

GCPMA

The Alliance Quarterly
gcpma.com

2021 ADVERTISING RATES

Advertise in the Alliance Quarterly

If your business serves and sells to pest management operators in the Chicago area, you should advertise in The Alliance Quarterly publication. Advertise in GCPMA's Alliance Quarterly to:

- Maintain top of mind awareness and communicate directly with your customers.
- Announce your company's new products, services and special promotions.

The Alliance Quarterly is published four times yearly in Spring, Summer, Fall and Winter.

ADVERTISING RATES

SIZE	INSERTIONS	B&W	COLOR
1/4 page	1	\$143.75	\$230.00
	2	\$287.50	\$460.00
	3	\$431.25	\$690.00
	4	\$575.00	\$920.00
1/2 page	1	\$230.00	\$316.25
	2	\$460.00	\$632.50
	3	\$690.00	\$948.75
	4	\$920.00	\$1,265.00
Full page	1	\$287.50	\$402.50
	2	\$575.00	\$805.00
	3	\$862.50	\$1,207.50
	4	\$1,150.00	\$1,610.00

AD DIMENSIONS

1/4 page	3.55" wide x 4.75" high
1/2 page [horizontal]	7.5" wide x 4.75" high
1/2 page [vertical]	3.875" wide x 9.75" high
Full page	7.5" wide x 9.75" high

SPECIFICATIONS

- All ads will print b/w unless color is specified
- Color ad materials must be supplied as CMYK color art (\$25 minimum charge to open and change RGB files to CMYK)
- B&W ads must be supplied as gray scale (\$25 minimum charge to convert files)
- Art should be 300 dpi or greater and supplied as TIF, EPS, JPG or PDF. PDF files MUST BE submitted as a press-quality file at the exact size of the ad space. Advertisers will be charged \$75/hour (\$25 minimum) for work required to create, enhance, or re-size materials to make them suitable for reproduction.



To Get Started . . .

Forward your electronic files to: john@stellarchicago.com or send camera-ready art to Stellar Graphics, 100 Detroit Street, Unit 102, Cary, IL 60013. Checks should be made payable to The Greater Chicago Pest Management Alliance. For further information about technical specifications and advertising scheduling, contact John Schumde at 630-595-5820 or via email to to: john@stellarchicago.com