



2010 MEDIA FILES

# JPCL: Top of the Line ...

**In Brand Building:** JPCL's high quality editorial and design environment, with a time-tested reputation for delivering the definitive word about protective and marine coatings technology, is the ideal place to build your brand. You'll want to be associated with the journal of record in the protective and marine coatings industry.

**In Lead Generation:** JPCL's Digital Edition, new in 2010, features a virtual magazine that hyperlinks from your ad to your website, and at the same time gives you the names and full contact details of all prospects who click the link. You'll experience a powerful, automated, virtual reader service card function. The result: certainty about who's interested in your product or service and how to reach them.



**In Technical Influence:** JPCL unites all categories of technical influence in the industry, creating a powerful chain of communication that connects applicators, specifiers, facility owners, and suppliers of all types. Today's innovation becomes tomorrow's standard practice through JPCL's power of communication.

**In Scope of Industries Served:** JPCL reports on coating technology and serves an end-use audience in the following industries:

- |   |   |
|---|---|
| <b>Bridge and Highway</b>                     | <b>Food and Pharmaceutical</b>                      |
| <b>Chemical Processing</b>                    | <b>Marine and Shipyard</b>                          |
| <b>Petrochemical Processing</b>               | <b>Transmission Pipeline</b>                        |
| <b>Water Storage</b>                          | <b>Oil and Gas Production, Onshore and Offshore</b> |
| <b>Wastewater Treatment and Distribution</b>  | <b>Metals and Mining</b>                            |
| <b>Railcar and Heavy Equipment</b>            | <b>Pulp and Paper</b>                               |
| <b>Conventional, Green, and Nuclear Power</b> |   |

**In Readers' Buying Power:** JPCL covers the full range of purchase power and influence, from applicator to specifier to facility owner. No other magazine focuses on the complete community of purchase influence in protective and marine coatings. The numbers below prove it.

## Applicators

Industrial Painting Contractor:	4171
Shipyard:	806
Fabricators:	334
<b>TOTAL:</b>	<b>5311</b>

## Specifiers and Facility Owners:

**Coatings and Other Suppliers:** 5923

**Other:** 2758

**Total Circulation:** 1008

15,000\*

Circulation demographics based upon Publisher's data averaged for 8 months in 2009



# JPCCL Editorial Calendar

## **JANUARY: The Bridge Issue**

**Ad Closing: December 10**

Bridges  
Concrete Floors  
Surface Preparation  
PACE 2010 Preview  
World of Concrete Preview  
Distribution: PACE  
(Feb 7-10, Phoenix, AZ)  
Distribution: World of Concrete  
(February 2-5, Las Vegas, NV)

## **FEBRUARY Ad Closing: January 11**

Transmission Pipeline  
Wastewater Treatment Structures  
Water Tanks  
Application  
Regulations  
NACE International Corrosion  
Conference Preview  
Distribution: NACE  
(March 14-18, San Antonio, TX)

## **MARCH: American Coatings Show Issue**

**Ad Closing: February 8**

Offshore Structures  
Linings  
Painting Ships  
Coating Performance  
Surface preparation  
Metallizing  
American Coatings Show Preview  
& Distribution  
Polyurea Development Association  
Conference Preview  
Distribution: ACS  
(April 13-15, Charlotte, NC)  
Distribution: NACE  
(March 14-18, San Antonio, TX)  
Distribution: PDA 2010  
(April 13-15, 2010, Orlando, FL)

## **APRIL: Annual Contractor Directory Issue**

**Ad Closing: March 12**

Directory of Industrial Painting Contractors  
Abrasives  
Legal Issues for Contractors  
Worker Training

## **MAY: IBC Issue**

**Ad Closing: April 12**

Bridge Painting  
Chemical Plants  
SSPC Structure Awards Photo Essay  
Application  
Writing Specifications  
International Bridge Conference Preview  
Distribution: IBC (June 6-9, Pittsburgh)

## **JUNE: Equipment Buying Guide Issue**

**Ad Closing: May 11**

Equipment Buying Guide  
Water Tanks  
Worker Safety & Health  
Waterjetting  
American Water Works Association  
Conference Preview  
Distribution: AWWA Conference  
(June 20-24, Chicago, IL)

## **JULY:**

**Ad Closing: June 11**

Waterfront Structures  
Secondary Containment  
Power Plants  
Surface Preparation  
Regulation Update  
Access

## **AUGUST: Consultant Directory Issue**

**Ad Closing: July 12**

Consultant Directory  
Concrete  
Maintenance Surveys  
Application  
Environmental Controls  
Quality Control

