Technology Publishing Co. is a business-to-business media company covering the protective & marine and architectural coatings industry. Our mission is to advance the science and technology in these fields by disseminating information about best practices in the selection and use of coatings and related construction materials.

Two cornerstones of the company’s operations are (1) to serve readers across the entire value chain within a business segment, such as suppliers, specifiers, facility owners, and contractors; and (2) to create the highest quality content, in part by recruiting top industry thinkers as advisers and contributors.

Technology Publishing’s product portfolio offers a 360-degree view of the industrial coatings market and consists of print magazines, digital platforms, business intelligence tools, events, and custom capabilities.

Every marketing dollar is precious. It is important to feel confident about the media brands you advertise with and the results those investments will return. Here are the qualifications and attributes TPC offers:

- Industry leadership
- The right audience
- Market intelligence
- Influential editorial environment
- Integrated marketing solutions
- Buyer and seller engagement
- Real-time lead generation
- Measurable results and ROI
- Quality customer service
TPC Industrial Coatings Product Portfolio

JOURNAL OF PROTECTIVE COATINGS & LININGS (JPCL)
The official magazine of SSPC: JPCL is a monthly technical journal dedicated to the world of high-performance coatings used in the protection and preservation of steel and concrete in industrial and marine structures. A JPCL magazine subscription is a premier benefit for every member of SSPC, The Society for Protective Coatings.
PaintSquare.com/JPCL

PAINTSQUARE AND PAINTSQUARE DAILY NEWS
PaintSquare.com is the definitive #1 website for the protective and marine coatings sector, providing up-to-date news, technical features, videos, resources, digital directories and the JPCL digital magazine archive. Paint Square Daily News is a vital information source for the protective and marine coatings industry, delivering all the important daily news and developments subscribers depend on to start their busy day.
PaintSquare.com | PaintSquare.com/News

PAINT BIDTRACKER
Paint BidTracker is the only project-lead service designed specifically for the coatings industry, providing industrial and commercial painting leads in real-time. Contractors, consultants, suppliers, manufacturers and facility owners rely on the exclusive business intelligence provided by the Paint BidTracker data platform to support their sales and marketing objectives and business goals.
PaintBidTracker.com

PAINT BIDTRACKER INDUSTRY SPENDING WALL MAP SERIES
The Paint BidTracker Industry Spending Wall Map Series provides a dynamic visualization of budgeted spending in 2018 by state, by number of projects and by project type. There are three individual maps produced annually: Bridges & Highways, Water Tanks, and Water & Wastewater.
PaintSquare.com/Maps

CONTRACTOR CONNECT
Contractor Connect is a two-day “Hosted Buyer” event, offering buyers and sellers a venue where they can develop business relationships in prescheduled one-on-one meetings and have the opportunity to network in a variety of social activities.
PaintSquare.com/Contractor_Connect
Journal of Protective Coatings & Linings (JPCL)
... written by industry experts for industry professionals

THE OFFICIAL VOICE OF SSPC
In the protective and marine coatings industry, JPCL is unmatched for readership, value and reach. The monthly magazine is a member benefit to SSPC. If you want to reach 100% of SSPC members, JPCL is the only publication with that value proposition.

CONTENT THAT MAKES AN IMPACT
JPCL is essential to industry professionals — 78% of subscribers said they read 3 out of 4 issues. One reader wrote: “I work in a Naval facility for the preservation engineering team, and the content of JPCL is absolutely relevant.”

78% of readers rated their satisfaction level with JPCL as “excellent to very good.”

“I have over 35 years of experience in industrial, marine surface prep and coatings, and I learn something new every day. JPCL and PaintSquare are a large part of that learning.”

82% of readers rate JPCL “excellent to above average,” compared to other industry publications.*

*QUOTES & STATISTICS SOURCE: JULY 2016 JPCL READERSHIP STUDY CONDUCTED BY SIGNET RESEARCH
The *Journal of Protective Coatings & Linings* connects you with a highly qualified audience of decision makers, ready to specify and buy your products and services. It’s the **only media brand** that can guarantee the entire SSPC membership as an audience. Your advertising program in JPCL will clearly have a positive impact on your company’s bottom line.

