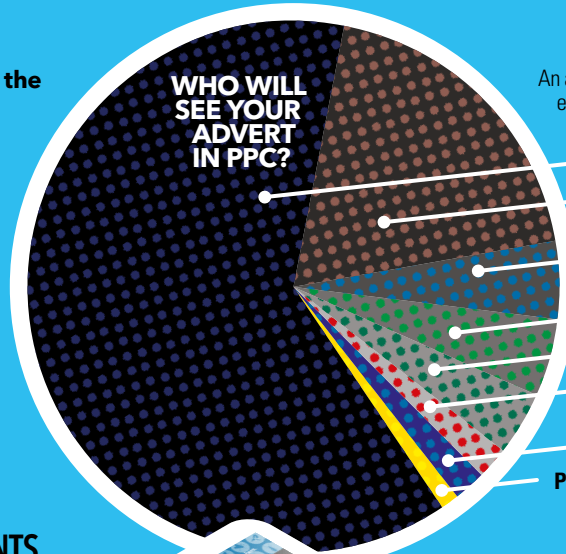
MULTI-CHANNEL ADVERTISING CAMPAIGNS AVAILABLE

# 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 61%
- 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

JPG 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

### 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](http://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.

### Who do I send my files to?

Beth Reed, that's who: [beth@bpca.org.uk](mailto:beth@bpca.org.uk)

Any queries? Give her a call on 07803 518495



Discounts available for all BPCA members!



PROFESSIONAL PEST CONTROLLER

THE HOME OF PROFESSIONAL PEST MANAGEMENT

[ppconline.org](http://ppconline.org)

**22**  
March  
Harrogate

**Making the most of your connections at PPC Live 2023**

PPC Live is the one day tradeshow for the professional pest control industry. It attracts over 500 visitors and 50+ exhibitors. Reach experienced pest control technicians, surveyors, support staff, specialists, and those just starting out in the sector at PPC Live. PPC Live lets you meet clients and make a lasting impression – however, to really generate interest in your stand, take up one or more of our sponsorship and marketing opportunities. Create a buzz about your stand, no matter what your budget is.



**SPONSOR OPTIONS**

VENUE DETAILS	YOU'LL GET...	PRICE
<p><b>CAFÉ AREA AND BREAKFAST</b></p> <p>A prestigious spot perfect to connect with all the hungry and thirsty technicians that'll be coming in and out.</p>	<p>Your logo on the breakfast roll and coffee voucher given to all pre-registered delegates</p> <p>A "thank you for sponsoring breakfast" banner</p> <p>Your own pull-ups or backdrop in the café area (maximum sizes and amounts apply)</p> <p>Your literature on a stand in the café area</p> <p>Your logo and company info on all marketing in magazine and website</p>	<p>£2,000</p>
<p><b>ADD-ONS</b></p>	<p>Coffee cups with your logo</p> <p>Bacon roll napkins with your logo</p> <p>Provide your own cups and napkin</p>	<p>+£700</p> <p>+£500</p> <p>+£300</p>
<p><b>LANYARD SPONSORSHIP</b></p> <p>Associate your company with PPC Live in a really meaningful way.</p>	<p>Your logo on the lanyard that every delegate will wear and take home with them. Think of all those photos you'll appear in!</p>	<p>£1,500</p>
<p><b>INDOOR SEMINAR THEATRE</b></p> <p>Situated in the centre of PPC Live. It's all about connecting pest professionals to talks by the experts in the pest management sector. A perfect opportunity to show commitment to professional practice by sponsoring the theatre.</p>	<p>To open the theatre in the morning</p> <p>Your logo on all schedules on the day and in advance on website, showguide and all other promotional materials</p> <p>Credit in the showguide</p> <p>Your company slide displayed before every presentation</p> <p>Your branding and literature in and around the seminar theatre</p>	<p>£1,500</p>
<p><b>INDOOR DEMONSTRATION AREA</b></p> <p>This is where visitors get hands-on in interactive sessions throughout the day. A great sponsorship opportunity for those committed to professional development.</p>	<p>Two flags branded with your company logo at the entrance of the indoor demo area</p> <p>Your logo on all schedules on the day and in advance on website, showguide and all other promotional materials</p> <p>Listed as event sponsor on all promotional material</p> <p>To introduce speaker, and meet and greet delegates</p> <p>Your flags seen in all post-show photos</p>	<p>£1,000</p>
<p><b>OUTDOOR DEMONSTRATION AREA</b></p> <p>PPC Live is the only UK pest management show with an outside demonstration area with expert-led, open-air sessions. This is the perfect opportunity to get seen at the heart of what PPC Live is all about.</p>	<p>Six company logo flags outside and around the demo area</p> <p>Your logo on all schedules on the day and in advance on website, showguide and all other promotional materials</p> <p>Listed as event sponsor on all promotional materials</p> <p>To introduce speaker, and meet and greet delegates</p> <p>Your flags seen in all post-show photos</p>	<p>£1,000</p>

