

PAINTSQUARE.COM  
**jpcl**

2012 JOURNAL OF PROTECTIVE COATINGS & LININGS / PAINTSQUARE MEDIA KIT



# Setting the Bar

**F**or almost three decades, the Journal of Protective Coatings & Linings has positioned itself as the go-to source for information about the protective and marine coatings industry. In partnership with SSPC: the Society for Protective Coatings, JPCL and its online presence, PaintSquare, have a firm grasp on the global audience: the most influential facility owners, specifiers, coatings and equipment manufacturers, raw materials suppliers, distributors, and industrial contractors.

JPCL/PaintSquare responds in real-time, successfully integrating print with digital advertising and marketing opportunities, reaching your audience in the forums where they do business, and delivering sophisticated tracking and qualified lead intelligence.



## New In 2012:

- **The Top Thinkers** – JPCL profiles industry leaders and features their technical achievements in a special 13th issue. These industry experts will also contribute to JPCL editorial throughout 2012.

- **The Buzz** – You'll see what's trending on PaintSquare News, which items are creating most controversy and conversation.
- **Certified Coating Specialist Profiles** – Each month, JPCL gives you a glimpse into the world of an SSPC-Certified Coatings Specialist.
- **The Take-Away** – JPCL's Editor in Chief, Karen Kapsanis, brings her take on industry activity in this new monthly column.
- **All work and no play isn't good for anyone!** Test your skill with our monthly Crossword Puzzle.

# Your message Multiple platforms

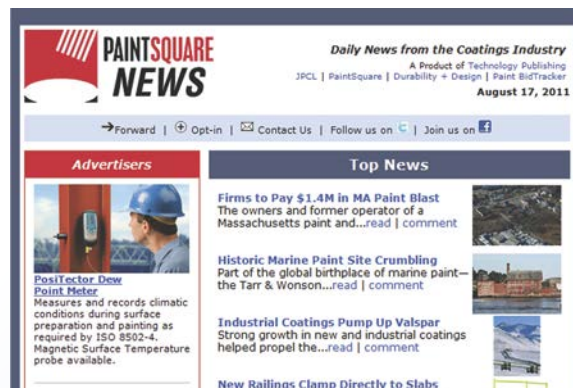
JPLC/PaintSquare optimizes your advertising dollars with our smooth integration of print and electronic media, delivering your targeted message when and where it makes the biggest impact.

## In Print -

- **Print Advertising** – brand building through visual power
- **Buying Guide Sponsorships** – premier ad placement within specific subject category, includes online sponsorship
- **Buying Guide Enhanced Listings** – ad placement within specific categories
- **JPLC Calendar** – your ad in our wall calendar. You own the month.
- **SSPC-Certified Contractor Section** – exclusive box ads for SSPC Certified Contractors only
- **Classifieds and Product & Service Directory** – monthly help wanted and items for sale listings, as well as company showcase box ads

## Online -

- **PaintSquare News Front Page Ads** – interactive web ads in our daily e-newsletter delivered to over 40,000 industry pros
- **PaintSquare Content Sponsorship** – Own a top ad spot in one of our 7 editorial subject categories (Coating Materials, Coating Application, Surface Preparation, Quality Control, Health & Safety, Environmental Controls, and Program/Project Management) on PaintSquare.com... guaranteed. Your digital ad will display alongside relevant editorial content, priority placement in buying guides and search results, enhanced company contact information, and real-time sales leads.



- **PaintSquare Interactive Ad Package** – Your digital ad displayed alongside relevant editorial content, priority placement in buying guides and search results, enhanced company contact information, and real-time sales leads
- **Webinar Sponsorship** – Connect with your target market by delivering the information they need
- **Custom eBlasts** – Leveraging your custom message to a keenly targeted audience
- **Video Sponsorship via Pre-Roll Ads** – Your video ad previews before JPLC training videos and industry profile interviews
- **Online Buying Guide Sponsorship** - 12 months of interactive web ads in a specific category section of PaintSquare's online searchable buying guide
- **PaintSquare News Events Calendar Sponsorship** – Your hyperlinked logo in the PaintSquare News Events section, provided with click-through leads
- **eBook Sponsorship** – Linking your message with relevant, downloadable content to an engaged audience
- **Sponsored Blogs** – Your industry expertise and company presence are the content
- **Paint BidTracker Daily Email Ads** – Delivered every weekday to our eager Paint BidTracker subscribers
- **White Papers** – Establishing you as the industry authority you are
- **Social Media Presence & Consultation** – Developing a proactive social media strategy that puts you at the center of industry conversation
- **Video Advertising** – Educate, engage & rank with the internet's fastest growing medium
- **Online Classified Ads w/PaintSquare News Exposure & Resumes**

