JPCL/PaintSquare: Exceeding the depth & breadth of the protective and marine coatings markets

The Journal of Protective Coatings & Linings (JPCL) is your premier source for technical information and news about protective and marine coatings. Together with the JPCL digital edition, online partner paintsquare.com, and PaintSquare News daily eNewsletter, we’ve got the attention of your target market each and every day enabling us to deliver qualified leads to your inbox with lightning speed.
Solid Readership with Purchase Power

Industry professionals with purchase influence make up the qualified readership of JPCL/PaintSquare and our leading-edge content keeps them coming back. No other print and digital technical journal reaches this audience so effectively, making JPCL/PaintSquare a crucial part of your marketing scheme.

Our Readers

- 26% Applicators: Shipyards, Fabricators, Painting Contractors
- 37% Suppliers: Coating & Equipment Manufacturers and Distributors
- 20% Specifiers & Facility Owners
- 17% Others Allied to the Field

INDUSTRIES SERVED:

- Bridge and Highway
- Chemical Processing
- Food and Pharmaceutical
- Marine and Shipyard
- Metals and Mining
- Oil and Gas Production
- Power: Conventional, Nuclear and Emerging
- Pulp and Paper
- Railcar and Heavy Equipment
- Shipping Terminals and Airports
- Transmission Pipeline
- Wastewater Treatment
- Waterfront, Locks, and Dams
- Water Storage
In Print and Digital
We’ve Got You Covered

JPCL/PaintSquare offers comprehensive advertising options serving to engage your customers however and wherever they consume information.

IN PRINT—
• Print Advertising —
  Brand building through visual power.
• Buying Guide Sponsorships —
  Premier ad placement within a specific subject category; includes online sponsorship.
• Buying Guide Enhanced Listings —
  Ad placement within specific categories.
• JPCL Calendar —
  Your ad in our wall calendar. You own the month.
• SSPC-Certified Contractor Section —
  Exclusive box ads for SSPC-Certified Contractors only.
• Classifieds and Product & Service Directory —
  Monthly “help wanted” and “items for sale” listings, as well as company showcase box ads.

ONLINE—
Our online advertising packages deliver real-time lead information.

• PaintSquare News Front Page Ads —
  Interactive web ads in our daily eNewsletter delivered to over 60,000 industry pros.
• PaintSquare Content Sponsorship —
  Own a top ad spot in one of our 7 editorial subject categories (Coating Materials, Coating Application, Surface Preparation, Quality Control, Health & Safety, Environmental Controls, and Program/Project Management) on PaintSquare.com... guaranteed. Your digital ad will display alongside relevant editorial content, have priority placement in buying guides and search results, include enhanced company contact information, and give you real-time sales leads.
- **PaintSquare Interactive Ad Package** –
  Your digital ad will be displayed alongside relevant editorial content, will receive priority placement in buying guides and search results, will include enhanced company contact information, and give you real-time sales leads.

- **Custom eBlasts** –
  Leveraging your custom message to a keenly targeted audience.

- **Online Buying Guide Sponsorship** –
  12 months of interactive web ads in a specific category section of PaintSquare’s online searchable Buying Guide.

- **PaintSquare News Events Calendar Sponsorship** –
  Your hyperlinked logo in the *PaintSquare News* Events section, provided with click-through leads.

- **Sponsored Blogs** –
  Your industry expertise and company presence are the content.

- **Paint BidTracker Daily Email Ads** –
  Delivered every weekday to our eager Paint BidTracker subscribers.

- **White Papers** –
  Establishing you as the industry authority you are.

- **Social Media Presence & Consultation** –
  Developing a proactive social media strategy that puts you at the center of industry conversation.

- **Video Advertising** –
  Educate, engage and rank with the Internet’s fastest-growing medium.

- **Online Classified Ads with Resume Access**

- **Paint BidTracker** –
  The only project leads service designed specifically for the coatings industry, offering coverage of industrial and commercial painting projects from planning and design to bidding to award.

