



# Digital Issue Advertising

As the first format to reach subscribers, advertisers in *CoatingsTech* Digital Issue can capture the attention of the industry with the option to place an ad opposite the front cover. The responsive design format and the interactive PDFs of each issue offer advertisers multiple opportunities to reach a highly engaged audience.

## ● Content Hub

Highly visible ads on the *CoatingsTech* digital library, also known as the "Content Hub."

### ● Content Hub Leaderboard Ad

- Location: Top of hub and above each issue
- Size: 728w x 90h pixels

### ● Content Hub Medium Rectangle Ad

- Location: Left-hand rail of Featured Stories
- Size: 300w x 250h pixels

## ● Button Drawer Ad

Highly visible ad that overlays the Table of Contents in a single issue.

- Location: Overlays Table of Contents
- Size: Maximum 180w x 150h pixels

## ● Full-Page Cover Ad

- Location: To the right of the cover page in desktop view. Note: Ad appears immediately after cover page on mobile devices.
- Size: 8" x 10.75" non-bleed ad; 8.25" x 11" bleed ad. Note: Same specs as print ad.
- File Format: **High-resolution PDF**
- Features: Link to URL

- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

**60%**  
of readers spend  
**30 minutes or  
more reading  
CoatingsTech.**

### BUTTON DRAWER TOC AD

**OCTOBER 2022**

**ACA Seeks Nominations for 2023 Mattiello Award and Inaugural David F. Darling Prize**

ACA is seeking nominations for the 2023 Joseph J. Mattiello Lecture Award and the Dave Darling Prize presented at the 2023 CoatingsTech Conference.

**Hempel Acquires Store Network in Southeast France**

Hempel A/S has acquired Cap Couleurs Group's store network in southeast France. The acquisition, which the company says complements its existing network of

**In the Industry, On the Move**

Hempel A/S has announced the appointment of Michael Hansen as group president and chief executive officer. He will succeed Lars Petersson, who has held

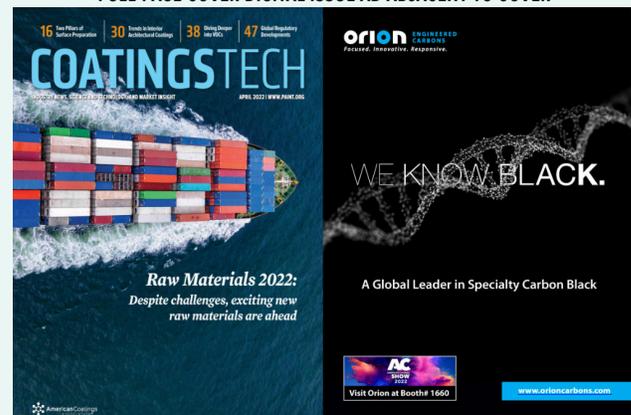
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www.CROHMIG.com

**CROHMIG**  
Static Protective Film Tablets

### FULL-PAGE COVER DIGITAL ISSUE AD ADJACENT TO COVER



**COATINGSTECH**  
APRIL 2022 | WWW.PAINT.ORG

**Raw Materials 2022:**  
Despite challenges, exciting new raw materials are ahead

**ORION** ENGINEERED CARBONS  
Focused. Innovative. Responsive.

**WE KNOW BLACK.**

A Global Leader in Specialty Carbon Black

Visit Orion at Booth# 1660

www.orioncarbons.com

SEND ALL DIGITAL FILES & CLICK-THRU URLS TO: [kfalgout@paint.org](mailto:kfalgout@paint.org)

All submitted advertising materials, including but not limited to ad copy and artwork, are subject to publisher's approval.

## Website Advertising

### ACA WEBSITE: [PAINT.ORG](http://PAINT.ORG)

Connect with decision-makers at every level of the industry with a presence on the official ACA website, Paint.org.

#### ● Leaderboard Banner

Prominent posting visible at the top of the page or in a secondary location mid-way down the page.

- Location: Selected pages throughout the site. Leaderboard positions are placed on a first-come, first-served basis.
- Size: 728w x 90h pixels

#### ● Medium Rectangle Banner

Position your banner with your unique message on the most highly trafficked pages on *paint.org*.

- Location: Selected pages throughout the site.
- Size: 300w x 250h pixels

#### ● Wide Skyscraper Banner

Prominent posting visible at the left side of the page.

- Location: Selected pages throughout the site. Skyscraper locations are first-come, first-served.
- Size: 160w x 600h pixels

- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

#### ● Half-page Banner

These highly impactful banners will appear on the right side at the top of the page.

- Location: Selected pages throughout the site. Half-page banner locations are first-come, first-served.
- Size: 300w x 600h pixels

#### ● Sponsored Content/White Paper

Provide your own content or white paper to be posted on the *CoatingsTech* landing page on *paint.org*. All submitted materials, including but not limited to copy and artwork, are subject to ACA approval.