# Solid readership with Purchase Influence

Whether in print or online, JPCL/PaintSquare News readers are the leading purchasers, specifiers, users, and service providers involved specifically with protective and marine coatings. An integral piece of your well-defined marketing strategy, no other B2B publication reaches your target audience so efficiently.

## Industries Served:

- Bridge and Highway
- Chemical Processing
- Petrochemical Processing
- Metals and Mining
- Wastewater Treatment
- Marine and Shipyard
- Railcar and Heavy Equipment
- Pulp and Paper
- Water Storage
- Transmission Pipeline
- Power: Conventional,  
Nuclear and Emerging
- Food and Pharmaceutical
- Oil and Gas Production:  
Onshore, Offshore
- Airports and Shipping Terminals

## Magazine Reader Data:

- Industrial Painting Contractors: 3,650
- Shipyards: 820
- Specifiers and Facility Owners: 5,955
- Coatings & Equipment Manufacturers  
and Distributors: 2,300
- Others allied to the field: 2,275
- Total: 15,000; 10% International

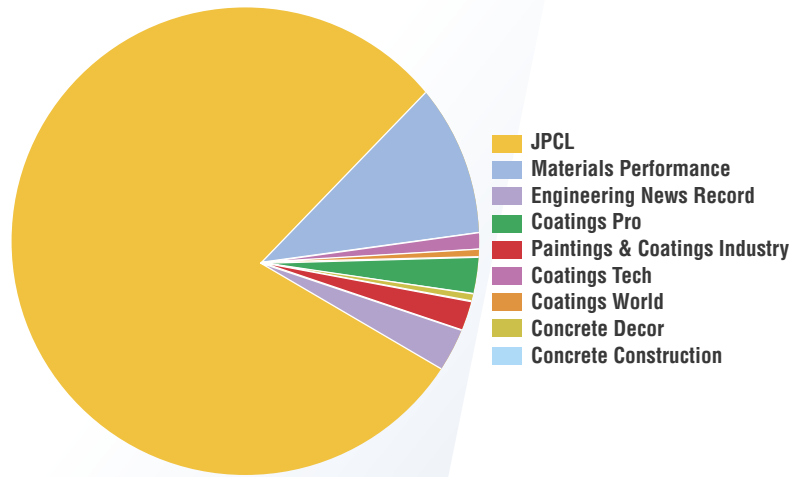
## PaintSquare Reader Data:

- Contractors: 32.8%
  - Specifiers and Facility Owners: 55.5%
  - Suppliers: 11.6%
- Total: 44,000+  
30% International  
5,000 page views a day