**Our Audience — Your Customers**

*Circulation by profession →*

- **Contractor**: 39.6% (6,376)
- **Government, Regulatory Agency, Research**: 1.2% (187)
- **Dealer, Distributor, Store**: 1.7% (275)
- **Fabricator**: 3% (490)
- **Shipyards**: 5.7% (910)
- **Architect, Engineer, Consultant**: 9.1% (1,470)
- **Manufacturer**: 16.5% (2,661)
- **Facility Owner**: 12.1% (1,946)
- **Other Industry Professional**: 11% (1,765)

**Reach: 16,083**

*Average Monthly Circulation*

**JPCL Delivers Readers with Purchasing Power!**

*Readers’ influence on purchasing by product type →*

*Source: July 2016 JPCL Readership Study conducted by Signet Research*

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coatings for Steel</td>
<td>77%</td>
</tr>
<tr>
<td>Inspection Equipment</td>
<td>62%</td>
</tr>
<tr>
<td>Surface Preparation Equipment</td>
<td>50%</td>
</tr>
<tr>
<td>Coatings for Concrete</td>
<td>47%</td>
</tr>
<tr>
<td>Application Equipment</td>
<td>45%</td>
</tr>
<tr>
<td>Safety Equipment</td>
<td>42%</td>
</tr>
<tr>
<td>Environmental Protection Equipment</td>
<td>32%</td>
</tr>
<tr>
<td>Climate Control Equipment</td>
<td>29%</td>
</tr>
<tr>
<td>Access Equipment</td>
<td>25%</td>
</tr>
<tr>
<td>Software</td>
<td>15%</td>
</tr>
<tr>
<td>Lab Testing Equipment</td>
<td>14%</td>
</tr>
</tbody>
</table>

**91%** of JPCL readers influence the buying decision.*

**JPCL Speaks to the Entire Protective & Marine Coatings Community**

*Readers’ business involvement by industry type →*

*Source: July 2016 JPCL Readership Study conducted by Signet Research*

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>Business Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridges &amp; Highways</td>
<td>48%</td>
</tr>
<tr>
<td>Oil &amp; Gas Facilities, Tanks &amp; Terminals</td>
<td>45%</td>
</tr>
<tr>
<td>Marine</td>
<td>43%</td>
</tr>
<tr>
<td>Water Tanks (Potable)</td>
<td>43%</td>
</tr>
<tr>
<td>Chemical &amp; Petrochemical Plants, Chemical Tanks</td>
<td>41%</td>
</tr>
<tr>
<td>Concrete</td>
<td>41%</td>
</tr>
<tr>
<td>Pipelines</td>
<td>41%</td>
</tr>
<tr>
<td>Wastewater Facilities</td>
<td>40%</td>
</tr>
<tr>
<td>Power Plants</td>
<td>38%</td>
</tr>
<tr>
<td>Offshore</td>
<td>19%</td>
</tr>
<tr>
<td>Rail</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
</tbody>
</table>
Industrial Coating Directories

JPCL publishes three annual directories:

**Industrial Contractors (April 2017)**
**Equipment (June 2017)**
**Coating Systems (October 2017)**

The JPCL annual directories represent a high-reward opportunity for companies to grow mindshare and build their business.

New in 2017!

**PAINTSQUARE SUPERSTORE**

The PaintSquare Superstore is a new online directory from PaintSquare, with robust functionality for buyers and a dynamic platform for sellers. The Protective & Marine Coatings Superstore will deliver real-time leads to sellers and provides a great opportunity to leverage PaintSquare website traffic, your content assets, marketing materials, and social media to grow your business.

Companies can market their products and services through a custom microsite that features:

- Company profile, logo, contacts, map and social media links
- Company newsfeed from PaintSquare and JPCL
- Custom video, image gallery and product collateral

Build a competitive advantage by being part of the industry’s most comprehensive digital store.

For advertising rates and specifications, contact your sales rep.

