

Professional Pest Controller: the journal of the British pest management industry

DECEMBER 2011

PPC65

TOMORROW'S PEST

Invasion of the Asian hornet

INSIDE!
EVEN MORE EXCLUSIVE BENEFITS

- Corporate manslaughter: Implications for your business
- CPD Diary 2012: How to get your points for free
- Choosing your rodenticide: Assessing potency and suitability
- Less working: What's your guardian doing?

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LEGISLATION | feature

Stephen Woolley of Robinsons Solicitors explains this important legislation and how it may influence your business.

Corporate manslaughter

AREAS OF RISK

These are just examples but senior management should view the activities of their organisation laterally.

- Safe storage and transit, including driver/operative protection, of poisons and gases
- Full risk assessment of the use and methods of use of such items
- Dispersive training ensuring containers/vehicles are fully and properly marked to identify substance within
- Ensuring staff awareness of symptoms of poisoning/contamination

Insurance is available to defend the cost of an unnecessary prosecution but, as a matter of public policy no insurance is available for penalties or prosecution costs.

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Professional Pest Controller is available both in print and in a digital format on www.pponline.org

Every advertiser can have a hyperlink directly from their advertisement online to their own website at no extra cost.

An advertisement within PPC will ensure your product is seen by all individuals and organisations involved in this important and essential market...

PPC is the voice of the British Pest Control Association, serving the industry with informative editorial reaching both BPCA members and non-members.

PROMPT CPD scheme reaches 1,000th member

Bayer launches second generation rodenticide

Are you a registered BASIS PROMPT professional?

PROMPT is an independent industry-recognised register of suitably qualified people who can generally claim to be professionals in public health pest control and related activities. Members make a commitment to being leading Continuing Professional Development (CPD) which all professionals in leading industries are expected to make.

For further information, go to www.basissetcontrol.com

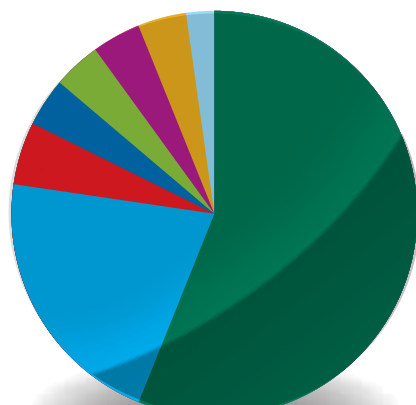
Entering the lobby

EUROPEAN STANDARD DEBATED

BPCA focuses on three key messages:

- 1 The Common European (CEN) standard for Professional Pest Control - BPCA wants to ensure those people using pesticide are competent to do so, both through self-regulation and working with legislators, and we see the CEN standard as a good first step
- 2 Integrated Pest Management (IPM) - emphasising current UK legislation, through an extremely efficient method which is more environmentally friendly
- 3 How BPCA can help MEPs and Government with the problems they face.

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Total circulation: circa 3,500 copies.



2012 advertising rates

Advert size	Cost BPCA members*	Cost non-members
Full page	£1,200	£1,300
Half page	£800	£900
Quarter page	£500	£600
Column spot	£365	£465
Special positions	Cost BPCA members*	Cost non-members
Inside front cover	£1,400	£1,700
Inside back cover	£1,200	£1,450
Outside back cover	£1,500	£1,800
Loose insert, based on A5 single sheet 150gsm**	£500	£1,000

* BPCA members' rates are subject to adverts carrying the BPCA member logo. We can add the logo at no extra charge, but please allow for it within the design.

** Sizes other than this may be possible, please contact us to discuss.

Discounts: 10% for two consecutive issues, 15% for three, and 20% for four or more.

All advertising rates are subject to VAT at the prevailing rate. Payment terms are 30 days from invoice, due before publication. No agency discounts. All advertisements must be legal, and in accordance with CAP codes www.cap.org.uk

Critical data

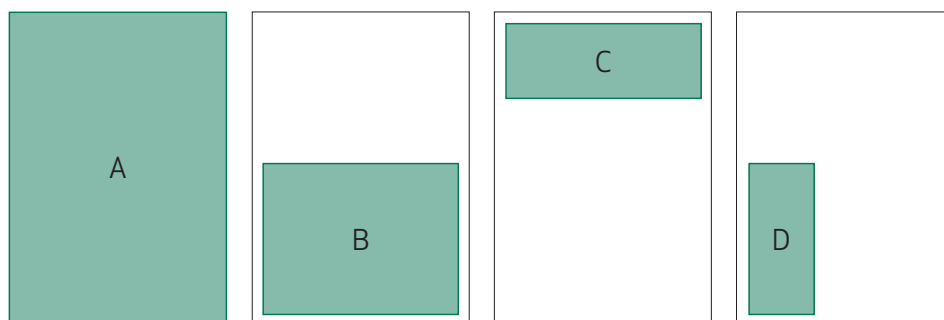
Format	A4 portrait 210mm wide x 297mm high full colour
Frequency	March, June, September November
Copy date	Typically four weeks before publication, please contact us for more information.
Cancellation	100% of advert price if space remains unsold.

PPC's sister magazine **alexo** is published in June and November.



Mechanical data

We prefer adverts in the sizes outlined here, but we will try to accommodate other sizes, to be charged as the next size up on our scale.



Advert size	safe area	trim	external bleed
A Full page	190mm wide 277mm high	210mm wide 297mm high	216mm wide 306mm high
B Half page horizontal	190mm wide 138mm high	N/A	N/A
C Quarter page horizontal	190mm wide 69mm high	N/A	N/A
D Column spot vertical	60mm wide 138mm high	N/A	N/A

Contact

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File requirements

- Press-ready PDF files
- All images to be around 300dpi
- Colours to be in CMYK colour space. Avoid RGB and spot colours.

Send files to...

[ken@davidson-igd.co.uk](mailto:ken@ davidson-igd.co.uk)
copied to sofi@bpca.org.uk

Extra charges may be levied if artwork is not to specification, files are missing or incomplete, font information is incorrect or other errors are encountered.