

# Website Advertising

## ACA WEBSITE: **PAINT.ORG**

Strengthen your current marketing plan with a presence on the ACA website, Paint.org. For years, coatings professionals have turned to this critical resource for 24/7 updates on industry news, legislative issues, and technical innovations. 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*.

- 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

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

### ● 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*.

**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.

# Digital Issue Advertising

Capture the attention of the industry with your ad in the *CoatingsTech* Digital Issue, including the option to place your ad opposite the front cover. Our responsive design format coupled with interactive PDFs of each issue offer you multiple opportunities to increase your impact.

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

### ● Content Hub Medium Rectangle Ad

- Location: Left-hand rail of Featured Stories
- Size: 300w x 250h pixels
- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

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

## ● Blow-In Ad

Digital blow-in ad appears on an existing page as an overlay.

- Location: Overlays page of choice
- Size: Maximum 500w x 300h pixels (high res)
- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL, Supports multimedia

## ● 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 Formats: High-resolution PDF
- Features: Link to URL

# CoatingsTech Direct e-Newsletter Advertising

Make regular contact with more than 8,000 professionals in the paint and coatings industry by investing in ad opportunities in the *CoatingsTech Direct* e-newsletter. Distributed every other week, *CoatingsTech Direct* delivers concisely written industry highlights, ACA news, and links to informative *CoatingsTech* articles. The first e-newsletter each month introduces readers to the newest issue and features. **Your advertising buy at the rates shown below includes placement in TWO consecutive e-newsletters.**

## ● 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 Ad

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

## ● 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
- File Formats: JPG, GIF, Animated GIF\*
- Features: Link to video URL, 5-word call to action, introduction text of 10 words or less.

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

\*\*See page 10 for information on video advertising on paint.org.

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