



the journal of architectural coatings



2011 MEDIA KIT



Welcome to the future.



Commercial and residential painting has been around for years, yet never has the industry experienced a more rapid rate of evolution. In a green world, old practices are no longer suitable, while new technologies create opportunities every day. The need for reliable and timely industry information has never been greater, since the cost of being uninformed can mean the difference between profit and loss. No one understands this better than Technology Publishing, your trusted adviser for 28 years through leading brands like the *Journal of Protective Coatings and Linings*, *Painting & Wallcovering contractor*, the *Journal of Architectural Coatings*, *PaintSquare News* and *Paint BidTracker*.

Welcome to our newest addition: *Durability + Design*, the Journal of Architectural Coatings.

Durability + Design is built to be the essential resource for anyone involved in commercial and residential coatings. From facility owners and managers to architects, designers, and contractors through to distributors, suppliers, manufacturers, and ultimately, to raw materials suppliers, we deliver the entire value chain like no one else can. We've studied not only how the commercial and residential painting industry is evolving, but also how technology is changing media consumption and marketing. Specifiers, applicators and owners are

increasingly going online for information, yet print remains important for many. In response, *Design + Durability* is designed to connect professionals in a new way, through three platforms:

Daily e-newsletter. The *Durability + Design* daily e-newsletter is sent out first thing in the morning, every Monday through Friday, to over 60,000 industry professionals. No other publication provides this unique blend of information, day to day, including news, blogs, new technologies and case histories.

Website. The e-newsletter links to www.durabilityanddesign.com, a website with a wealth of information in an easily searchable format. This includes new, in-depth features and many ways for industry professionals to interact with each other, such as forums and bulletin boards. Additionally, the site includes articles from the *Journal of Architectural Coatings* and *Painting & Wallcovering Contractor* magazine – so there's something for everyone with purchase influence in architectural coatings and related materials.

Print magazine. Because nothing conveys information like a quality magazine with high production values, *Durability + Design* magazine will deliver the best of traditional print while integrating the most compelling online articles and audience input.





The Circulation of *Durability + Design*

Durability + Design readers will include all segments of the value chain, united by their interest in the technology of architectural coatings:

facility owners interested in the capabilities of coatings and related materials to achieve esthetic effects, protection, durability, energy efficiency, or special functions in residential, commercial and public buildings

residential and commercial painting contractors interested in mastering the technology of surface preparation, coating selection and application, quality control, and project management

artisans and specialty contractors interested in achieving the most dynamic decorative effects in residential and commercial settings

architects, interior designers, and other specifiers interested in selecting and specifying the most appropriate coatings, sealers, cladding, membranes, and special decorative finishes for residential, commercial, and public buildings

suppliers to the industry interested in providing materials and equipment and explaining their capabilities

The numbers:

	Print Bi-monthly	Digital Daily
Facility Owners	5,000	12,000
Contractors and artisans	8,750	21,000
Specifiers: architects, spec writers, interior designers, coatings consultants	8,750	21,000
Suppliers/Distributors	2,500	6,000
Total	25,000	60,000

All readers are qualified according to the categories above.

Covering the spectrum.

It isn't your father's business model any more, and it isn't just 'stuff in a bucket.' *Durability + Design* covers the entire range of topics confronting architectural coatings professionals, including:

Good practice: Real-life scenarios of surface prep and application of architectural coatings and linings.

New technologies: New developments in both commercial and residential coatings and application methods, such as new "green" formulations, and coatings designed to provide energy efficiencies.

Color and design: Esthetic considerations such as professional color guidance, decorative concrete, and coloring concrete walls.

Decorative finishes: Covering the range of faux and decorative treatments, from antique finishes to Venetian plasters.

Maintenance & restoration: Treating coatings as a key part of building lifecycle management; whether these are in the original designs, or elements in a building's renovation or restoration.

With this scope of information and innovative triple platform, *Durability + Design* isn't simply news; it's simply a great source of information for key players in this industry.

