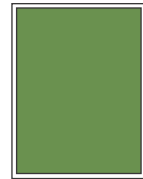


2010 Journal of Architectural Coatings Rate Card

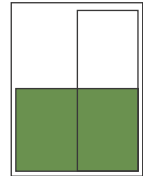
All ads are four color

		1 or 2X	3 or 4X
FULL	4 C	\$3,000	\$2,880
1/2 page	4 C	\$2,500	\$2,340
1/4 page	4 C	\$1,260	\$1,180



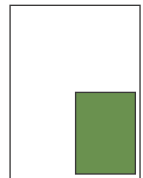
Full Page

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



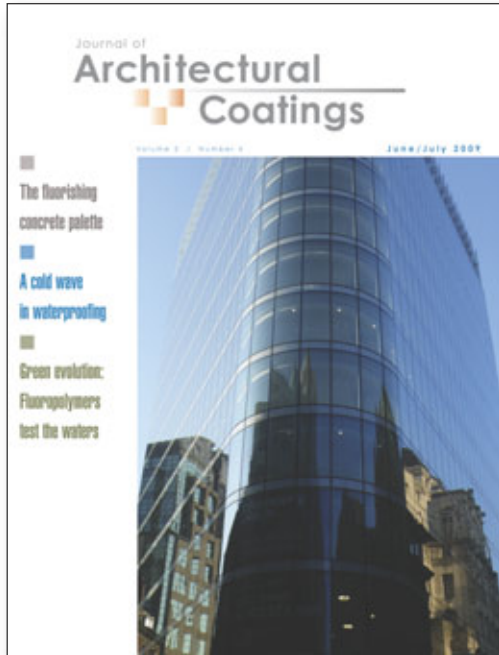
1/2 Page

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



1/4 Page

Horizontal: 3 3/8"(w) x 4 3/8"(h)



With your print ad purchase: e-marketing via email and online editions

Each print advertiser will also get "e-marketing" ads as part of the purchase of print ads. This includes:

1. A sponsor ad in the email that distributes each issue of JAC (HTML e-newsletter format)
2. A sponsor ad on JACjournal.com, within the editorial coverage of the JAC issue

Sponsor ad specs

- image 175px wide x 100px high, gif or jpg
- headline text (2 - 6 words) plus Web address for click through
- text up to 160 characters (with spaces)

Banner ads for 4X advertisers

Four-time print advertisers will also get four months of banner ads on JACjournal.com

Specs: 468px wide x 60px high, gif or jpg

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/zippped 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

JPLC 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
Fax 1-412-431-5428
www.paintsquare.com

For production questions:

Milissa Bogats, Director, Production Operations
mbogats@protectivecoatings.com

For editorial inquiries:

Joe Maty, Editor
jmaty24156@aol.com

For advertising inquiries:

Sharon Steele, Publisher
ssteele@protectivecoatings.com

Rick Vaccarelli, VP Sales
rvaccarelli@protectivecoatings.com