**VALUE OPTIONS**

**PRE-EVENT EMAIL SHOT – FROM £250**

We'll send all attendees an email telling them what not to miss at PPC Live before they arrive. You can be included in the special mailout and direct people straight to your stand! If you're doing something special on your stand, then you shouldn't miss this opportunity.

**BROCHURE LIBRARY – FROM £250**

Want to give away something too large to go in every delegate bag? If you have a heavy catalogue or an important publication we can display them around the exhibition hall in a brochure library.



**Want something you don't see here?**

If you've got an idea for something you want to sponsor, we'll happily hear you out and see what's possible.

**Beth Reed**  
**07803 518495**  
**beth@bpca.org.uk**





## Monthly email bulletin for professional pest control updates

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

<b>29%</b> Average open rate	<b>9%</b> Average click rate
<b>25%</b> Industry norm	<b>3%</b> Industry norm

### CRITICAL DATA

<b>Circulation</b>	10,000+ subscribers	<b>Frequency</b>	12 times per year
<b>Format</b>	Mobile responsive HTML email bulletin		Usually last Thursday of every month
<b>Sent from</b>	Dedicated mail server and BPCA domain	<b>Deadline</b>	Two weeks before publication
	UK-based email provider (GDPR compliant)	<b>Cancellation</b>	100% of price if space unsold
<b>Verification</b>	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	UPPER	MIDDLE	LOWER
		Above the fold	Below top story	After news	Around jobs
<b>BANNER</b>	600x200px JPG/PNG image A click-through link URL	£585 (£750)	£385 (£500)	£325 (£425)	£255 (£335)
<b>LARGE</b>	600x400px JPG/PNG image A click-through link URL 100 words - a heading, body and call-to-action	NA	£435 (£565)	£365 (£475)	£315 (£415)
<b>MEDIUM</b>	600x400px JPG/PNG image A click-through link URL 45 words - a heading, body and call-to-action	NA	£385 (£500)	£325 (£425)	£255 (£335)

### 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  
[bpc.org.uk/ppcnovexample](http://bpc.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 tighten 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. In enim sed viverra velit. ac placerat enim lorem efficitur. Sed eu arcu euismod, dignissim risus sed, tristique mauris. Aenean auctor est at orci lobortis. In 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 arcu ac, trincidunt 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@bpc.org.uk](mailto:beth@bpc.org.uk)

