



Advertising Rate Card – 2022

Printed Newsletter Advertising can be purchased in 1-issue, 2-issue or 4-issue blocks. Billing is quarterly. There is a 10% discount on accounts paid upfront in full on multiple issue accounts.

All other advertising can be purchased in 1-month, 3-month, 6-month and/or 12-month cycles. Billing is monthly. There is a 10% discount on all accounts paid upfront in full on multiple month accounts.

To advertise or if you have questions, contact Spencer Duncan at 785-271-9220 or at kansaspest@yahoo.com

Printed Newsletter Advertising

The KPCA Print Newsletter is published four times per year, on a quarterly basis. Publication schedule is: February, June, September, December. All ads are due to the KPCA office by the First of each publication month. Issues are sent the third week of each published month.

Member Rates

Full Page 8 ½ x 11	1-issue = \$200 per issue 2-issues = \$175 per issue (\$350 per year) 4-issues = \$125 per issue (\$500 per year)
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Half Page 8 ½ x 5.5	1-issue = \$115 per issue 2-issues = \$100 per issue (\$200 per year) 4-issues = \$75 per issue (\$300 per year)
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Quarter-Page 4.25 x 5.5	1-issue = \$105 2-issues = \$85 per issue (\$170 per year) 4-issues = \$60 per issue (\$240 per year)
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Non-Member Rates

Full Page 8 ½ x 11	1-issue = \$275 per issue 2-issues = \$225 per issue (\$450 per year) 4-issues = \$275 per issue (\$1,100 per year)
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Half Page 8 ½ x 5.5	1-issue = \$175 per issue 2-issues = \$150 per issue (\$300 per year) 4-issues = \$125 per issue (\$500 per year)
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Quarter-Page 4.25 x 5.5	1-issue = \$150 2-issues = \$115 per issue (\$230 per year) 4-issues = \$95 per issue (\$380 per year)
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Space reservation deadlines: 30 days prior to issue date. Please submit ads electronically.

Website Advertising

Member Rates

Traditional Click-Through Ad \$25 per month (\$300 per year)

Non-Member Rates

Traditional Click-Through Ad \$45 per month (\$540 per year)

Digital Newsletter Advertising

Member Rates

Traditional Click-Through Ad \$20 per month (\$240 per year)
Guaranteed Minimum: 2 newsletters per month

Newsletter Banner Sponsor \$50 per month (\$600 per year)
Guaranteed Minimum: 2 newsletters per month

Non-Member Rates

Traditional Click-Through Ad \$35 per month (\$420 per year)
Guaranteed Minimum: 2 newsletters per month

Newsletter Banner Sponsor \$75 per month (\$900 per year)
Guaranteed Minimum: 2 newsletters per month

E-mail Advertising

This advertising allows you to promote your company through e-mail blasts to everyone on our e-mail list (more than 4,100 individuals) The e-mail is sent by KPCA offices. Our contact list is not available for outside use or purchase. We send 2 advertising e-mails per month.

Member Rates

Community Ad \$25 per month (\$300 per year)
Guaranteed minimum 1 per month. Click-through ad sent to our e-mail lists minimum of once per month, maximum twice per month. Sent in an e-mail with other advertisers.

Solo Advertiser \$50 per month (\$600 per year)
Guaranteed minimum of 1 per month. This is a click-through ad sent to our e-mail lists with a minimum of once per month, maximum of twice per month. This ad is sent in an e-mail by itself, with no other advertisers. Available on a first-come, first-serve basis.

Non-Member Rates

Community Ad \$40 per month (\$480 per year)
Guaranteed minimum of 1 per month. This is a click-through ad sent to our e-mail lists a minimum of once per month, maximum of twice per month. This ad is sent in an e-mail with other advertisers. Placement is on a first-come, first-serve basis.

Solo Advertiser \$75 per month (\$900 per year)
Guaranteed minimum 1 per month. This is a click-through ad sent to our e-mail lists with a minimum of once per month, maximum twice per month. This ad is sent in an e-mail by itself, with no other advertisers. Available on a first-come, first-serve basis.

As of October 2021, KPCA has more than 3,900 e-mail subscribers with an average unique open rate of 68% KPCA sends out a weekly email newsletter. The quarterly print newsletter is mailed to more than 300 unique addresses; emailed directly to more than 3,900 unique addresses; and every print newsletter is posted online at kansaspest.com and included in several weekly email newsletters upon its release.