**EDUCATIONAL SPONSORSHIPS**

- **Webinar Sponsorship** –
  Connect with your target market through our webinar program as we deliver pertinent technical information, presented by industry experts. Our topics include coverage on coating materials, coatings application, surface preparation, quality control, health and safety, environmental controls and program/project management over a broad range of structures and applications. More info: www.paintsquare.com/webinars

- **eBook Sponsorship** –
  *JPCL/PaintSquare* provides a wealth of downloadable eResources from technical content to directories and guides. Link your message seamlessly with this engaged and focused audience. More info: www.paintsquare.com/store

- **Video Sponsorship** –
  Banner ads and pre- and post-roll videos assure page dominance in PaintSquare’s Video Learning Center.
JPCL 2014 Editorial Calendar

JANUARY
Bridges
Waterjetting
Tank Linings
Application
Preview and Distribution:
SSPC 2014, Lake Buena Vista, FL
Feb. 10-13
AD CLOSING: Dec. 9

FEBRUARY
Chem/Petrochem
Pipeline
Offshore
Surface Prep
Preview and Distribution:
NACE-CORROSION/2014
San Antonio, TX
March 9-13
AD CLOSING: Jan. 13

MARCH
Coatings for Atmospheric Exposure
Wastewater
Marine
Quality Control
Preview and Distribution:
American Coatings Show
Atlanta, GA
April 7-10, 2014
Megarust, San Diego, CA
June
Special Advertising Section—
Equipment and Materials for
Extreme Temperatures
AD CLOSING: Feb. 10

APRIL
Contractor Directory
Safety
AD CLOSING: Mar. 12

MAY
Water Tanks
Bridges
Power
Safety
Preview and Distribution
AWWA Conference, Boston, MA
June 8-12
International Bridge Conference
Pittsburgh, PA
June 8-12
AD CLOSING: Apr. 12

JUNE
Equipment Buying Guide
Application
AD CLOSING: May 12

JULY
Marine
Pipeline
Abrasive Blasting
Quality Control
Preview and Distribution:
JPCL Europe Marine Coatings
Conference, Hamburg, Germany
Sept. 10
Marine Coatings Forum-
IMO PSPC for WBT, Amsterdam
Sept. 25
Special Advertising Section: Guide to
Equipment Leasing and Rental
AD CLOSING: Jun. 11

AUGUST
Chem/Petrochem
Oil and Gas
Shop Painting
Surface Prep
AD CLOSING: Jul. 11

BONUS ISSUE
Special Focus on Owners’
Representatives
AD CLOSING: Jul. 11

SEPTEMBER
Offshore
Wastewater
Fireproofing
Surface Prep
Preview and Distribution:
WEFTEC, New Orleans, LA
Sept. 27-Oct. 1
WJTA Conference, New Orleans, LA
Oct. 12-14
AD CLOSING: Aug. 12

OCTOBER
Coating Systems Buying Guide
Application
AD CLOSING: Sep. 11

NOVEMBER
Power
Marine
Pipeline
Quality Control
Preview and Distribution:
Workboat
Special Advertising Section: Abrasive Blasting
AD CLOSING: Oct. 13

DECEMBER
SSPC 2015 Advance Program
Waterfront
Regulations
Safety
Preview and Distribution
SSPC 2015, Las Vegas, NV
Feb. 3-6, 2015
World of Concrete 2015, Las Vegas, NV
Feb. 2-6, 2015
AD CLOSING: Nov. 11
JPCL 2014 RATES

PRINT

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ONLINE

PaintSquare News Front Page Ads: $8,000 per year
PaintSquare Content Sponsorship: $9,500 per year
PaintSquare Interactive Ad Package: $6,300 per year
Webinar Sponsorship: $4,500 exclusive sponsorship, $2,700 co-sponsorship

Call for more information on our other online ad offerings. 412-431-8300
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 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. PMS rates quoted upon request.

MEDIA

A CD or e-mail attachments of less than 5 MB are acceptable if the file is stuffed/zippered 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 1/4” x 10 5/8” 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. Send ad material to:
Daniel Yauger, Production/Design Assistant
dyauger@protectivecoatings.com
1-412-431-8300 x148

Ad Production/Creation:
Available at additional cost. Call for quotes.

WEB ADS

Material is due 2 - 3 days in advance of the desired run date.

Here’s what we need:
• Image 175px wide x 100px high, 72dpi, RGB, gif or jpg
• Headline text (2 - 6 words) plus URL for click through
• Body text no longer than 160 characters (w/spaces)
• Desired run dates
• E-mail contact for follow up reporting (not used publicly)

Here’s where to send it:
Larinda Branch at lbranch@paintsquare.com or call 1-800-837-8303 x100

Scan this code with your smartphone for more information.