

VPMA 2026 eNEWSLETTER ADVERTISING INSERTION ORDER

The *PMP Reporter* is getting a fresh new look! To keep our publication engaging and easy to read, we're transitioning to an eNewsletter format. In 2026, VPMA will publish three eNewsletter issues.

With this new format comes updated advertising specifications, including refreshed ad sizes and more modern, eye-catching designs to better capture reader's attention. Banner ads will appear in the main email, while Inside Article Ads will be displayed only after readers click "Read More" to view expanded content.

We invite you to reserve your ad placements and connect with more than 1,500 PMPs and industry professionals across Virginia's pest management community. To celebrate the rollout of the new *PMP Reporter*, we're offering special introductory rates for advertisers.

Advertising Rates

Placement	1 Issue	2 Issues	3 Issues
Top Banner	\$350	\$650	\$900
Middle Banner	\$250	\$450	\$600
Bottom Banner	\$150	\$450	\$600
Inside Article Ad	\$85	\$160	\$225

Advertiser Information

Company Name	_____	Contact Name	_____
Email	_____	Phone	_____
Billing Address	_____	City/State/Zip	_____

Insertion Details

Ad materials should be supplied in the required digital format by the deadline listed below. All ads should be sized 600 x 150 pixels and be provided in a JPEG or PNG format. Publication dates: April 30, 2026, deadline April 15 | July 31, 2026, deadline July 1 | October 31, 2026, deadline October 1. Please indicate the number and type of ad insertions requested and check the issue(s) in which each insertion should run.

Ad Type	Qty	Apr 30	Jul 31	Oct 31	Rate	Line Total
Top Banner	___	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$_____	\$_____
Middle Banner	___	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$_____	\$_____
Bottom Banner	___	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$_____	\$_____
Inside Article Ad	___	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$_____	\$_____

Grand Total: \$ _____

Payment Terms: VPMA will create an annual invoice for all insertions which will be payable within 30 days of receipt.

Return completed form and ad materials to: office@vpmaonline.com