## **SEPTEMBER**

**Ad Closing: August 11**

Wastewater  
Pipeline  
Linings  
Writing Specifications  
Shop Painting  
Water Environment Federation  
Conference Preview  
Distribution: WEFTEC  
(October 2-6, New Orleans, LA)

## **OCTOBER: Annual Coatings Buying Guide**

**Ad Closing: September 13**

Coatings Buying Guide  
New coatings

## **NOVEMBER:**

**Ad Closing: October 11**

Painting Ships  
Chemical Plants  
Worker Training  
Protecting Food Plants  
Workboat Preview  
Distribution: Workboat  
(Date & Location TBA)

## **DECEMBER: The SSPC Show Issue**

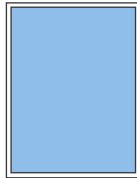
**Ad Closing: November 9**

SSPC Advance Program  
Offshore Structures  
Coating Performance  
Lining Railcars  
Preparing Concrete  
World of Concrete Preview  
Distribution: WOC  
(January 18-21, Las Vegas, NV)  
Distribution: SSPC  
(January 31-February 3, Las Vegas, NV)

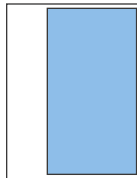


# JPCL 2010 RATES

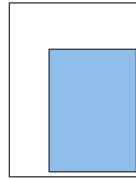
		1x	6X	9X-12X	18X	24X
FULL	4 C	\$4,315	\$3,610	\$2,972	\$2,770	\$2,650
	2 C	\$3,445	\$2,795	\$2,190	\$2,010	\$1,890
	b&w	\$3,055	\$2,430	\$1,840	\$1,670	\$1,550
2/3 page	4 C	\$3,900	\$3,285	\$2,665	\$2,475	\$2,360
	2 C	\$3,035	\$2,475	\$1,885	\$1,715	\$1,600
	B&wW	\$2,645	\$2,110	\$1,535	\$1,375	\$1,260
1/2 isld	4 C	\$3,470	\$2,965	\$2,495	\$2,310	\$2,200
	2 C	\$2,595	\$2,150	\$1,710	\$1,550	\$1,440
	B&wW	\$2,210	\$1,790	\$1,360	\$1,210	\$1,100
1/2 H v	4 C	\$3,050	\$2,675	\$2,265	\$2,110	\$2,010
	2 C	\$2,180	\$1,865	\$1,485	\$1,350	\$1,250
	B&wW	\$1,790	\$1,500	\$1,133	\$1,010	\$910
1/3 H V sq	4 C	\$2,745	\$2,375	\$2,090	\$1,925	\$1,840
	2 C	\$1,875	\$1,560	\$1,305	\$1,165	\$1,080
	B&wW	\$1,485	\$1,195	\$955	\$825	\$740
COVERS	IFC	\$5,555	\$4,775	\$4,055	\$3,800	\$3,500
	IBC	\$4,920	\$4,195	\$3,510	\$3,285	\$3,000
	OBC	\$5,975	\$4,945	\$4,160	\$3,900	\$3,550



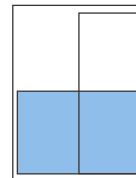
**Full Page**  
Size: 7" x 10" (live area)  
Bleed Size: 8 3/8" x 11 1/8"  
Trim Size: 8 1/2" x 10 7/8"



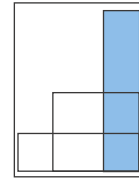
**2/3 Page**  
Size: 4 5/8" x 10"  
Bleed Size: 5 3/8" x 11 1/8"



**1/2 Page Island**  
Size: 4 5/8" 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)

## 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.

### Proofs

All black and white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP compliant proof, which includes

color bars, to accompany the submission. The printer will not go to press with a color ad unless a contract proof is on hand. If a contract proof is not supplied, then one will be made at cost to the client.

### 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. Ads material should be sent to Patty Banach, Ad Trafficking Manager, email pbanach@protectivecoatings.com, telephone 1-412-431-8300 x125.

### Ad Production/Creation

These services are available at additional cost. Call for quotes.

### Contact Information

**JPCL is a Technology Publishing product.**

### Headquarters:

Technology Publishing Company  
2100 Wharton Street, Suite 310  
Pittsburgh, PA 15203-1951 USA  
Phone 1-800-837-8303 or 1-412-431-8300  
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www.paintsquare.com

### For production questions:

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mbogats@protectivecoatings.com

### For editorial inquiries:

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### For advertising inquiries:

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