

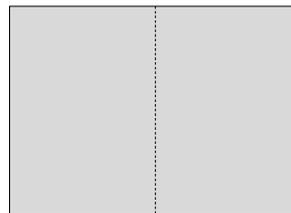


Pest Print Specifications 2021

Pest magazine provides independent news, views and analysis for pest professionals working in servicing companies, local authority units, facilities pest control, research, manufacturers, distributors and as consultants. **Pest magazine** has a steadily increasing annual readership reaching all sectors of the pest control industry. It is the perfect platform from which to reach your target audience.

Print advertising specifications: Pest magazine

Artwork size	Width	Height
Double page spread	420mm	297mm
<i>Bleed = 426mm x 303mm; Type area = 400mm x 260mm</i>		
Full page	210mm	297mm
<i>Bleed = 216mm x 303mm; Type area = 190mm x 260mm</i>		

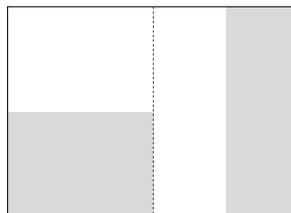


DPS orientation

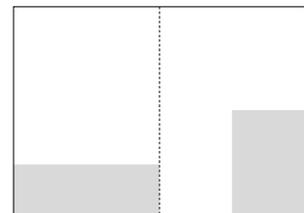


Full page orientation

Artwork size	Width	Height
Half page landscape	190mm	128mm
Half page vertical	90mm	260mm
Quarter page landscape	190mm	62mm
Quarter page portrait	90mm	128mm



Half page orientation
Landscape Vertical



Quarter page orientation
Landscape Portrait

Artwork supply

PDF is our preferred format, supplied as a composite CMYK made to current PPA Pass4Press standard **PDF/X-1a**.

Other formats are accepted providing they adhere to the Pass4Press standards for the application they are created in.

Maximum ink density should not exceed **300% (C+M+Y+K)**. No spot, RGB, Lab or Solid Pantone colours should be used.

Images must be CMYK and 300dpi in the finished size. Logo or images downloaded from websites should be avoided as the resolution will be 72dpi.

We cannot guarantee that **Opentype** or **Multiple Master** fonts will print correctly.

No finished artwork can be accepted as **Word, Excel, powerpoint, Corel Draw, MS Publisher** or any other third party software.

Text for setting should be supplied as a **digital text file**.

Go to www.pass4press.com to download presets for all the major applications and for guides on how to set up older applications. Also on the website is more detailed information on colour management, proofing and international standards.



For more information, please contact:

Emma Sharp, Sales Director.

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David Hall, Senior Account Manager.

Tel: 01825 725299 Mobile: 07935 165264

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Terms & Conditions: All material must be legal and conform to the British Code of Advertising Practice. Prices quoted are before VAT which is chargeable at standard rate to all UK-based businesses. Invoices will be raised after publication and are payable within 30 days. Adverts/inserts cancelled within one month of the space deadline/publication date are payable in full. No agency discounts offered. For a full list of terms and conditions please see the website at www.pestmagazine.co.uk

Digital advertising specifications: www.pestmagazine.co.uk

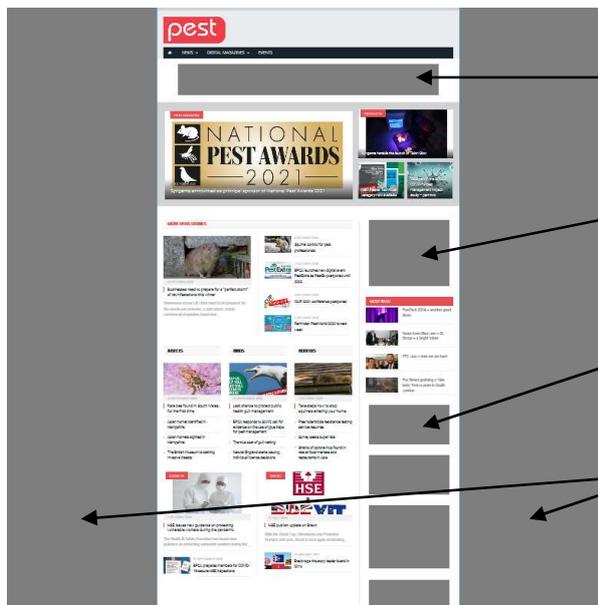
Type	Width	Height
Superleaderboard	970 pixels	90 pixels
MPU	300 pixels	250 pixels
Tile	300 pixels	150 pixels
Wallpaper	1920 pixels	900 pixels
Pop-up advert	300 pixels	250 pixels
Webinar/Video	Please contact us	
Pest library inclusion	PDF document	

Digital adverts appear on every page on the Pest website.