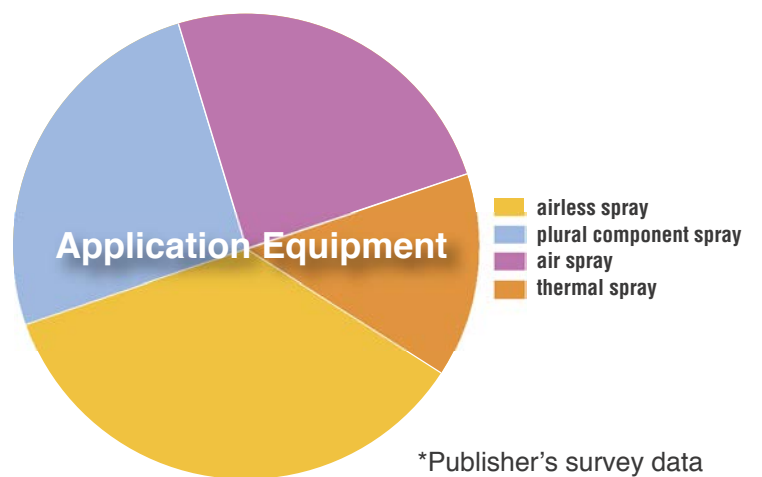
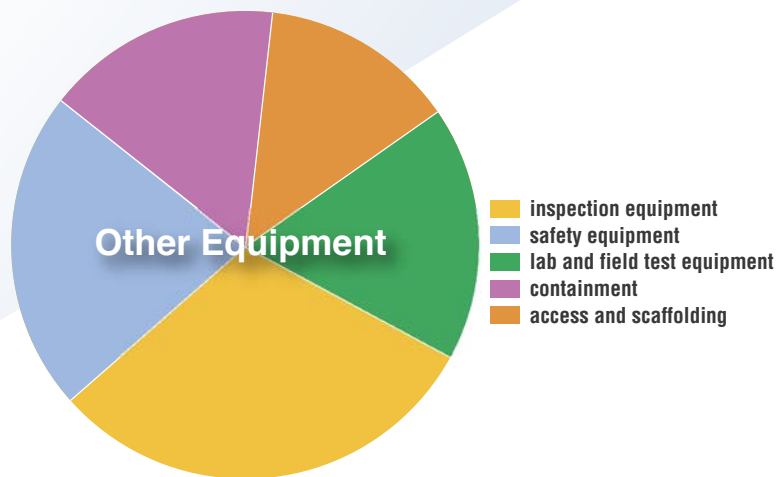
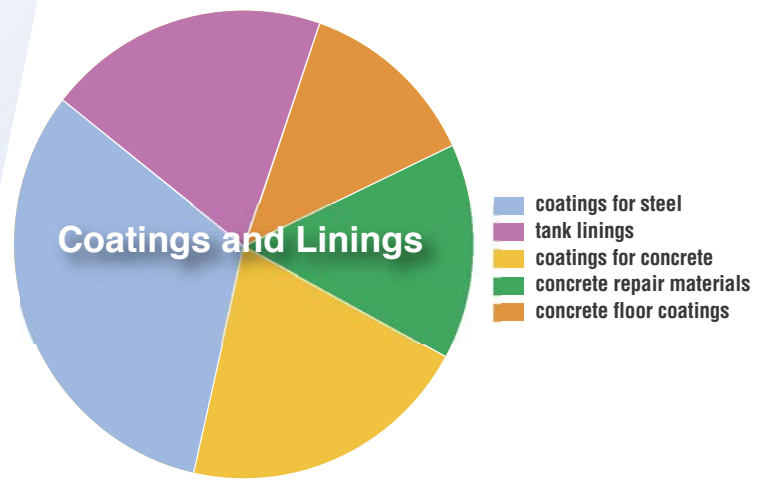
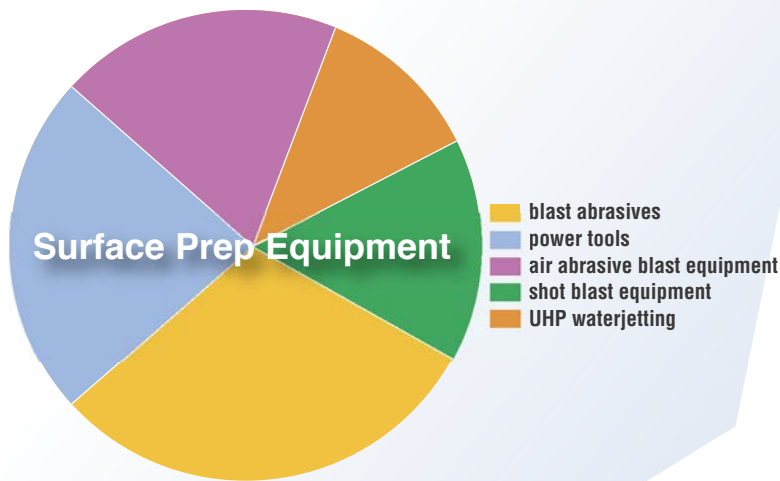


