# 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.

Selected pages throughout the site. • Location:

Leaderboard locations are first-come,

first-served.

728w x 90h pixels Size: JPG, GIF, Animated GIF · File Formats:

• 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 JPG. GIF. Animated GIF File Formats:

 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

Link to URL · Features:

#### 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. 250w x 250h pixels

· Size: • 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.

CoatingsTech landing page of paint.org Location:

and highlighted in a minimum of one

issue of CoatingsTech Direct enewsletter • 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

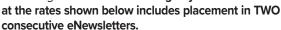
• Features: Link to URL

# 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





# 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 pixelsFile Formats: JPG, GIF, Animated GIF\*

• Features: Link to URL

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

# 2021 CoatingsTech Direct Ad Rates

<b>Gross Rate</b>	Net Rate
\$1,800	\$1,530
\$1,500	\$1,275
\$1,500	\$1,275
\$3,000	\$2,550
\$3,500	\$2,975
	\$1,800 \$1,500 \$1,500 \$3,000

# Featured Product Highlight

BrandBuilder display advertisers may submit one square (198 pixels  $\times$  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.

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