January/February

THEMES: CONCRETE; EDUCATION, EXTERIOR METAL

The Building Envelope: Roof coatings • Going green in school • Color and Design: Commercial exteriors • Decorative Focus: Concrete floors
The Technology File: Low and no VOCs • Project profile: exterior metal • Good Practice: Environmental controls

Profiles: Head of the class • Special Advertising Section: Decorative finishes

Bonus distribution: SSPC GreenCOAT 2011, World of Concrete 2011, Concrete Décor Spring Training

Ad closing: December 6

March/April

THEMES: PRESERVATION/RESTORATION/MAINTENANCE, SURFACE-PREP STRATEGIES

Projects: Coatings and restoration • Surface preparation/coatings removal in restoration and preservation
Color and Design: Residential interiors • Decorative Focus: Historic structures • The building envelope: Waterproofing
The Technology File: Powder coatings • Good Practice: Surface preparation

Profiles: Restoration master • Special Advertising Section: Environmental control

Ad closing: February 11

May/June

THEMES: HEALTH CARE, GREEN/SUSTAINABLE

High performance + green in health care • The Technology File: Antimicrobial coatings • Color and Design: Commercial interiors
Decorative Focus: Sacred Spaces • The building envelope: EIFS/stucco • *Profiles: Health-care expert*
Surface preparation, concrete floors • Green options for wood surfaces: Exterior/interior • Good Practice: Regulations and safety

Special Advertising Section: Raw materials, performance & sustainability

Ad closing: April 14



July/August

THEMES: RESIDENTIAL, PERFORMANCE ENHANCERS

Exterior coatings for residential applications: Performance and economics
Metal coatings: Advances in the technology
The Technology File: Coatings that enhance energy efficiency
Color and Design: Wallcoverings • Decorative Focus: Venetian plasters
Good Practice: Paint application

Profiles: Residential renaissance man/woman

Special Advertising Section: Coatings removal & containment

Bonus distribution: CONSTRUCT

Ad closing: June 15

September/October

THEMES: RETAIL/COMMERCIAL, BUILDING ENVELOPE

Water resistance, concrete/masonry walls • The Building Envelope: Air barriers • Color and Design: Commercial interiors
Decorative Focus: Decorative treatments for concrete • Certification of commercial painting contractors

The Technology File: Fire-resistive coatings • Good Practice: Quality control

Profiles: Commercial success • Special Advertising Section: New Products

Ad closing: August 16

November/December

THEMES: COLOR AND DESIGN/CONCRETE, INSTITUTIONAL/RECREATION

Color and Design: Concrete floor coatings and treatments • Decorative Focus: Faux finishes • Color and Design: Wallcovering
The Technology File: Building envelope and energy efficiency • Protection and Preservation: Green options for wood surfaces
Waterproofing/water resistance: Key points for successful application • Good Practice: Management of programs and projects

Profiles: Concrete artist • Special Advertising Section: Concrete floor coatings & treatments

