



Welcome to the online

Journal of

**Architectural**  
**Coatings**



2010



Media

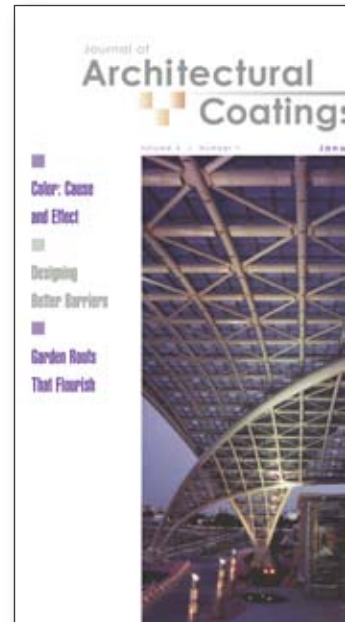
Kit

# The online *Journal of Architectural Coatings* in 2010 will break new ground in providing instant information in the most user-friendly, easily searchable format possible.

In 2010, *JAC* will be strictly an online publication, existing as the website [www.JACjournal.com](http://www.JACjournal.com) with fresh content every business day.

The site, on a daily basis, reports on news relevant to commercial architecture and construction. In addition, the *JAC* editors and contributors develop and publish in-depth feature stories about technology, projects, and other topics relevant to the specification and use of architectural coatings. *JAC* invites submission of story ideas from readers and companies associated with architecture, construction specification, building maintenance and restoration, and the use of coatings and related materials.

In addition to the fresh, original content in 2010, the site features searchable archives from the 6 years of print editions – a valuable resource for the architectural coatings community.



## Readers tell us they have interest in seeing these topics covered in *JAC*:

Concrete floor coatings: 94%  
 Green coatings: 92%  
 Exterior wall coatings: 92%  
 Anticorrosive coatings for metal: 91%  
 Paint removal/surface prep: 90%  
 Waterproofing: 89%  
 Fire-resistive coatings: 88%  
 Anti-graffiti coatings: 87%  
 Coatings for restoration: 87%  
 Testing: 87%  
 Interior wall/ceiling coatings: 85%  
 Wood coatings: 81%  
 Roof coatings: 78%  
 Coatings for EIFS: 79%  
 Air/vapor barriers: 77%  
 Concrete floor polishing: 71%

## *JAC* readers have involvement in the purchase and/or specification of...

Concrete floor coatings: 66%  
 Green coatings: 66%  
 Exterior wall coatings: 60%  
 Interior wall/ceiling coatings: 58%  
 Anti-graffiti coatings: 56%  
 Waterproofing: 55%  
 Paint removal/surface prep: 50%

Source: July 2009 *JAC* Reader Survey

## Building on a Strong Foundation

The new online *JAC* retains its role as the only coatings-industry publication that targets all the parties involved in major projects—architect/specifier, owner, and the all-important commercial contractor.

And *JAC* continues to bring you lively, attractive, and informative content on the whole spectrum of coatings and related materials, including

- Air/vapor barriers • coatings for restoration • metal coatings • exterior wall coatings
- green coatings • interior coatings • paint removal/surface preparation • roof coating
- waterproofing • wood coatings and treatments

The online *JAC* devotes much-needed attention to the aesthetic, functional, and protective use of coatings and related materials in:

