

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

2021 *paint.org* Ad Rates

Effective January 2021 (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

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

Digital Issue Advertising

Capture the attention of the industry with your ad in the *CoatingsTech* Digital Issue. Highlight your ads in the desktop and responsive design formats (mobile-device view only).

● Leaderboard Ad

Prominent banner always visible above content.

- Location: Above digital issue in the interface
- Size: 728w x 90h pixels
- File Formats: JPG, GIF, Animated GIF (high-resolution only)
- Features: Link to URL

● Button Drawer Ad

Button Drawer ad always visible in Table of Contents.

- Location: Bottom of right-hand navigation panel
- Size: Maximum 180w x 150h pixels
- File Formats: JPG, GIF, Animated GIF (high-resolution only)
- Features: Link to URL

● Blow-In Ad

Blow-in ad appears as an overlay in desktop view only.

- Location: Overlays page of choice (desktop view only)
- Size: Maximum 500w x 300h pixels
- File Formats: JPG, GIF, Animated GIF (high-resolution only)
- Features: Can select page position, link to URL
Supports multimedia

● Interleaved Ad

A banner ad appearing between articles in the Table of Contents. This ad is only visible in the mobile-device view.

- Location: Table of Contents (mobile-device view only)
- Size: 320w x 50h pixels
- File Formats: JPG, GIF, Animated GIF (high-resolution only)
- Features: Link to URL

● Advertorial Ad

A full-page advertorial highlighting company offerings or products that is accompanied by an interleaved banner ad listed among the Table of Contents articles. This ad is only visible in the mobile-device view.

- Location: Full-page advertorial near front of magazine (mobile-device view only)
- Specs: HTML must be designed to work within an iframe. All files should be placed in a single directory and saved as a zipped archive. Advertorial or Advertisement must be displayed in all caps at top of ad.
- File Formats: Responsive HTML5 page
- Features: Link to URL

2021 Digital Issue Ad Rates

	Gross Rate	Net Rate
Interleaved TOC Banner	\$500	\$425
Button Drawer TOC	\$1,000	\$850
Blow-in	\$1,200	\$1,020
Leaderboard	\$1,500	\$1,275
Advertorial	\$1,500	\$1,275

CoatingsTech Direct eNewsletter Advertising

Make regular contact with more than 10,000 professionals in the paint and coatings industry by investing in ad opportunities in the *CoatingsTech* Direct eNewsletter. Distributed twice monthly, *CoatingsTech* Direct delivers concisely written industry highlights, ACA news, and links to informative *CoatingsTech* articles. The first issue each month includes the link to the digital issue of *CoatingsTech*. **Your advertising buy at the rates shown below includes placement in TWO consecutive eNewsletters.**



● Leaderboard Banner Ad (Top and Secondary)

- Top Leaderboard: Above all copy, most prominent position
- Secondary: Selected positions (first-come, first-served)
- Size: 728w x 90h pixels
- File Formats: JPG, GIF, Animated GIF*
- Features: Link to URL

● Medium Rectangle

- Location: Selected positions (first-come, first-served)
- Sizes: 300w x 250h pixels
- File Formats: JPG, GIF, Animated GIF*
- Features: Link to URL

*Note: animation may not render properly in all browsers.

2021 CoatingsTech Direct Ad Rates

	Gross Rate	Net Rate
Top Leaderboard (2 issues)	\$1,800	\$1,530
Secondary Leaderboard (2 issues)	\$1,500	\$1,275
Medium Rectangle (2 issues)	\$1,500	\$1,275
In-Text Ad (2 issues)	\$3,000	\$2,550
Videos (2 issues)	\$3,500	\$2,975

● Featured Product Highlight

BrandBuilder display advertisers may submit one square (198 pixels x 198 pixels) product image, 50-word copy, and URL links.

● In-Text Ad

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.

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