# JPCl Reader Survey Results\*

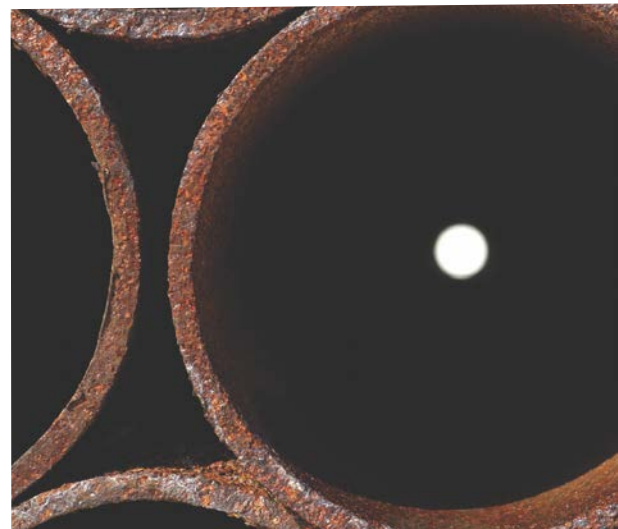
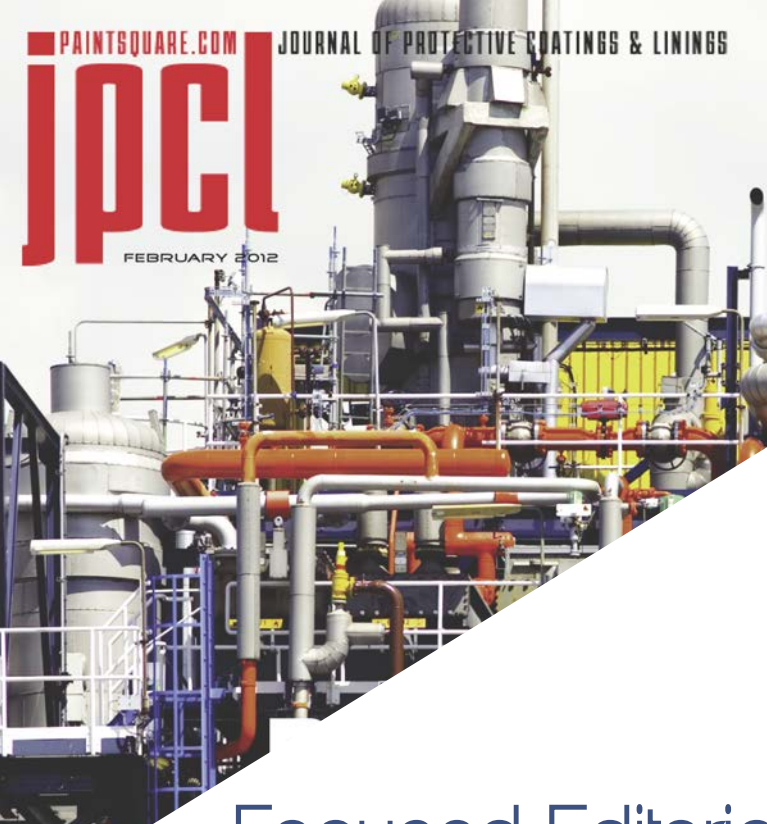
If our readers could receive only one coatings magazine here's what they'd choose:



What our readers purchase, recommend, or specify:



\*Publisher's survey data



## Focused Editorial: in print & interactive

### 2012 JPCL Editorial

- JANUARY** Bridge • Concrete • Coatings Application  
**SSPC 2012 Update**  
**Preview: World of Concrete**  
*Distribution: SSPC 2012, Jan 30-Feb 2*  
*Distribution: World of Concrete, Jan 23-27*  
*Ad Closing: December 9*
- FEBRUARY** Chem/Petrochem • Offshore • Quality Control  
**Preview: NACE—Corrosion 2012**  
*Distribution: NACE 2012, Mar 11-15*  
*Ad Closing: January 13*
- MARCH** Marine • Wastewater • Coating Materials  
**Preview: ACA Show**  
**Preview: Megarust**  
*Distribution: ACA, May 8-10*  
*Distribution: Megarust (Date TBA)*  
**SPECIAL AD SECTION:**  
**Performance-Enhancing Raw Materials**  
*Ad Closing: February 10*
- APRIL** Contractor Directory • Safety & Regs  
**Environmental Control/Materials**  
*Ad Closing: March 9*
- MAY** Bridge • Water Tanks • Surface Prep  
**Preview: IBC**  
**Preview: AWWA**  
*Distribution: IBC, June 10-13*  
*Distribution: AWWA, June 10-14*  
*Ad Closing: April 10*
- JUNE** Equipment Buying Guide • Surface Prep  
**Sustainability in Coatings**  
*Ad Closing: May 9*
- JULY** Pipeline • Wastewater • Safety & Regs  
**SPECIAL AD SECTION:**  
**Concrete Coating and Repair**  
*Ad Closing: June 8*
- AUGUST** Waterfront • Marine • Waterjetting  
**Preview: Marine Conference (SMM)**  
*Ad Closing: July 10*
- SPECIAL 13TH ISSUE** JPCL's Top Thinkers
- SEPTEMBER** Power • Coatings Application • Wastewater  
**SSPC 2013 Preview**  
**Preview: WEFTEC**  
*Distribution: WEFTEC, Sep 29-Oct 3*  
*Ad Closing: August 10*
- OCTOBER** Coatings Buying Guide • Surface Prep  
**SSPC 2013 Preview**  
*Ad Closing: September 7*
- NOVEMBER** Marine • Environmental Control/Materials  
**Quality Control**  
**SSPC 2013 Preview**  
*Distribution: Workbook*  
**SPECIAL AD SECTION:**  
**Blasting Resource Guide**  
*Ad Closing: October 9*
- DECEMBER** SSPC Show Issue • Pipeline  
**Surface Prep**  
**Preview: World of Concrete 2013**  
*Distribution: SSPC 2013, Jan 13-16*  
*Distribution: World of Concrete 2013*  
*Ad Closing: November 9*



