



ARIZONA PEST
PROFESSIONAL ORGANIZATION

MEDIA KIT

**Let Your Voice
Be Heard**

Advertising

AZPPO is the voice for the Arizona pest control industry. Our goal is to protect the livelihoods of pest management professionals while fostering education, promoting professionalism, raising ethical standards, enhancing environmental stewardship, improving public health and the quality of life.

AZPPO offers several opportunities to network and engage with pest control owners. Our monthly e-newsletter *Closer Look* reaches more than 800 pest control owners throughout Arizona. You can reach these same companies by including advertising opportunities in your marketing plans. The sample below displays tile ad options, advertorial space and product showcase positions.

Sample Newsletter Layout

<p>FEATURE STORY Banning Neonicotinoids Doesn't Protect Pollinators, It Jeopardizes People • Pest Management Professionals Aren't a Threat to Pollinators: To protect the public, the structural pest management industry uses neonicotinoid pesticides indoors, in soil treatments or on the exterior periphery of buildings. When used in this manner, neonicotinoids pose almost no risk of exposure or harm to bees and other pollinators. Neonicotinoids are a valuable tool used throughout the nation to preserve our food supply and in and around homes and businesses to promote a thriving commerce and protect families.</p>	<p>POSITION 1 280 x 230</p>		
<p>SUPPLIER PROVIDED CONTENT 300-500 WORDS GRAPHIC FORMAT OUTLINED BELOW</p>			
<p>POSITION 2 280 x 230</p>	<p>BECOME A MEMBER</p> <ul style="list-style-type: none">• Come and network with a group of individuals and business owners who share your business interests!• Now you have a chance to let your voice be heard by becoming a member of the largest and fastest growing Pest Management Association in Arizona, we want you to be part of it.• Help become a strong and positive influence in the industry. You owe it to yourself, your family and your business to become an involved and educated industry member.		
<p>PRODUCT SHOWCASE 1 COMPANY LOGO CONTACT INFORMATION 40-WORD DESCRIPTION</p>	<p>PRODUCT SHOWCASE 2 COMPANY LOGO CONTACT INFORMATION 40-WORD DESCRIPTION</p>	<p>PRODUCT SHOWCASE 3 COMPANY LOGO CONTACT INFORMATION 40-WORD DESCRIPTION</p>	<p>PRODUCT SHOWCASE 4 COMPANY LOGO CONTACT INFORMATION 40-WORD DESCRIPTION</p>

Sample Website Layout

 ARIZONA PEST PROFESSIONAL ORGANIZATION		
Navigation Bar		
Media Gallery (rotating images)	Become a member	
Events	Subscribe to Newsletter	
	Allied Advertising	
Allied Advertising	Pest of the Month	Top Story
Share Photos		
Legalize		