**Dockerty Industrial Coatings, Inc.**

In the protective and marine coatings industry, the Dockerty name has been synonymous with quality for more than 30 years. Widely recognized as a worldwide leader in the field, the company is known for its cutting-edge research and innovative products. In fact, few coatings companies can claim the number of patented contributions Dockerty has made to coatings technology. Our award-winning customer service team works with specifiers, contractors and inspectors to ensure consistently high product performance.

**JPCL DIRECTORIES AT WORK FOR YOU!**

Purchasing power of directory users:

- **76%** say they find the directories useful in their work.
- **61%** have taken an action after using a JPCL directory.
- **45%** have used a JPCL directory to research a company.
- **35%** have contacted a supplier listed in a JPCL directory.
- **26%** have bought a product or service.
- **19%** have requested a quote from a listed company.

*Source: July 2016 JPCL Readership Study conducted by Signet Research*
Custom Opportunities

PROTECTIVE & MARINE COATINGS MONOPOLY GAME

The world’s most recognized and beloved board game comes to the protective & marine coatings industry!

JPCL introduces a custom MONOPOLY™ game to celebrate and promote our industry. Completely customized for the coatings community, the game features a unique box design, board, game pieces, currency, properties, and Chance & Community Chest cards.

Your sponsorship will make your company a permanent fixture on the JPCL MONOPOLY game. The game will be coveted by industry professionals and would make a great gift for clients, prospects, colleagues, young professionals, friends, and family.

Properties and positions will be sold on a first-come, first-served basis. There are only 24 positions available, so act now! Don’t miss this one-of-a-kind, high-profile marketing and branding opportunity.

NATIVE ADVERTISING (CUSTOM CONTENT)

Creating and distributing custom content is a great way for a company to demonstrate thought leadership, present competitive differentials, and further educate and qualify customers and prospects. TPC offers a variety of custom opportunities that allow you to leverage existing content or create new and dynamic marketing assets.

Contact your sales representative for details about custom opportunities, including:

- Email blasts
- Social media campaigns
- Video production
- Maps
- E-Books
- Webinars
- Blogs
- Supplements
- Inserts
- White papers
# JPCL Magazine Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>AD Close</th>
<th>Files Due</th>
<th>Structure</th>
<th>Process</th>
<th>Case History</th>
<th>Technology</th>
<th>Special Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN.</td>
<td>12/13/16</td>
<td>12/22/16</td>
<td>Bridge</td>
<td>Application</td>
<td>Industrial Flooring</td>
<td>Coating Performance</td>
<td></td>
</tr>
<tr>
<td>FEB.</td>
<td>1/23/17</td>
<td>2/1/17</td>
<td>Marine</td>
<td>Inspection</td>
<td>Pipeline</td>
<td>Materials &amp; Equipment</td>
<td></td>
</tr>
<tr>
<td>MAR.</td>
<td>2/22/17</td>
<td>3/1/17</td>
<td>Chem/Petrochem</td>
<td>Surface Preparation</td>
<td>Tanks &amp; Terminals</td>
<td>Waterjetting</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Equipment Leasing &amp; Rental Resource Guide; Women in Coatings Roundtable</td>
</tr>
<tr>
<td>APR.</td>
<td>3/21/17</td>
<td>3/31/17</td>
<td>Water Tanks</td>
<td>Safety</td>
<td>Marine</td>
<td></td>
<td>Contractor Directory</td>
</tr>
<tr>
<td>MAY</td>
<td>4/20/17</td>
<td>4/27/17</td>
<td>Bridge</td>
<td>Inspection</td>
<td>Potable Water</td>
<td>Climate Control</td>
<td></td>
</tr>
<tr>
<td>JUN.</td>
<td>5/22/17</td>
<td>5/30/17</td>
<td>Rail</td>
<td>Safety</td>
<td>Waterfront</td>
<td></td>
<td>Equipment Buying Guide</td>
</tr>
<tr>
<td>JUL.</td>
<td>6/21/17</td>
<td>6/28/17</td>
<td>Pipeline</td>
<td>Abrasive Blasting</td>
<td>Industrial Flooring</td>
<td>Research &amp; Development</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Specifier's Choice Resource Guide; Bridge &amp; Highway 2018 Capital Spending Map</td>
</tr>
<tr>
<td>AUG.</td>
<td>7/21/17</td>
<td>7/28/17</td>
<td>Power</td>
<td>Application</td>
<td>Bridge</td>
<td>Coating Performance</td>
<td>Water Tanks 2018 Capital Spending Map</td>
</tr>
<tr>
<td>SEP.</td>
<td>8/22/17</td>
<td>8/29/17</td>
<td>Wastewater</td>
<td>Waterjetting</td>
<td>Offshore</td>
<td>Materials &amp; Equipment</td>
<td>SSPC Show Preview; Wastewater 2018 Capital Spending Map</td>
</tr>
<tr>
<td>OCT.</td>
<td>9/22/17</td>
<td>9/29/17</td>
<td>Oil &amp; Gas</td>
<td>Surface Preparation</td>
<td>Bridge</td>
<td></td>
<td>Coating System Buying Guide; SSPC Show Preview</td>
</tr>
<tr>
<td>NOV.</td>
<td>10/20/17</td>
<td>10/27/19</td>
<td>Marine</td>
<td>Application</td>
<td>Water Tank</td>
<td>Specialty Function Coatings</td>
<td>Blasting Resource Guide; SSPC Show Preview</td>
</tr>
<tr>
<td>DEC.</td>
<td>11/21/17</td>
<td>11/28/17</td>
<td>Chem/Petrochem</td>
<td>Safety</td>
<td>Industrial Flooring</td>
<td>Coating Performance</td>
<td>SSPC Official Show Issue</td>
</tr>
</tbody>
</table>