# SSPC/JPCL Education Series Webinars

## Sponsorships Available

### **Application** Applying Plural-Component Coatings

Introduction to Coating Application Specialist Certification (CAS)

### **Coating Materials** Effects of Chemical Treatments on Ballast Tank Linings

Hull Coatings for Optimizing Fuel Efficiency

Intumescent Coatings: State of the Technology

Writing a Clear Coating Spec for Wastewater Facilities

Selecting Coatings Under Insulation

Field Repair & Inspection of Transmission Pipeline Coatings

Regulatory Update

### **Environmental Control** Conditioning Atmospheres Inside Tanks for Cleaning & Painting

Illumination of Industrial Painting Projects

### **Quality Control** SSPC-PA 2 Coating Thickness

SSPC Surface Profile Measurement Frequency Standard

Measuring Adhesion to Concrete

Measuring Moisture in Concrete

Inspection & Assessment of In-Service Concrete Coatings

How to Plan an Inspection Program

### **Safety** OSHA Confined Space - Construction Industry Standards

Avoiding Pitfalls in Scaffolding

### **Surface Prep** Use of SSPC-VIS Guide #4 & 5

Achieving Productivity in Abrasive Blast Cleaning

Achieving Productivity in Abrasive Blast Cleaning/Spanish

Waterjetting—New Standards for Assessing End Condition of Cleanliness

Selecting the Right Abrasive

Assuring QC during Blasting Operations



# JPCL 2012 RATES

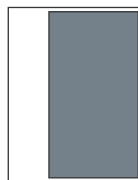
Print

		1X	3X	6X	9X	12X	13X	18X	24X
<b>Full Page</b>	5/C	5,019	4,517	4,282	3,853	3,524	3,451	3,403	3,278
	4/C	4,511	4,060	3,774	3,397	3,017	2,944	2,896	2,770
	2/C & B/W	4,060	3,654	3,397	3,057	2,715	2,649	2,606	2,493
<b>2/3 Page</b>	4/C	3,553	3,197	2,972	2,675	2,376	2,318	2,281	2,182
	2/C & B/W	3,173	2,856	2,655	2,389	2,122	2,070	2,037	1,949
<b>1/2 Island</b>	4/C	3,451	3,106	2,887	2,598	2,308	2,252	2,215	2,119
	2/C & B/W	3,045	2,741	2,547	2,293	2,036	1,987	1,955	1,870
<b>1/2 Vert./H</b>	4/C	3,147	2,832	2,632	2,369	2,104	2,053	2,020	1,932
	2/C & B/W	2,741	2,466	2,293	2,063	1,833	1,788	1,759	1,683
<b>1/3 Sq/V/H</b>	4/C	2,335	2,101	1,953	1,758	1,561	1,523	1,499	1,434
	2/C & B/W	2,030	1,827	1,698	1,528	1,357	1,325	1,303	1,247
<b>Covers</b>	C2	5,887	5,298	4,925	4,433	3,937	3,841	3,779	3,615
	C3	5,144	4,629	4,303	3,873	3,440	3,356	3,302	3,159
	C4	5,989	5,390	5,010	4,509	4,005	3,907	3,844	3,678