Wallpapers appear either side of the website pages and are ideal for showcasing new products.

Pop-up adverts appear once during a web session on whichever page of the Pest website is accessed first by the visitor.

Our **pest library** is an archived resource available to all site visitors for catalogues, reports or documents.



Super leaderboard - highly visible headline position at the top of all pages. Converts to smaller MPU size on mobile platforms.

MPU - larger space than previous tower adverts, and with a prominent position on the site. Visible on all pages.

Tile - half the size of an MPU but larger than previous button adverts. Visible on all pages.

Wallpaper – a wrap-around visually striking position ideal for new product launches. Turns into a in-editorial MPU on mobile platforms. Visible on all pages.

Digital artwork supply

Digital adverts for the website can be supplied as **static .gif, png, or .jpg/.jpeg files**. Animated .gif files are also acceptable. **All must be supplied in the exact pixel size specified above.**

We cannot accept any flash-based adverts such as .swf files.

Please also supply the web address you what people who click on your advert to go to.

To ensure that web pages display quickly, advertisers are asked to keep file sizes to a minimum. **We recommend 20 to 40 KB**. Please note the **maximum acceptable size is 150 KB**.

Where animation is included, please avoid extremely fast, distracting rotations.



E-newsletter Specifications 2021

Digital advertising specifications: e-newsletter

Example only



Our weekly e-newsletter offers two advertising opportunities – MPU adverts and sponsored news stories. MPUs run for one calendar month. We will feed stats back to you after they have been run.

	Width	Height	Cost
MPU	600 pixels	250 pixels	£750/mo
Sponsored news story	Not applicable		£400/wk

MPU requirements:

An image with text and company logo. We will also need a link to a dedicated landing page, website or document.

Sponsored news story requirements:

You will need to supply your title, text, an image and a link to the relevant landing page. We'll put this together in the newsletter as a sponsored news story. The link should go to your site or landing page where they can continue reading.

Text - up to 375 visible characters (including spaces). Includes a bold header, a maximum of two text blocks and your hyperlink text.

Logo/image - a single static GIF or JPEG (75 x 75px and 30kb file size) as a logo. Supplied on transparent background.

Link - should go to either a dedicated landing page, website or document.

Useful Information	
E-newsletter database	3,725
UK	2,718
Overseas	1,007
Ave open rate	29.5%
Ave click through rate	25.7%
Delivery	Wednesday



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Solus email Specifications 2021

Digital advertising specifications: solus email

Example only

pest+ Independent news for pest professionals

150 YEARS OF GREAT VALUE
 proudly celebrating our history and success as a leading manufacturer of smoke products

50 years of delivering an innovative smoke technology to control pests and prevent diseases.

UK FACTORY SINCE 1970 WORLDWIDE DISTRIBUTORS

PUBLIC HEALTH ANIMAL HEALTH CROP PROTECTION HORTICULTURE

Announcing New Ownership as we Celebrate our 150 year Anniversary!

We are pleased to announce **Octavius Hunt Ltd** is now under new ownership with the current senior team successfully completing a management buyout in July this year.

Octavius Hunt is a very successful manufacturer of unique and effective smoke products with a growing network of distributors, so the management team had no hesitation in stepping forward to acquire the company.

The new owners are looking to grow the distributor network but also invest back into the company towards both R&D and in new machinery to improve on efficiencies within production.

We have a solid group of distributor partners, some who have worked with us for 20 plus years and we see that growth will come from either introducing new products or collaborations with new and existing partners.

Follow us on LinkedIn | Follow us on Twitter | Follow us on Facebook | Follow us on YouTube

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 Our mailing address is:
 Octavius Hunt Ltd.
 5-9 Dove Lane, Redfield, Bristol, BS5 9NQ
 United Kingdom

Lewis Business Media Ltd 2020
 Registered in England & Wales: 07936273
 Registered Office:
 Suite A, Arun House, Office Village, River Way, Uckfield, East Sussex, TN22 1SL
 Unsubscribe from 3rd party emails

Unsubscribe from all

Solus email	
Cost per email	£750

Useful Information	
Solus email database	3,253
UK	2,381
Overseas	872
Ave open rate	32%
Ave click through rate	10.8%

Solus email requirements:

You will need to supply us with:

- two short paragraphs of text
- images
- company logo
- link to a relevant landing page or website

Other notes:

If the file size of the email is too large there is a risk that it will go straight into a spam folder, so this is something we try to avoid at all costs. You should also avoid using embedded videos in solus emails.

If you send us the information, we will create the email with a Pest header and footer and then send it back to you for approval.



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