## JPCL Print AD Rates

For more information about ad opportunities and custom ad creation, contact your sales representative.

### Prices:

- **2-Page Spread:**
  - 1X: $11,000
  - 3X: $10,250
  - 6X: $9,250
  - 9X: $8,500
  - 12X: $7,500
  - 15X: $7,250
  - 18X: $7,100
  - 24X: $7,000

- **Full Page, 4/C:**
  - 1X: $5,080
  - 3X: $4,570
  - 6X: $4,250
  - 9X: $3,825
  - 12X: $3,395
  - 15X: $3,155
  - 18X: $3,275
  - 24X: $3,240

- **2/3 Page, 4/C:**
  - 1X: $3,980
  - 3X: $3,580
  - 6X: $3,330
  - 9X: $2,995
  - 12X: $2,660
  - 15X: $2,555
  - 18X: $2,445

- **1/2 Page Island, 4/C:**
  - 1X: $3,870
  - 3X: $3,480
  - 6X: $3,235
  - 9X: $2,910
  - 12X: $2,585
  - 15X: $2,485
  - 18X: $2,375

- **1/2 Page H/V:**
  - 1X: $3,525
  - 3X: $3,175
  - 6X: $2,950
  - 9X: $2,665
  - 12X: $2,360
  - 15X: $2,265
  - 18X: $2,165

- **1/3 Page H/V/S:**
  - 1X: $2,615
  - 3X: $2,355
  - 6X: $2,190
  - 9X: $1,970
  - 12X: $1,750
  - 15X: $1,710
  - 18X: $1,680
  - 24X: $1,605

- **Inside Front Cover:**
  - 1X: $6,595
  - 3X: $5,935
  - 6X: $5,520
  - 9X: $4,965
  - 12X: $4,410
  - 15X: $4,305
  - 18X: $4,235
  - 24X: $4,050

- **Inside Back Cover:**
  - 1X: $5,765
  - 3X: $5,185
  - 6X: $4,820
  - 9X: $4,340
  - 12X: $3,855
  - 15X: $3,760
  - 18X: $3,700
  - 24X: $3,540

- **Outside Back Cover:**
  - 1X: $6,710
  - 3X: $6,040
  - 6X: $5,615
  - 9X: $5,055
  - 12X: $4,485
  - 15X: $4,380
  - 18X: $4,310
  - 24X: $4,120
JPCL PRINT ADVERTISING
MATERIALS & SPECIFICATIONS

Ad file formats accepted: EPS, TIFF, PDF

Resolutions accepted:
• Line art (bitmap) images, 1000 ppi
• Grayscale or color images, 300 ppi
• Combination grayscale and color images, 500 ppi
Call for PDF formatting guidelines.

