

COATINGS TODAY

REACH

14,000

PAINT AND COATINGS MANUFACTURING PROFESSIONALS

BI-WEEKLY

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the Coatings Today website interface. At the top, there's a navigation bar with 'ACA Home', 'About ACA', 'News', 'Membership', and 'Events'. A date 'Dec. 7, 2010' is visible. Below the navigation is a large banner for 'coatings today.' with the American Coatings Association logo. The main content area is divided into several sections:

- A LEADERBOARD:** A large banner for Dominion Colour Corporation with the tagline 'Working Together for Quality'.
- B SKYSCRAPER:** A vertical advertisement for PAUL N. GARDNER, a consultant and arbitrator, with the tagline 'Your requirements for Lit & Field'.
- C/1 TOP/BOTTOM BANNER:** A horizontal banner for MIN-U-SIL Fine Ground Silica and SIL-90-SIL Ground Silica.
- D PRODUCT SHOWCASE:** A section featuring three product highlights:
 - Colorburst™ Ink Additives:** Described as specially designed for use in oil based inks and pigment inks.
 - Powdermate 5077FL:** A powder coating system for high gloss, deep rich colors.
 - Hand Held Coating Thickness Measurement Series:** A portable instrument for measuring coating thickness.
 - Dynamic:** A dispersion system for superior, conventional milling and dispersion techniques.
- E CALLOUT TEXT AD:** A small, integrated text ad for 'Powdermate 5077FL'.
- F TRADITIONAL TEXT AD:** A small, integrated text ad for 'Colorburst™ Ink Additives'.

At the bottom of the page, there is a footer with contact information for Coatings Today, including the name of the Vice President of Publishing and other staff members.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 7 emails to the 14,000 paint and coatings manufacturing professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. **More**

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Callout Text Ad
\$2500

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. **More**

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Traditional Text Ad
\$1500

Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor **More**

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

CONTACT US

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COATINGS TODAY, POWERED BY MULTIBRIEFS,
PROVIDES BI-WEEKLY NEWS AND INFORMATION
TO PAINT AND COATINGS MANUFACTURING
NATIONWIDE WHO SPEND \$21 BILLION A YEAR
ON PRODUCTS AND SERVICES YOUR COMPANY
OFFERS.

The news tackles today's issues most germane to the paint and coatings industry. Delivered to the inboxes of paint and coatings manufacturing professionals, Coatings Today keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

COATINGS TODAY
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN COATINGS TODAY:



CREDIBLE SOURCE

For over 120 years, our members have turned to the association as the informational authority of the industry. Advertising in the Coatings Today solidifies your place among bi-weekly information provided to ACA members.



TARGETED DISTRIBUTION

Advertising in Coatings Today allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Coatings Today have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a bi-weekly publication, Coatings Today ensures your ad will be seen bi-weekly by our 14,000 subscribers.



AFFORDABLE

Advertising in Coatings Today is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Coatings Today has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Coatings Today.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.