Bonus distribution: World of Concrete 2012, SSPC 2012

Ad closing: October 14

D+D 2011 ADVERTISING RATES

	1x	3x	6x	9x	12x
Full Page Spreads	\$9,300.00	\$7,995.00	\$7,025.00	\$6,530.00	\$6,020.00
FULL					
4 C	\$5,520.00	\$5,050.00	\$4,480.00	\$4,055.00	\$3,740.00
2 C	\$4,600.00	\$4,175.00	\$3,630.00	\$3,240.00	\$2,940.00
B&W	\$4,150.00	\$3,740.00	\$3,209.00	\$2,830.00	\$2,540.00
2/3 PAGE					
4 C	\$4,890.00	\$4,420.00	\$4,030.00	\$3,650.00	\$3,370.00
2 C	\$3,970.00	\$3,550.00	\$3,180.00	\$2,830.00	\$2,570.00
B&W	\$3,520.00	\$3,110.00	\$2,755.00	\$2,420.00	\$2,170.00
1/2 ISLAND					
4 C	\$4,090.00	\$3,685.00	\$3,365.00	\$3,035.00	\$2,825.00
2 C	\$3,175.00	\$2,810.00	\$2,520.00	\$2,220.00	\$2,025.00
B&W	\$2,720.00	\$2,375.00	\$2,095.00	\$1,810.00	\$1,625.00
1/2 H/V					
4 C	\$3,640.00	\$3,275.00	\$3,050.00	\$2,779.00	\$2,595.00
2 C	\$2,720.00	\$2,400.00	\$2,200.00	\$1,960.00	\$1,795.00
B&W	\$2,260.00	\$1,965.00	\$1,775.00	\$1,550.00	\$1,395.00
1/3 H/V/SQ					
4 C	\$3,030.00	\$2,730.00	\$2,545.00	\$2,460.00	\$2,200.00
2 C	\$2,120.00	\$1,855.00	\$1,695.00	\$1,530.00	\$1,400.00
B&W	\$1,660.00	\$1,420.00	\$1,270.00	\$1,120.00	\$1,000.00
1/4 PAGE					
4C	\$2,600.00	\$2,420.00	\$2,225.00	\$2,040.00	\$1,930.00
2C	\$1,690.00	\$1,525.00	\$1,380.00	\$1,225.00	\$1,130.00
B&W	\$1,230.00	\$1,090.00	\$950.00	\$820.00	\$730.00
COVERS					
IFC	\$6,295.00	\$5,485.00	\$5,195.00	\$4,769.00	\$4,280.00
IBC	\$6,295.00	\$5,485.00	\$5,195.00	\$4,769.00	\$4,280.00
OBC	\$6,640.00	\$5,895.00	\$5,355.00	\$4,920.00	\$4,415.00



Full Page

Size: 8.5" x 10.375" (live area)
Bleed Size: 9.25" x 11.125"
Trim Size: 9" x 10.875"



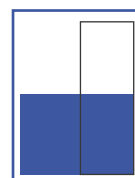
2/3 Page

Size: 4.625" x 10"
Bleed Size: 5.375" x 11.125"



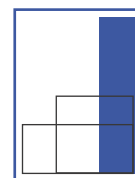
1/2 Page Island

Size: 4.625" x 7.5"
Bleed Size: 5.375" x 8.125"



1/2 Page

Size: 7"(w) x 4.875"(h)
Bleed: 8.375" x 5.625"
Vertical: 3.375"(w) x 10"(h)



1/3 Page

Horizontal: 7"(w) x 3.25"(h)
Vertical: 2.25"(w) x 10"(h)
Square: 4.625"(w) x 4.875"(h)



1/4 Page

Square: 3.375" x 4.875"(h)

PMS and special colors: \$500 surcharge in addition to the two-color rate.

Two-page spreads: Trim size is 18" w by 10.875" h; .125" bleed required on all four sides; .5" in the gutter.

Regional advertising: Available in all issues; call for details and rates.

Special position: 10% premium.

Inserts: BW page rate per printed side, based on furnished inserts.

Classifieds: \$175 per column inch.

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
- 9" x 10.875" trim size
- 133 line screen (150 line maximum acceptable)

Ad Material Submission

Materials received after the final deadline may be subject to an additional charge.

Ad Production/Creation

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

Contact Information

D+D is a Technology Publishing product.

Headquarters:

Milissa Bogats, Production Director
mbogats@protectivecoatings.com
Technology Publishing Company
2100 Wharton Street, Suite 310
Pittsburgh, PA 15203-1951 USA
Phone: 412-431-8300 or 800-837-8303
Fax: 412-431-5428
Web Site: www.durabilityanddesign.com

Print ad materials:

Daniel Yauger, Ad Trafficking Manager
Phone: 800-837-8303 x 148
dyauger@protectivecoatings.com