Native files accepted: Adobe InDesign, Illustrator, Photoshop; Quark XPress. Must include supporting fonts and images.

Files not accepted: Word-processing documents; MS Publisher, PowerPoint; Adobe PageMaker

Color: All files must be supplied in CMYK format. PMS colors will be converted to process unless advertiser specifies otherwise. Rates for additional PMS colors quoted upon request.

Layout Specifications: 8 1/8” x 10 7/8” trim size; 1/8” bleeds; for 2-page spreads, allow 1/8” on each side of the gutter for binding.

Media: Email attachments must be stuffed/zipped for file integrity and less than 5 MB total to send via email. For larger files, call for a secure online transfer link.

Printing: Direct to plate, web press, perfect binding

Files/queries to: Larinda Branch, Ad Trafficking Manager, 1-800-837-8303 x100, lbranch@technologypub.com

Deadline for Artwork: Due by the file-close date noted on the editorial calendar. Files received after the deadline may be subject to a late fee.

See page 10 for digital ad specifications.
PaintSquare

PaintSquare.com is the definitive #1 website serving the protective & marine coatings industry. Updated daily, PaintSquare.com is the first place industry professionals turn to for news, technical content, product information and other learning resources.

PaintSquare.com offers marketers real-time lead generation and other benefits:
- Strategically position and brand your company
- Drive traffic to your website
- Share company information
- Elevate your company stature in the industry

There are a variety of marketing opportunities on PaintSquare.com that start generating results immediately.

DIGITAL AD DEADLINES & SPECIFICATIONS

For ad options and rates, contact your sales rep, or visit PaintSquare.com/Advertise.

WEBSITE SIDEBAR ADS (See samples above.)
Deadline for File Submission
Minimum 3 days prior to the desired run date
Files and Information Required
- One image or logo, 175 px wide x 100 px high; 144 ppi (for retina monitors); RBG; JPG, PNG or GIF
- Headline, 2–6 words plus URL
- Body text, maximum 160 characters including spaces
- Your desired run dates
- Email contact for follow-up reporting (not used publicly)

OTHER DIGITAL WEB AND E-NEWSLETTER ADS
Deadline for File Submission
Minimum 3 days prior to the desired run date
Files and Information Required
- 144 ppi resolution (for retina monitors); RGB; JPG, PNG or GIF
- URL

WHITE PAPERS
Submit the following:
- PDF or MS Word document (case history of your product/service)
- Display name of the white paper
- Display name of company and logo
- URL for clickthroughs to your company website
- Email contact for follow-up reporting (not used publicly)

Send above files/queries to: Larinda Branch, Ad Trafficking Manager, 1-800-837-8303 x100, lbranch@technologypub.com

WEBINAR SPONSORSHIPS
Deadline for Submission of Files and Information
Minimum 3 weeks prior to the scheduled webinar date
Files and Information Required for Sponsored Webinars
- Sponsor company name and high-resolution logo (300 ppi)
- Brief company description and sponsor’s website URL
- Contact info for materials (not used publicly)

Files and Information Required for Proprietary Webinars
All of the above, PLUS:
- Title and brief synopsis of the webinar
- Date of the webinar
- Presenter name, photo and biography

Files/queries to: Josiah Lockley, Customer & IT Support Manager, 1-800-837-8303 x154, jlockley@paintsquare.com

VIDEO SPONSORSHIP PACKAGES
Sponsor one of our video collections (see PaintSquare.com/Learning).
Files and Information Required
- URL to your company website
- Email contact: for follow-up reporting (not used publicly)
- ONE of the following: 1) Pre-roll/post-roll: 15-second video footage; minimize dimension (720 px x 480 px); FLV format preferred, 2) Items for custom-built pre-roll/post-roll, including: full company name, company logo (300 ppi, transparent background), photos featuring your product or service, and a short PA-style message
- Leaderboard ad: 728 px x 90 px (with URL for clickthrough)
- Companion ad: 300 px x 250 px (with URL for clickthrough)

Files/queries to: Tricia Chicka, Digital Production Manager, 1-800-837-8303 x139, tchicka@technologypub.com
E-Newsletters

PAINTSQUARE DAILY NEWS
More than 30,000 professionals start every business day with PaintSquare Daily News — the preeminent news source for the coatings industry, providing daily updates on the projects, trends, technological advances and happenings that impact the industry.

