



# MediaPlanner

Advertising With The New Jersey Pest Management Association



[www.NJPMA.com](http://www.NJPMA.com)



## Reach



The *Pest-O-Gram* is printed quarterly and delivered exclusively to NJPMA Members in NJ, NY, PA and beyond.

## Decision Makers



The *Pest-O-Gram* is read by Owners, Managers and other key Decision Makers representing the top Pest Control Companies in New Jersey.

# Pass Along Rate

The pass-along rate for businesses publications is generally thought to be around 2.5 readers giving the print edition of the *Pest-O-Gram* an estimated circulation of about 750 readers.

Source: TopAgency.com

# Electronic Delivery



In addition, the *Pest-O-Gram* is delivered via E-Mail to approximately 800 NJPMA Member email addresses.

**Where There (Was) Is Vision**

The first organizational meeting was held in a Newark hotel and among the important items accomplished, was the drafting/submitting Joe Coleman, President, John Hensler, Secretary and Gary Berman, Treasurer. We also adopted our Association name.

We unanimously agreed that the major aim of the Association was to research further research in order to help us achieve our goals. Later, Gary Berman, Editor, "This is hard, would not we to be the first step in developing a program industry by creating a national conference. We adopted a resolution regarding our ability to regulate pesticides, or to be critical of a competitor's charges.

As for plans for obtaining a short course, we had at least one member, Ed Schmitt, who already knew that the College of Agriculture of Rutgers University had courses for the Entomology Department who could register all in the kind of educational activities that we needed. A conference headed by Ed was with Dr. Robert P. Pepper, Chairman of the Entomology Department of the College of Agriculture and master of a tremendous responsibility for pesticide control and regulation. Dr. Pepper promised to do everything he could to obtain for us a pest control short course. It must be remembered that at that time, and to a great extent even now, agriculture was considered above the standard of living, as well as the economic well-being of every resident in the state. Pesticide crops and live stock

and poultry was considered job #1 and the financial success of the College were linked.

Dr. Pepper seeing the urgency for a short course that would certify us as pest control professionals, he and the Association leaders to develop a series of short courses. The main challenge was to find another place for holding the courses until the college of agriculture could be convinced to accept the courses on campus. Fortunately, Ed Hensler, without the University faculty short course number one. Another problem arose, however, when Ed Hensler's company needed in one of his pest control clients, so he gave us the keys to his place.

Ed Hensler quickly realized short courses were highly organized. Dr. Schmitt brought a car full of courses that included entomology, agriculture, horticulture, landscape maintenance, construction, etc. The First Lady of the Association, Barbara Schmitt, and her husband, Alvin, were frequent travelers in coffee and hotels. This made sense too. If we were to hold an educational activity, the meeting could be turned into a family reunion.

Dr. Schmitt was at his very best, but when we were among speakers to make a point. An announcement that there was a question as to whether the pesticide reports that he had in the world would bring him home to nearby Highland Park. As an explanation, there were the days a pest control was held in a room where if any could be found. A pest was avoided by Robert Berman, who was the only person who was to be in the room. Whether it was a pest or not, it was a pest of 2 gallons of gasoline.

To insure getting home, Walter Berman, by car, Dr. Schmitt to the automobile. The road was in ruins of his and now the summer's progress in his past years. Once the vehicle made arrangements to get home, the arrangements to get home were concluded that the car's engine must have been the inspiration for TDI's invention of an effective fogging machine. Dr. Schmitt got home in his car.

The course that Ed Hensler was held at Rutgers and Professor Berman, who was in charge of the course, was held by the time that the opportunity was given to him and the opportunity was given to him. After a period of valuable short courses, Association members and others who participated in certain short courses were or were not certified. Some had not yet been "certified" as professionals. These types of programs naturally lead to a class that is not based on performing a pest control job.

During this period a hotel, the location through Rutgers central areas and basements were being converted into room rental space. Especially near to campus, were well-furnished that late 1980s or early 1990s. The "Pest-O-Gram" rooms' kitchen, were more and more modern. The addition of wood-burning stoves, especially the wood-burning stoves, and the addition of wood-burning stoves, especially the wood-burning stoves, were more and more modern. The addition of wood-burning stoves, especially the wood-burning stoves, were more and more modern. The addition of wood-burning stoves, especially the wood-burning stoves, were more and more modern.