- Location: *CoatingsTech* landing page of *paint.org* and highlighted in a minimum of one issue of *CoatingsTech Direct* e-newsletter.
- Duration: To be posted on the first business day of the month and remain on the page for 3 months.
- File Types: Sponsor will provide non-promotional copy, such as research reports, case studies, or infographics.

#### ● Video Ad

Your corporate video posted\* to *paint.org* in a prominent position.

- Recommended Size: 1280w x 720h pixels
- Orientations: Landscape, square, portrait
- Accepted Aspect Ratios: 16:9 (for landscape videos)  
1:1 (for square videos)  
9:16 (for portrait videos)
- Maximum File Size: 512 MB
- Recommended Formats: MP4 for web, MOV for mobile
- Maximum Duration: 140 seconds

\*Video ads may be either embedded links from a corporate video platform, such as Vimeo, or hosted on *paint.org*.

**160x600**  
WIDE  
SKYSCRAPER AD

**300x600**  
HALF PAGE AD

**300x250**  
MEDIUM RECTANGLE AD

**728x90**  
LEADERBOARD AD

# CoatingsTech Direct e-Newsletter Advertising

Connect with more than 8,000 professionals in the paint and coatings industry every other week by investing in ad opportunities in the *CoatingsTech Direct* e-newsletter. *CoatingsTech Direct* delivers concisely written industry highlights, ACA news, and links to informative *CoatingsTech* articles. The e-newsletter introduces readers to the newest issue and features. **Advertising buys at the rates shown below include placement in TWO consecutive e-newsletters.**

## ● Leaderboard Banner Ad

(Top and Secondary)

- Top Leaderboard: Above all copy, the most prominent position
- Secondary: Selected positions (first-come, first-served)
- Size: 728w x 90h pixels

## ● Medium Rectangle Ad

- Location: Selected positions (first-come, first-served)
- Sizes: 300w x 250h pixels

## ● Embedded Text Ad with Logo

Submit company logo, copy (maximum 40 words) and URL link that will be featured on two of the monthly *CoatingsTech Direct* editions. Copy may be branded, product-related, and promotional in nature.

## ● Video Ad

Promote your corporate video posted\*\* to paint.org or hosted on your official corporate video platform.

- Location: Selected positions
- Sizes: 300w x 250h pixels
- Features: **Link to video URL, 5-word call to action, introductory text of 10 words or less.**

- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

# Webinar Sponsorship

Increase your visibility among ACA members with a webinar sponsorship! CoatingsTech's newest advertising offering gives our industry partners the opportunity to promote their company during an hour-long technical session led by top industry experts. As a webinar sponsor, your company's name and logo will appear on registration materials, the paint.org webinar page, and newsletter promotions in *Coatings Today* and *CoatingsTech Direct*.

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# Gallery

LEADERBOARD AD



AD WITH EMBEDDED TEXT AND LOGO

**EPS® 2786** is an all-acrylic, versatile polymer for semi-gloss to high gloss enamels that require exceptional hardness and tack resistance in both white/pastel bases and fully tinted clear/neutral bases. Ideal for institutional, commercial, or other high-traffic areas, EPS® 2786 is formulated without the use of intentionally added fluorosurfactants. Learn more [here](#).



MEDIUM RECTANGLE ADS



VIDEO AD

Promoted by Troy Corporation

**Powerful Antimicrobial Protection is More Important than Ever**

Watch now, then visit [www.troycorp.com](http://www.troycorp.com).

[more](#)



MEDIUM RECTANGLE AD



## ACA Website

LEADERBOARD AD



### Go Inside CoatingsTech



**ADMIX** Industrial Dispersion Equipment 

**COATINGSTECH**

## FEATURED

### ACA Technology Roadmap #1 Sustained Use of Critical Materials – October 2022

The American Coatings Association (ACA), through its Science and Technology (S&T) Committee, is developing a series of Technology Roadmaps



### Meeting The Additive Challenge – October 2022

While researching the world of paint and coatings additives for what was new and novel, an article written in June 2020 caught my attention. It was an

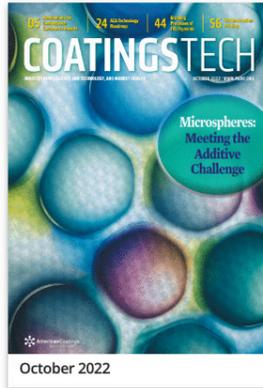


### Differences Between the Grinding Process of TiO2 Pigments In Glossy Acrylic Paints – October 2022

Titanium dioxide is the most important white pigment in waterborne architectural paints.



## ISSUES



## FULL-PAGE COVER AD ADJACENT TO COVER

### MEDIUM RECTANGLE CONTENT HUB AD

**Anton Paar**

### BUTTON DRAWER AD

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