Advertising Options
1) SIDEBAR ADS (See “Website Sidebar Ads” for description and specifications, page 10)
2) LEADERBOARD AD: 728 px x 90 px; 144 ppi resolution (for retina monitors); RGB; JPG, PNG or GIF. Provide URL for clickthrough.
3) EVENT CALENDAR SPONSOR: Your company’s hyperlinked logo appears in the Events section. Supply logo file at min. 2”, 144 ppi; RGB; transparent PNG or EPS vector; with a URL for clickthrough.

New in 2017!
SPECIAL-EDITION NEWSLETTERS
Each month, PaintSquare will deliver a topicually focused e-newsletter to a target audience based on their areas of interest. These e-newsletters will further serve the informational interests and needs of these respective audiences by providing in-depth content on critically important topics, including new and unique content.

These targeted e-newsletters will allow companies to reach highly qualified audiences. Ad opportunities with each issue are very limited. Own the topics important to your business and customers. For e-newsletter topics, see editorial calendar on page 9.

Advertising Options
1) LEADERBOARD: 728 px x 90 px
2) HALF PAGE: 300 px x 600 px
3) MEDIUM RECTANGLE: 300 px x 250 px
Supply all ad creative at 144 ppi (for retina monitors); RGB; JPG, PNG or GIF. Provide URL for clickthrough.

Send files/queries for all e-newsletter ads to:
Larinda Branch, Ad Trafficking Manager,
1-800-837-8303 x100, lbranch@technologypub.com
Paint BidTracker, the only project lead service designed specifically for the coatings industry, offers on-demand access to targeted, quality-verified industrial and commercial painting projects in the public sector.

Subscribers to Paint BidTracker gain a competitive advantage by:

• Finding new coatings work 24/7 using our searchable database
• Receiving daily emails on targeted painting projects
• Tracking individual projects from design stage to award
• Effortlessly reviewing plans and specifications
• Customizing their subscription

Visit PaintBidTracker.com | Request a Free Trial

New in 2017!

Our team has worked with top innovative players from across the industrial coatings industry to design an offering that incorporates the critical information and intelligence required by leading companies to support their business goals.

The end result will strengthen our ability to provide the most accurate and relevant project leads and business intelligence tools, customized and tailored to your unique painting and coating needs.

Our new and improved data platform will take your project search and lead-generation efforts to the next level by offering:

• Enhanced lead targeting
• Optimized mobile access
• Real-time project updates and tracking
• Advanced team-sharing and collaboration tools
• Detailed agency contacts, bidding and cost reports
• Specifier activity reports
• Bid and contract award analytics

By researching and collecting more than 20,000 future project opportunities from over 1,300 local, state and federal agencies and owners with upcoming painting- and coatings-related needs, Paint BidTracker gives you the earliest possible notification and lead time to 1) identify the best projects, 2) prepare your strategy, and 3) reach key decision makers — before your competition.

Key benefits include:

• Ability to proactively identify prospective bidders to formulate sales prospects lists
• Advanced intelligence on future coating products and services sales opportunities
• Easily generate a pipeline of leads based on your competitors’ contracts that are coming up for renewal
PREMIUM DIGITAL ADVERTISING ON PAINT BIDTRACKER

Place your marketing message in front of painting contractors as they search for jobs on PaintBidTracker.com, and reach them directly alongside their daily bid and award emails.

Banner ads appear on both the home page and landing pages with the details on projects. In addition to a 175 px x 100 px ad unit, advertisers provide a two-to-six-word headline and a maximum 160 characters of text to further draw the attention of these key prospects. Looking to reach a more targeted audience? Purchase an ad set to appear based on specific scope searches, such as abrasive blast cleaning.