As for new construction, the basements were deeper and deeper but plans of the old about concrete slabs. Further enhanced the structure's convenience and made ready for with the home owners and our industry.

We were going to build our first pest control clinic. We were going to manage a three building, very nice with complications, like a finished basement and a building with a great space with low overhead and with some of the best value for money.

We planned to find two suitable buildings that were practical for the program. The difficulty of finding such sites was overcome by Fred Berman, owner of the New Lake. Fred already had a contract with the owner to build a clinic in the Westfield Mall's residence and another contract for the building the log cabin situated on the grounds where we were to hold the clinic. Fred Berman's home was completely empty. The log cabin had no bathroom but a great space with a new bathroom. (continued on last page)

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**www.NJPMA.com**

**7,656 Users**

**12,558 Sessions**

**1.64 Sessions per User**

**54,559 Page Views**

**4.34 Pages per Session**

**4.23 Minutes per Session**

Source: Google Analytics – [www.NJPMA.com](http://www.NJPMA.com) - Sept 16, 2019 – Sept 15, 2020

**NJPMA.com provides a portal to everything  
Pest Control in New Jersey.**

- NJDEP Rules, Regulations and Licensing.
- The industries most comprehensive list of NJDEP Certified Classes, Seminars and Webinars.
  - Industry News
  - NJPMA Member Benefits

# New Jersey

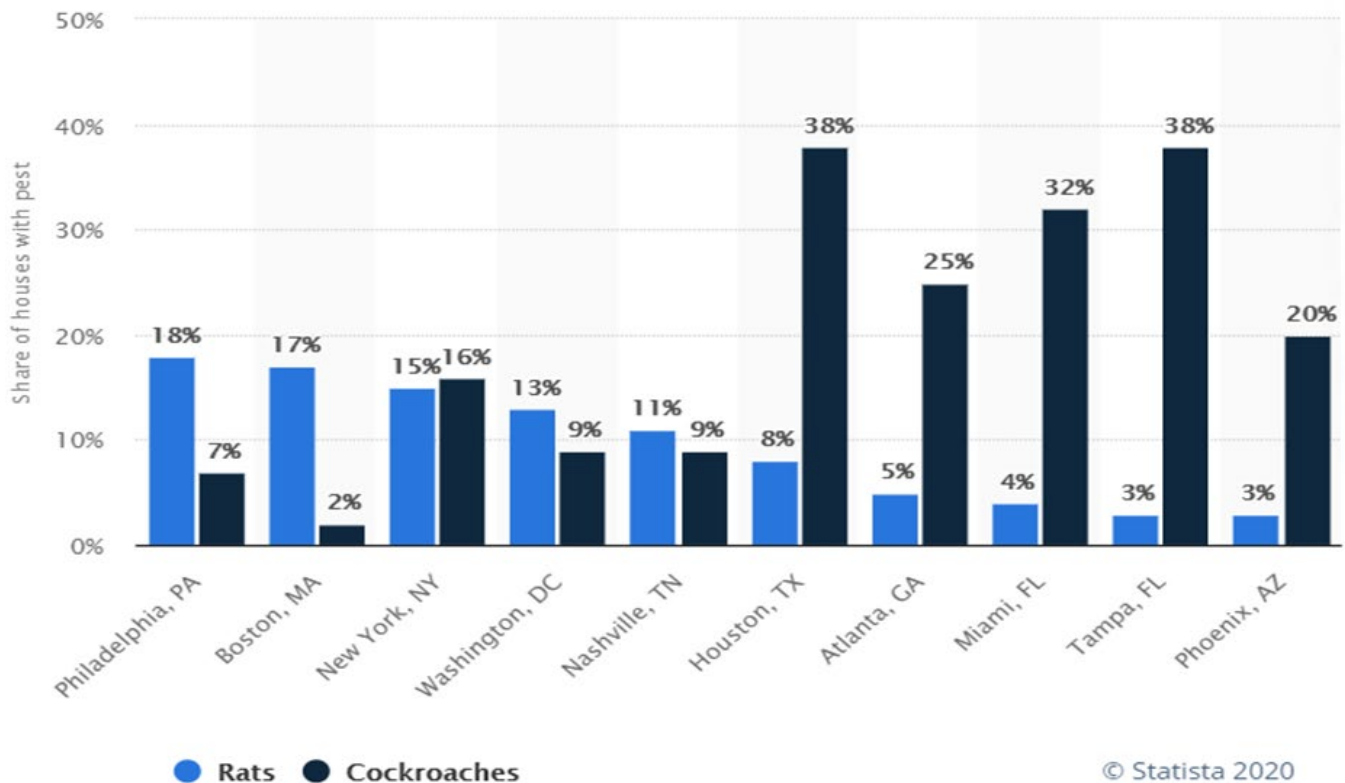
## PEST CONTROL

### STATS

## New Jersey Outpaces Much of the Country in Many Pest Control Categories

New Jersey Borders Two of the Most Infested Cities.