# BPCA **NEW!** PPC ONLINE

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

## AMAZING VALUE

### ADVERT OPTIONS

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

## WEBSITE ADVERTISING

**TOP BANNER 1440x175**

**HOME PAGE - VARIOUS OPTIONS**

**HOME PAGE - VARIOUS OPTIONS**

**SIDEBAR 420x380**

### 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



# BPCA PPC MAGAZINE

**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](http://ppconline.org/latest)

### CRITICAL DATA

**Circulation** 4,800 print  
10,000 online  
55K articles read online in 12 months

**Format** US A4 portrait  
216x279mm

**Frequency** March, 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	
<b>FULL PAGE*</b> Copy 196x259mm Trim 216x279mm Bleed 222x285mm	£1,075 (£1,290) Special position (eg inside cover) from £1,230 (£1,333)
<b>HALF PAGE*</b> 188x126mm horizontal	£820 (£890)
<b>QUARTER PAGE</b> 188x68mm horizontal	£460 (£563)
<b>COLUMN SPOT</b> 72x100mm vertical	£205 (£265)
<b>HALF PAGE NEWS*</b> 325 words	£820 (£890)
<b>FULL PAGE FEATURE*</b> 650 words	£1,075 (£1,290)
<b>LOOSE INSERT</b> 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

2023  
SCHEDULE

ISSUE	BOOK BY	ARTWORK BY	PUBLISHED BY APPROX
<b>PPC110</b> PPC Live showguide	27 Jan	31 Jan	3 Mar
<b>PPC111</b>	21 Apr	25 Apr	30 May
<b>PPC112</b>	25 Jul	28 Jul	30 Aug
<b>PPC113</b>	27 Sep	2 Oct	2 Nov

**FULL PAGE**  
COPY 196x259mm  
TRIM 216x279mm  
BLEED 222x285mm

**HALF PAGE**  
188x126mm

**QUARTER PAGE**  
188x68mm

**SPOT**  
72x100mm

"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@bpc.org.uk](mailto:beth@bpc.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.

Please send your completed form to [beth@bpca.org.uk](mailto:beth@bpca.org.uk)

### 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
<b>BANNER</b>	Introduction	£585	£750												
	Upper	£385	£500												
	Middle	£325	£425												
	Lower	£255	£355												
<b>LARGE</b>	Upper	£435	£565												
	Middle	£365	£475												
	Lower	£315	£415												
<b>MEDIUM</b>	Upper	£385	£500												
	Middle	£325	£425												
	Lower	£255	£335												
<b>JOB BOARD</b>	Top slot	£125	£345												
	Other slots	FREE	£295												

### PPC ONLINE website

**DON'T FORGET - GET DISCOUNTS WITH ONGOING BOOKINGS!**

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

### PPC MAGAZINE

**\* FREE ONLINE ADVERTS**

OPTIONS	PRICES		ISSUES			
	Member	Non-member	PPC110	PPC111	PPC112	PPC113
<b>FULL PAGE*</b> Special positions – please enquire	£1,075	£1,290				
<b>HALF PAGE*</b>	£820	£890				
<b>QUARTER PAGE</b>	£460	£563				
<b>COLUMN SPOT</b>	£205	£265				
<b>HALF PAGE NEWS*</b>	£820	£890				
<b>FULL PAGE FEATURE*</b>	£1,075	£1,290				
<b>LOOSE INSERT</b>	£513	£615				

### PPC LIVE

OPTIONS	PRICE
<b>CAFÉ AREA AND BREAKFAST</b>	£2,000
<b>CUP LOGO ADD-ON</b>	£700
<b>NAPKIN LOGO ADD-ON</b>	£500
<b>OWN CUPS/NAPKINS ADD-ON</b>	£300
<b>LANYARD SPONSORSHIP</b>	£1,500
<b>INDOOR SEMINAR THEATRE</b>	£1,500
<b>INDOOR DEMONSTRATION AREA</b>	£1,000
<b>OUTDOOR DEMONSTRATION AREA</b>	£1,000
<b>PRE-EVENT EMAIL SHOT PRODUCT PLACEMENT BROCHURE LIBRARY</b>	Please contact us

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.

#### TOTAL SPEND

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

£



**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.

**Company details**

Company name			
Address			
Postcode		Telephone	
Booking contact		Position held	
Email			
Website			
Is your company a BPCA member?		Would you like PPC magazine sent to this address?	
Yes	No	Yes	No

**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		At the end of the year	

**Signed**

Authorised signature		Date
Block capitals		Position held