Our annual print wall maps and digital maps display upcoming coating project spending and provide useful insights for business development planning — all procured from our data product suite. Maps for 2018 include Bridges and Highways (July), Water Tanks (August) and Wastewater (September).

Your logo and advertising message on these high-profile wall maps will deliver a yearlong presence and ROI benefit for participating companies.

### Advertising Options

**WALL MAPS**

**Advertising Options**

**Single-Unit Ad:** 5 1/4” x 2 3/16”

**Double-Unit Ad:** 10 1/2” x 2 3/16”

**2017 ADVERTISING RATES**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$2,500</td>
</tr>
<tr>
<td>2X</td>
<td>$2,250</td>
</tr>
<tr>
<td>3X</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

**Map Trim Size:** 26” x 37 3/8”
New in 2017!
Two Special Reports from Paint BidTracker

INDUSTRIAL COATINGS

In this special publication, *Industrial Coatings*, Paint BidTracker will provide an analysis and ranking of all the industrial coating manufacturers specified in 2016 for public-sector painting projects. This report will identify all the manufacturers — and rank them based on number of specifications.

The issue will also include third-party research on the attributes important to specifiers, contractors, facility owners, architects, engineers and consultants in selecting or specifying a coating product.

Here is the complete editorial line-up for this essential resource:
• Cost of industrial coatings
• Life-cycle analysis of industrial coatings
• Industrial coating rankings by number of specifications
• Industrial coating rankings by substrates
• Executive summary of industrial coatings key attributes

INDUSTRIAL EQUIPMENT BRAND STUDY

Paint BidTracker will leverage third-party data to produce this special publication covering the industrial equipment market. The brand study will provide a comprehensive look at the market, including:
• A forecast of future capital spending for industrial equipment
• The key attributes specifiers seek in manufacturers and their products
• An executive summary of the brand study

ADVERTISING RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

PREMIUM POSITIONS

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>PREMIUM RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>+20%</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>+15%</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>+25%</td>
</tr>
<tr>
<td>Chart Sponsor (8-page pullout chart with 3 pages of advertising)</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

SPECIAL PUBLICATION DISTRIBUTION

• Top 100 engineering firms
• Top 100 contractors
• Top 100 Department of Transportation stakeholders
• Individual copies to be sold in the TPC online store

Estimated distribution is 4,000. This is an audience beyond the JPCL subscriber base.

These two publications will be a must-read for all industry professionals who specify, buy, use, manufacturer and sell equipment in the protective & marine coating industry. Confirm your presence in these two high-profile, low-cost special publications. You can't afford not to be in them.

Contact your sales representative for publication specifications.
New in 2017!

Contractor Connect is a two-day “Hosted Buyer” event for the protective and marine coatings industry that will bring together qualified buyers and sellers through a variety of networking activities and prescheduled individual meetings.

Take advantage of:
✔ Guaranteed one-on-one meetings with top protective and marine coating contractors.
✔ Convenient access to multiple prospects, saving you time and money.
✔ Recreational activities for quality networking time with potential buyers.
✔ Excellent business development opportunities and measurable ROI.

This event will be held in a resort setting and will also feature a variety of additional networking opportunities and activities aimed at creating a dynamic environment for future business development and relationship building.