Exhibiting and Sponsorship Opportunities

AZPPO Sponsorships

	42% SAVINGS Platinum \$4995	24% SAVINGS Gold \$3995	19% SAVINGS Silver \$2995	12% SAVINGS Bronze \$1500
AZPPO Membership (January 1-December 31)	X	X	X	X
Booth at Annual Conference	X (2)	X (1)	X (1)	X (1)
Booth & recognition as sponsor at education/social events (based on availability) throughout the year	X	X	X	
<i>Additional dinner/lunch/breakfast sponsorship*</i>	X (1)			
Lunch/dinner/ breakfast sponsor signage	X			
<i>Sponsorship recognition**</i>	X			
Logo on all event advertising/promotion	X	X	X	X
<i>Looping banner (.ppt)</i>	X	X	X	X
BugsNBalls Golf Hole Sponsorship	X	X	X	
Tile ad in monthly newsletter and Website for one month	X (12)	X (6)		
2 Promotional Eblasts throughout the year	X			
2 Mastermind sponsorships	X			
<i>Article in Monthly Newsletter</i>	X	X	X	X
Gift bag sponsorship at one event*	X			
<i>Gift bag contributor at all applicable events</i>	X	X	X	X
<i>*First come, first serve, does not include BugsNBalls</i>				
<i>**Sponsor recognition includes 2-5 minutes platform time and/or sponsor video</i>				
A la carte Non-member Sponsorship Opportunities				
Membership	\$ 399			
Annual Conference Single Booth – Members	\$ 950			
– Non-members	\$1400			
Annual Conference Double Booth – Members	\$1690			
– Non-members	\$1799			
Conference/Other Event Breakfast Sponsor*	\$1000			
Conference/Other Event Lunch Sponsor*	\$1000			
Conference/Other Event Dinner Sponsor*	\$1000 (2)			
Conference/Other Event Hospitality Sponsor*	\$ 500 (2)			
Gift Bag Sponsor*	\$ 250			
Gift Bag Contributor	\$ 100			
Bugs ‘N Balls Raffle Sponsor	\$ 195			
Bugs ‘N Balls Hole Sponsor	\$ 300			
Bugs ‘N Balls Longest Drive Sponsor	\$ 795			
Bugs ‘N Balls Closest to the Pin Sponsor	\$ 795			
Bugs ‘N Balls Golf Cart Sponsor	\$ 795			
Bugs ‘N Balls Breakfast Sponsor	\$1500			
Bugs ‘N Balls Lunch Sponsor	\$2500			
Bugs ‘N Balls Beverage Cart Sponsor	\$1595			

Insertion Order

Company Name _____

Contact _____

Address _____

City, State ZIP _____

Email _____

Phone _____

Ad Position - Select position and months

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

1st Position

2nd Position

Product
Showcase

Article
Submission

- See Newsletter template for positions

Ad Specifications

	Acceptable formats .jpeg, .png, .eps
Newsletter 1st Position	280 x 230, 40k
Newsletter 2nd Position	280 x 230, 40k
Product Showcase	Logo, contact information, 40-words or less description
Article Submission	Advertorial content – between 300-500 words (approved by AZPPO before publishing), company logo, and contact information
Website Allied Advertising	Size: 1200 px x 100 px Formats: JPG/PNG/ or EPS with a clickable link

Fees

	Member	Non-member	Multiple (3+)	Non-member
1st Position	\$100	\$160	\$ 75	\$125
2nd Position	\$ 80	\$140	\$ 65	\$110
Product Showcase	\$ 70	\$125	\$ 50	\$100
Article Submission	\$150	\$190	\$125	\$160
Website	\$ 50	\$110	\$100 (large banner)	\$200

Please submit all ad materials to Laura Taylor at info@azppo.org. If you have questions call Laura at 480.712-4538.

By signing below, you agree to pay \$ _____ to AZPPO for advertising space in the association e-newsletter, *Closer Look* or AZPPO website.

Signature _____ Date _____



Additional Advertising Opportunities

In addition to the *Closer Look* newsletter and the AZPPPO website, AzPPO has additional opportunities to benefit both Allied Members and non-Allied Members. 2 e-blasts included in Platinum Membership Package.

Check out these Communications that can be provided by AzPPO.

E-Blast Marketing Requests:

Notify pest professionals through Arizona with a professional e-blast that can be sent in a quick and timely manner.

Guidelines & Parameters –

30 days in advance, once a week (additional time negotiable)

Two week notice (rush pricing available)

Multiple eblasts for additional cost

Draft sent for final approval

Your Event and Event Registrations:

Market your event and/or manage event registration to the Industry and AzPPO membership.

Guidelines & Parameters –

Two week notice

Timeline for event notification required

A minimum of 30% offered to AzPPO members

Pricing:

Set up cost if creative is necessary : \$200

	Allied Member	Non-Member
E-Blast	\$100	\$250
Event Marketing	\$125	\$350
Event Registration	\$225	\$450

Disclaimer included.

AzPPO Advertising Opportunities Order Form

Company Name _____

Contact _____

Address _____

City, State ZIP _____

Email _____

Phone _____

Please submit all ad materials to Laura Taylor at info@azppo.org. If you have questions call Laura at 480.712-4538.

By signing below, you agree to pay \$_____ to AZPPO for advertising space via e-blast or event registration.

Signature _____ Date _____