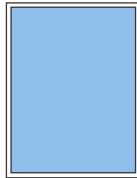
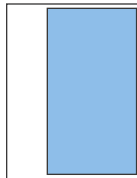


JPCL 2010 RATES

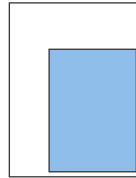
| | | 1x | 6X | 9X-12X | 18X | 24X |
|------------|------|---------|---------|---------|---------|---------|
| FULL | 4 C | \$4,315 | \$3,610 | \$2,972 | \$2,770 | \$2,650 |
| | 2 C | \$3,445 | \$2,795 | \$2,190 | \$2,010 | \$1,890 |
| | b&w | \$3,055 | \$2,430 | \$1,840 | \$1,670 | \$1,550 |
| 2/3 page | 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 |



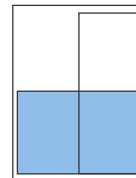
Full Page
Size: 7" x 10" (live area)
Bleed Size: 8 3/8" x 11 1/8"
Trim Size: 8 1/2" x 10 7/8"



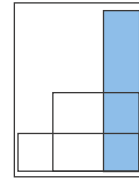
2/3 Page
Size: 4 5/8" x 10"
Bleed Size: 5 3/8" x 11 1/8"



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

For production questions:

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

For editorial inquiries:

Karen Kapsanis, Editor
kkapsanis@protectivecoatings.com

For advertising inquiries:

Rick Vaccarelli, VP Sales
rvaccarelli@protectivecoatings.com

Marian Welsh, Publisher
mwelsh@protectivecoatings.com