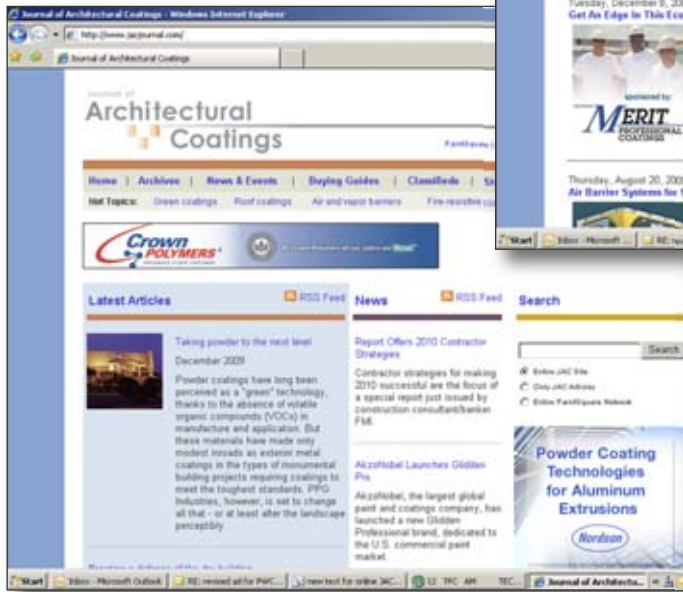
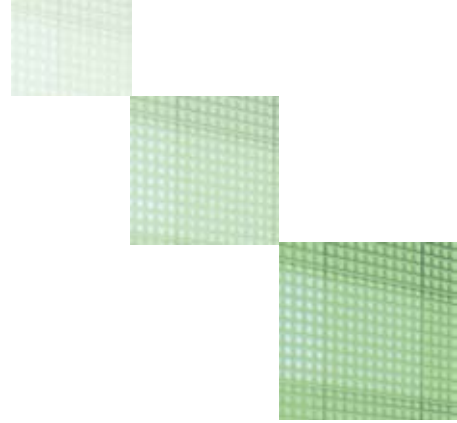
- Schools • health-care facilities • airports • churches and other monumental structures
- commercial buildings • institutional buildings of all types • hotels and restaurants
- recreation and sports facilities • high-rise residential • office buildings and complexes



## Audience by Job Title\*

| Audience by Job Title*             | % of Total |
|------------------------------------|------------|
| Architect, Engineer, Specifier     | 35         |
| Contractor                         | 23         |
| Building Owner/Manager             | 18         |
| Coatings Manufacturer and Supplier | 10         |
| Others related to the industry     | 14         |
| <b>Total</b>                       | <b>100</b> |

\*Source: Publisher's own data of average print and digital circulation for issues in 2009.



## Reaching the JAC audience E-marketing opportunities: Measurable results, proven ROI

### Banner ads on www.JACjournal.com

Leaderboard ad: Placement on home page and 5 landing pages of site. Ad will be rotated with up to 7 other ads (space is pending availability). Size: 468 px wide X 60 px high. Rate: \$750/month or \$6000 for 12 months.

"TV" ad: Placement on home page and 5 landing pages of site. Ad will be rotated with up to 5 other ads (space is pending availability). Ad can be weighed with up to 3 keywords. Size: 225 px wide X 225 px high. Rate: \$750/month or \$6000 for 12 months.

### Featured Company

Showcase your company's presence in commercial architecture with a Featured Company page on JACjournal.com. The page includes a description of your company plus images. The Featured Company can include a variety of links, such as: your company's web site, archived JAC papers authored by your company, and White Papers and other technical resources. Rate: \$1800 for one year.

### Custom e-blasts to JAC-related database

Custom e-blasts to your choice of exclusive databases, including:  
Architects, engineers & specifiers  
Commercial contractors  
Commercial facility owners  
Rate: \$0.20 per email address; contact your sales rep for list & rate details.

### White Papers

White Papers are effective for establishing companies as technology leaders in the industry. This gets a White Paper posted in the 'webinars & education' page of www.JACjournal.com. Purchase includes a promotional e-blast. The rate is \$1000 for one year.

### JACjournal.com Banner Ad Material Requirements

GIF, JPEG, Flash files and animated gifs permitted (maximum file size for animated gifs: 100kbs)

For Flash banners: Version 7 files recommended. If possible, please create the file as Actionscript 2.0 using the following code on an invisible button:

```
on (release){
getURL (clickTAG, "_blank");
}
```

After inserting the above code and saving the .swf, please send the URL for click-through separately (we use AdJuggler as our ad serving program). If inserting the above code isn't possible, you can simply send the .swf without any click-through code.

### Send ads to:

Tricia Chicka, tchicka@paintsquare.com.  
412-431-8300 x139  
Zip files attached to an e-mail is the preferred method of ad submission.