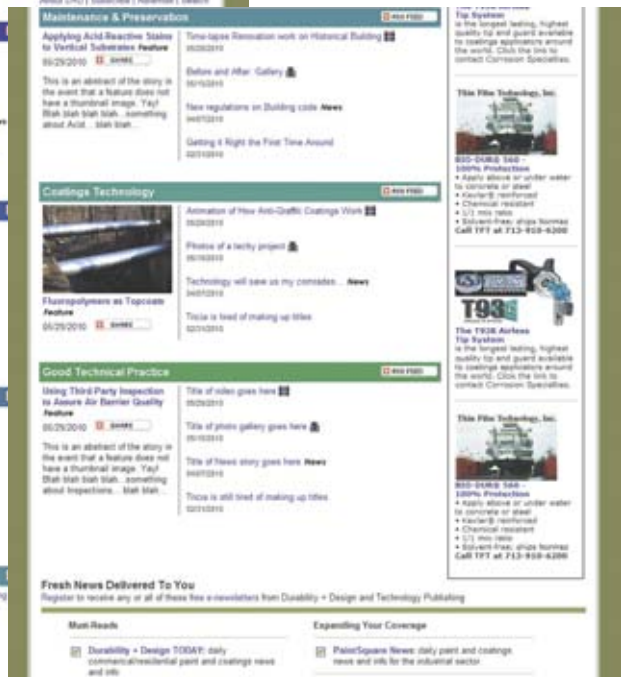
Sales inquiries:

Sharon Steele, Publisher
Phone: 800-837-8303 x144
Mobile: 412-337-1779
ssteele@paintsquare.com

Bernadette Landon
412-922-0522
blandon@paintsquare.com

Editorial inquiries:

Joe Maty, Editor
jmaty24156@aol.com



E-marketing opportunities: Real-time, real results

Front Page/Home Page sponsorship

• E-newsletter visibility:

On the opening page of the *Durability + Design* e-newsletter. Each ad appears in a minimum of 20,000 e-newsletters every day, Monday through Friday.

• Home page visibility:

Ads will appear in rotation on the home page of www.durabilityanddesign.com.

12 months: \$9000 net (\$750 per month)

6 months: \$4800 net (\$800 per month)

Category sponsorship

• E-newsletter visibility:

Each time someone clicks on an article on the e-newsletter, ads are served based on the content. If the topic is in your chosen category, your ad will be in rotation.

• Website visibility:

Each time an article is viewed on the durabilityanddesign.com site, keyword ads are served based on the search and content. If the topic is in your chosen category, your ad will appear.

Choose one of these category options. Space is limited!

Color + Design

Building Envelope

Decorative Finishes

Coatings Technology

Good Technical Practice

Maintenance + Renovation

12 months: \$4800 (\$400 per month)

6 months: \$2880 (\$450 per month)

Terms and 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 approval of the Publisher. The Publisher reserves the right to reject or to cancel any advertisement at any time. All changes to schedules or insertion orders must be submitted in writing prior to the issue closing date. Neither the advertiser nor its agency may cancel or make changes in insertion orders after the closing date. The advertiser and the agency agree to indemnify and hold harm-

Full traffic and click-through reports

The daily e-newsletter provides full traffic and click-through data: Sponsors get detailed weekly reports with name, company, and contact information including email address.

Custom e-blasts to architectural coatings database

Custom e-blasts to your choice of exclusive databases, including:

Commercial contractors

Residential contractors

Architects, engineers & specifiers

Commercial facility owners

Contact your sales rep for list counts and rates.

White Papers

White Papers are effective for establishing companies as technology leaders in the industry. Display yours prominently in the White Papers section on www.durabilitydesign.com

The rate is \$1,200 for six months or \$2,000 for one year.

E-newsletter and Website Ad Materials Specifications

Advertising specifications:

- Image 175 px wide X 100 px high, gif or jpg
- Headline text (2-6 words) plus web address for click-through
- Body text no longer than 160 characters (with spaces)

Send ads to:

Tricia Chicka,
tchicka@paintsquare.com
 800-837-8303