

Website Banner Advertising

ACA WEBSITE: PAINT.ORG

Strengthen your current marketing plan with ACA's 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. *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

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

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

● Pop-Up Banner

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* 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

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