

# DIGITAL OPPORTUNITIES



## Interactive DIGITAL EDITION on Your Tablet

CoatingsTech's newly designed digital edition and mobile app will translate your message into enhanced digital experiences, ready to inspire today's audiences. Discover new ways to engage readers with your products by using the full range of dynamic digital opportunities, such as

- > live links
- > video
- > interactive graphics
- > slide shows
- > audio overlay
- > hot spots
- > scrollable frames

Every advertiser in the print edition of CoatingsTech will be included in the digital edition at no additional cost, and no new materials are required for standard advertising in this edition.

CoatingsTech offers a limited number of premium advertising opportunities with more sophisticated technological features. Call today for complete details.



*Advertise across the range of CoatingsTech products to take advantage of value pricing and maximum exposure. Contact Carolyn Ward to build your 2016 package now.*



## ACA's New Website: PAINT.ORG

Newly launched in late 2015, the ACA website serves as the best informational resource for coatings professionals. A responsively designed site, paint.org optimizes your ads for viewing on any desktop or mobile device, increasing your overall ad exposure across platforms. By featuring your company's ad on the ACA website, you can build your brand and promote your products to the industry. Web banner rates are determined by placement and length of time of posting.

Create brand awareness and maximize your ad impact and lead generation at paint.org.

Space	3 Months	6 Months	12 Months
Leaderboard (728 x 90 pixels)			
Premium	\$5,967	\$10,144	\$18,360
Prime	\$5,400	\$9,180	\$15,120
Medium Rectangle (300 x 250 pixels)			
Premium	\$5,200	\$8,844	\$14,568
Prime	\$5,019	\$8,533	\$14,052

Rates are based on gross rate, per month. Premium banners are "above the fold" in the highest visibility positions on most highly trafficked pages. Prime banners are positioned lower on the screen.

## Digital Delivery Email:

Each month, the digital issue of CoatingsTech is emailed to all ACA members and subscribers. Banners offered on the Digital Delivery Email provide a direct link to your URL.

Space is reserved on a first-come, first-served basis, so contact Carolyn Ward today for pricing and specs on this powerful delivery tool.

### BANNER AD SPECIFICATIONS

**AD PROPERTIES:** RGB, 72 dpi

**FILE TYPE:** GIF, animated GIF or JPEG (name files with appropriate extension)

**FILE SIZE:** Maximum 100K

### FOR DIGITAL AD RATES, CONTACT:

**Carolyn Ward**, ACA Director of Advertising  
704.660.6530 | cward@paint.org

### SEND AD FILES + CLICK-THRU URL TO:

**Cathy Banks**, ACA Production Manager & Senior Graphic Designer  
202.719.3693 | cbanks@paint.org