Many New Jersey Pest Management Companies also work in either Philadelphia or New York City.



**According to a recent survey, New Jersey also lies between two of the busiest markets for Mosquito Treatments.**

**#2 New York**

**#8 Philadelphia**

Source: WHO / Orkin Customer Service April 1, 2018-March 1, 2019

**Ticks live in every state, but tick-borne diseases occur most frequently in populations in the Northeast and Mid-Atlantic regions.**

**New Jersey Ranks #3**

Rank	State	Number of tick-borne disease cases*
1	Pennsylvania	73,610
2	New York	69,313
3	New Jersey	51,578

Source: "Vital Signs: Trends in Reported Vectorborne Disease Cases — United States and Territories, 2004 - 2016," published by the Centers for Disease Control and Prevention in 2018



# The NJPMA Can Help You Reach Key Decision Makers in Pest Management



## *Pest-O-Gram* Advertising Rates

The *Pest-O-Gram*, the official newsletter of the New Jersey Pest Management Association, is published four times a year. Your advertising will receive exposure to key management personnel at all NJPMA Member companies both within New Jersey and into neighboring states as well. An electronic copy is sent to all NJPMA Member companies and registered employees as well.

¼ page (4/3/4" high by 3 ¾" wide) - \$ 200.00 Net per issue

½ page (4/3/4" high by 7 ½" wide) - \$ 350.00 Net per issue

Full page (10" high by 7 ½" wide) - \$ 600.00 Net per issue

**There is a 10% discount off net space if taken for all four issues and is prepaid.**

Ads are printed only in black and white in our printed version. **Insertion orders and ads that are camera-ready or preferably sent by email or on disk (PDF format) must be received by the 10<sup>th</sup> of the month preceding the desired month of publication (approximate months Jan./March-April/June/Oct).** NJPMA cannot be responsible for the quality of ads from photocopies or tear sheets that are submitted.



# New for 2021

## Target Your Advertising On

### www.NJPMA.com

Let us feature your ad on NJPMA.com. By targeting visitors to our class registration pages you can zero in on specific corners of the industry. Over the past year, over 8000 users have visited NJPMA.com. Business Owners and Key Management Personnel have registered for our classes, workshops and seminars, including our annual Clinic, Trade Show and Clambake. In addition, both NJPMA Members and Non-Members use NJPMA.com as a portal for Pest Control News, NJDEP Resources, and more.

Target your advertising by choosing the categories that best fit your business:

- General & Household Pest Control
- Termites and Other Wood Destroying Insects
- Mosquito & Tick Pest Control
- Landscape Pest Control

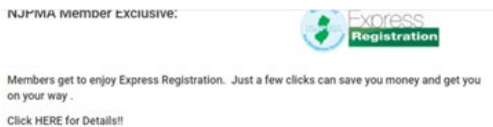
Or go for the high traffic on our **Basic Pesticide Training** page. **EVERYONE** takes this course!



Leaderboard | 728 x 90 Pixels

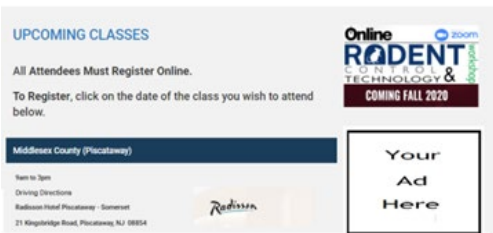
12 Months | \$1200

One ad space available on the **Home Page** Only with two advertisers rotating in position.



Custom Rectangle | 275 x 225 Pixels

12 Months | \$1200



Positions available on the **Class Registration Pages**.  
**General & Household Pest Control / Termites & Other Wood Destroying Insects / Mosquito & Tick Pest Control / Landscape Pest Control**

Features of Advertising on NJPMA.com Include:

- Year Round Visibility Reinforces Brand Recognition
- Allows Dynamic Time Sensitive Promotion