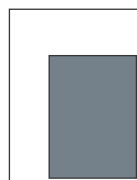
#### Full Page

Size: 7" x 10" (live area)  
Bleed Size: 8 3/8" x 11 1/8"  
Trim Size: 8 1/8" x 10 7/8"



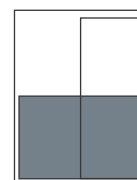
#### 2/3 Page

Size: 4 5/8" x 10"  
Bleed Size: 5 3/8" x 11 1/8"



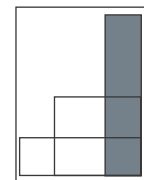
#### 1/2 Page Island

Size: 4 3/8" x 7 1/2"  
Bleed Size: 5 3/8" x 8 1/8"



#### 1/2 Page

Size: 7"(w) x 4 7/8"(h)  
Horizontal Bleed: 8 3/8" x 5 5/8"  
Vertical: 3 3/8"(w) x 10"(h)



#### 1/3 Page

Horizontal: 7"(w) x 3 1/4"(h)  
Vertical: 2 1/4"(w) x 10"(h)  
Square: 4 5/8" x 4 7/8"(h)

Online

PaintSquare News Front Page Ads: \$6,200 per year

PaintSquare Content Sponsorship: \$8,000 per year

PaintSquare Interactive Ad Package: \$4,800 per year

Webinar Sponsorship: \$4,000 exclusive sponsorship, \$2,500 co-sponsorship

*Call for more information on our other online ad offerings*

## Advertising Material Requirements

#### Print Advertising

All rates quoted on the basis of electronic files delivered to the Publisher in accordance with the specifications below; production costs required to meet specifications will be billed to the advertiser. Fees for collection of delinquent accounts will be the responsibility of the client.

#### File Format (Mac)

Preferred formats are PDF, EPS, and TIFF. The following sources are accepted along with supporting fonts and images: Quark XPress, Adobe Illustrator, Adobe Photoshop, and Macromedia Freehand. We don't accept native files created with PageMaker, Microsoft Publisher, or word processing programs.

#### TIFF and EPS Minimum Resolution Specifications

- Line art (bitmap) images at 1000 dpi
- Grayscale and color images at 300 dpi
- Combination grayscale and color images at 500 dpi
- All color images and files are to be supplied in CMYK. PMS colors will be converted to process unless advertiser specifies otherwise. PMS rates quoted upon request.

#### Media

A CD or e-mail attachments of less than 5 MB are acceptable if the file is stuffed/zipped for file integrity. FTP available on request.

#### Spreads

Page width should allow 1/8" on either side of the gutter for binding.

#### Printing Specifications

- Direct to plate, web press, perfect binding
- 8 1/8" x 10 7/8" trim size
- 133 line screen (150 line maximum acceptable)

Deadline for materials is the 15th of the month preceding the month of issue. Materials received after the deadline may be subject to a late fee. Ad material should be sent to Daniel Yauger, Production/Design Assistant, email [dyauger@protectivecoatings.com](mailto:dyauger@protectivecoatings.com), 1-412-431-8300 x148.

#### Ad Production/Creation

Available at additional cost. Call for quotes.

#### Headquarters:

Technology Publishing Company  
2100 Wharton Street, Suite 310  
Pittsburgh, PA 15203-1951 USA  
Phone 1-800-837-8303 or 1-412-431-8300  
Fax 1-412-431-5428  
[www.paintsquare.com](http://www.paintsquare.com)

#### For production questions:

Milissa Bogats, Director, Production Operations  
[mbogats@protectivecoatings.com](mailto:mbogats@protectivecoatings.com)

#### For editorial inquiries:

Karen Kapsanis, Editor in Chief  
[kkapsanis@protectivecoatings.com](mailto:kkapsanis@protectivecoatings.com)

#### For advertising inquiries:

Marian Welsh, Publisher  
[mwelsh@protectivecoatings.com](mailto:mwelsh@protectivecoatings.com)

#### Terms & Conditions:

All advertising contract position clauses are treated as requests. Changes in editorial requirements may take precedence over fixed positioning. All copy is subject to the approval of the Publisher. The Publisher reserves the right to reject or to cancel any advertisement at any time. For full Terms & Conditions, see the JPCL/PaintSquare online media kit at [www.paintsquare.com](http://www.paintsquare.com).

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