



MARYLAND STATE  
**PEST CONTROL**  
ASSOCIATION

Multiple  
Options  
Inside

**2023**

Advertising  
Packages



**Any Questions?**

Contact MSPCA at [info@marylandpest.org](mailto:info@marylandpest.org) or call 410-940-6581.

[MARYLANDPEST.ORG](http://MARYLANDPEST.ORG)

## Advertising Data

### E-NEWSLETTER REACH

OVER 1,800 PEST CONTROL  
PROFESSIONALS

### FREQUENCY

5 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 2023



**MARYLAND STATE  
PEST CONTROL**  
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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)

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### **Acceptable Formats:**

- JPEG or PNG

### **Size Specification:**

- 600 x 150 px

## **PEST OF THE MONTH SPONSORSHIP**

MSPCA features a common seasonal pest each month. Your linked company logo is displayed in the email announcement sent to all MSPCA contacts and highlighted on MSPCA's website, social media channels, and in the Closer Look e-newsletter.

- \$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)

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### **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.*