

Missouri Pollinator Conservancy Program

www.mopollinatorconservancy.com

The Missouri Pollinator Conservancy Program was started in March 2015 to protect honey bees and pollinators by increasing communication between pesticide applicators, grower consultants, and beekeepers. The program collaborated with Driftwatch.org to give spatial and visual tools that would alert pesticide applicators to nearby beehives.

The program provides education to beekeepers, growers, and insecticide spray applicators through brochures and presentations throughout the Midwest in hopes of reducing accidental bee kills. As one of the goals of the non-profit, we will be reimbursing beekeepers who register on Driftwatch for their purchase of BeeCheck flags, poles, or signs to protect their apiary.

We hope to be able to reimburse beekeepers in late Fall 2018 for vet visits for antibiotic treatments of their bees.

Because we are a non-profit, you may choose to deduct your sponsorship/ad as a business expense OR, if an individual, your ad/sponsorship is 100% tax deductible!

Rate Information . . . Prices Effective December 1, 2017

| | | 1X | 6X | 12X |
|---------------|-----------|----|----|-----|
| Website ad | | | | |
| Business card | 3 1/2 x 2 | 60 | 51 | 48 |

CIRCULATION . . .

Rate Base: 16,000

Example:



- Why do we charge so low? We support the small business owner and those who can't afford the large expense of publicizing with a magazine or newspaper.

Prices Subject To Change

Who We Reach . . .

How many people read our website? We have a rate base of 16,000 followers that view our website and Facebook page every week. Our program brochures are delivered to all pesticide applicators participating in recertification training in the state of Missouri. We are opening our program to a membership base, and these individuals will likewise access our social media. The Midwest Master Beekeeper Program is registered for classes with 17 colleges and community centers in Missouri, 7 colleges in Illinois, and 12 colleges and community centers in Arkansas with more classes added daily! Our program is open to everyone with an emphasis on agricultural growers, beekeepers, suppliers, aerial and ground pesticide applicators, and commercial pesticide companies. Many posts are shared and passed along to each of their friends and family, and the followers are growing exponentially!

Over 50% of small business owners are unable to afford advertising in Bee Culture magazine or American Bee Journal. We allow the opportunity for large and small businesses alike to share a medium to advertise their supplies and services to a wide range of beekeepers. Want to sell nucs? Package bees? Queens? Homemade boxes? A new invention? We can keep your costs low and your return high!

Discounts . . .

- Half page or larger ads that arrive publication ready receive an additional 15% discount of gross billing.
- 6 month contracts for display advertising, regardless of size or changes (subject to scheduling) receive a discount.
- 12 month contracts for display advertising, regardless of size or changes (subject to scheduling) receive an additional discount.
- Advertisers billed at discount rates who fail to fulfill their contract will be billed for any difference in contract rate earned.

Contract and Copy Regulations . . .

- New customers prepay with first insertion order.
- Advertisements are acceptable for publication entirely upon representation by Agency/Advertiser, and that they are authorized to publish the contents of the ad. In consideration, the Agency/Advertiser holds the publisher harmless from any judgements, cost, or suits of libel due to the content or product mentioned.
- All advertisements subject to publisher's approval. Publisher reserves the right to cancel an ad at any time for any reason.
- Publisher shall not be liable for any damages due to any errors or damage for failure to insert ad, for any reason.
- When the publisher acts as the agent, that is design and layout, for the advertiser, the client must submit original material a minimum of 60 days before insert publication date so the final draft can be completed and approved by the advertiser. Ads submitted at later dates will be reviewed, if possible. **The publisher is not liable for errors in ads not returned to client.**
- Ads will not be reinserted without previous permission.
- Rates and other regulations subject to change without notice by the publisher.
- Placing an advertisement in Midwest Master Beekeeper website **automatically** makes an Agency/Advertiser liable to all provisions listed herein.
- All ads contain live links, web addresses, and e-mail (if provided).

*Members of Missouri Pollinator Conservancy Program receive an additional 10% discount. Must provide membership number on contract. Call Dr. Jones at 573-281-1272 or email at midwestmbcp@gmail.com for more information.

- There are no closing dates. Once your ad has been approved it is added to the website! There is no wait for your advertisement to hit your buyers!
- See examples below if you need ideas and want to do it yourself - you can use Microsoft Word or Publisher to create your ad! We will also design your ad to your liking!