

Website Banner Advertising

ACA WEBSITE: **PAINT.ORG**

Strengthen your current marketing plan with ACA's newest dynamic digital solution. For years, coatings professionals have turned to ACA's website, *paint.org*, for 24/7 updates on industry news, legislative issues, and technical innovations. Now, the newly launched, updated *paint.org* serves as a critical resource for the industry. Responsively designed, *paint.org* optimizes your ads for viewing on any device—driving increased engagement and delivering your message to the right audience at the right time.

■ 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 locations are first-come, first-served.
- Size: 728w x 90h pixels
- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

■ Medium Rectangle Banner

Position your banner on the most highly trafficked pages on *paint.org*. Choose a location, or let us recommend top spots.

- Location: Selected pages throughout the site.
- Size: 300w x 250h pixels
- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

■ Wide Skyscraper Banner **NEW**

Prominent posting visible at the left or right-hand 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 Ad **NEW**

These highly impactful banners can appear on the right side or left 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
- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

2020 *paint.org* Ad Rates

Effective January 2020 (shown in USD)

	Gross Rate	Net Rate
Top Leaderboard	\$1,500	\$1,275
Secondary Leaderboard	\$1,200	\$1,020
Medium Rectangle	\$1,000	\$850
Wide Skyscraper	\$1,500	\$1,275
Half Page	\$1,800	\$1,530
Pop-up	\$2,000	\$1,700
Embedded Videos	\$3,500	\$2,975
Sponsored Content/ White Paper	\$4,500	\$3,875

■ Pop-Up Banner **NEW**

Gain instant feedback with these effective lead-generating banners.

- Location: Selected pages throughout the site. Pop-up banner locations are first-come, first-served.
- Size: 250w x 250h pixels
- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

■ Sponsored Content/ White Papers

To be posted on the *CoatingsTech* landing page on *paint.org*.

- 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. All sponsored content will be indexed and archived on *paint.org*
- File Types: Sponsor will provide non-promotional copy, such as research reports, case studies, or infographics

■ ACA Online Coatings Career Center

Post your job opportunities online at <https://www.paint.org/career-center/>. The Coatings Career Center has the connections and capabilities to ensure you have access to the most targeted career networking service for your coatings industry job openings.

- ACA Member: **\$250**
- Non-member: **\$350**

Discount packages and rates are available at <https://careers.paint.org/rates.cfm>.

SEND ALL DIGITAL FILES & CLICK-THRU URLS TO: **CTproduction@paint.org**