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration/Lanyard Sponsor</td>
<td>$1,500</td>
</tr>
<tr>
<td>Golf Sponsor</td>
<td>$2,500</td>
</tr>
<tr>
<td>Spa Sponsor</td>
<td>$2,500</td>
</tr>
<tr>
<td>Opening Night Reception Sponsor</td>
<td>$2,000</td>
</tr>
<tr>
<td>Breakfast Sponsor Day 1</td>
<td>$2,000</td>
</tr>
<tr>
<td>Morning Break Sponsor Day 1</td>
<td>$1,500</td>
</tr>
<tr>
<td>Lunch Sponsor Day 1</td>
<td>$2,500</td>
</tr>
<tr>
<td>Dinner Sponsor</td>
<td>$3,000</td>
</tr>
<tr>
<td>Breakfast Sponsor Day 2</td>
<td>$2,000</td>
</tr>
<tr>
<td>Morning Break Sponsor Day 2</td>
<td>$1,500</td>
</tr>
<tr>
<td>Lunch Sponsor Day 2</td>
<td>$2,500</td>
</tr>
<tr>
<td>WIFI Sponsor</td>
<td>$1,500</td>
</tr>
<tr>
<td>Welcome Gift Sponsor</td>
<td>$2,000</td>
</tr>
<tr>
<td>Prize Sponsor</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EVENTS</th>
<th>RATE</th>
<th>EARLY-BIRD</th>
<th>EARLY-BIRD SAVINGS</th>
<th>NUMBER OF MEETINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>$18,000</td>
<td>$15,000</td>
<td>17%</td>
<td>20</td>
</tr>
<tr>
<td>GOLD</td>
<td>$15,000</td>
<td>$12,750</td>
<td>15%</td>
<td>16</td>
</tr>
<tr>
<td>SILVER</td>
<td>$12,500</td>
<td>$11,000</td>
<td>12%</td>
<td>12</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$10,000</td>
<td>$9,000</td>
<td>10%</td>
<td>8</td>
</tr>
</tbody>
</table>

*Early-bird rates end January 1, 2017.*
Sales Representatives

Marian Welsh
Vice President, Sales; Group Publisher
mwelsh@paintsquare.com
412-431-5823

Bernadette Landon
Associate Publisher
blandon@paintsquare.com
412-697-0184

John Lauletta
Business Development Manager
jlauletta@paintsquare.com
713-504-1764

Pamela Simmons
Vice President, Content
Editor-in-Chief, JPCL
psimmons@paintsquare.com
412-432-0306

Aaron Jentzen
Editor, Paint BidTracker Special Reports
ajentzen@paintsquare.com
412-431-7918

Lauren Skrainy
Classified Sales Manager
lskrainy@paintsquare.com
412-431-6114

Howard Booker
Publisher/Paint BidTracker
hbooker@paintbidtracker.com
412-431-2012

Bill Dey
Business Development Manager
bdey@paintsquare.com
732-383-5311

Andy Mulkerin
Associate Editor, PaintSquare Daily News
amulkerin@paintsquare.com
412-697-7341

Julie Birch
Senior Managing Editor, Paint BidTracker
jbirch@paintbidtracker.com
412-432-0305

Brian Naccarelli
Customer Success Manager
Paint BidTracker
bnaccarelli@paintsquare.com
412-431-1948

Ande Thomas
Accounting Associate
athomas@technologypub.com
412-432-0301

Josiah Lockley
Webinar Manager
jlockley@paintsquare.com
412-697-0268

Michele Lackey
Accounting Manager
mlackey@technologypub.com
412-431-8313

PHOTO CREDITS: PAGES 1, 2, 6, 14, 15, ISTOCK.COM

Editorial, Production & Administration

Pamela Simmons
Vice President, Content
Editor-in-Chief, JPCL
psimmons@paintsquare.com
412-432-0306

Amy Woodall
Editor, PaintSquare Daily News
awoodall@paintsquare.com
412-697-0317

Andy Mulkerin
Associate Editor, PaintSquare Daily News
amulkerin@paintsquare.com
412-697-7341

Mark Davis
Directory Manager
mdavis@paintsquare.com
412-431-8303

Larinda Branch
Ad Trafficking Manager
lbranch@technologypub.com
412-431-8301
1-800-837-8303 x100

Tricia Chicka
Digital Media Production Manager
tchicka@technologypub.com
412-431-4915

Brian Naccarelli
Customer Success Manager
Paint BidTracker
bnaccarelli@paintsquare.com
412-431-1948

Howard Booker
Publisher/Paint BidTracker
hbooker@paintbidtracker.com
412-431-2012

Josiah Lockley
Webinar Manager
jlockley@paintsquare.com
412-697-0268

Michele Lackey
Accounting Manager
mlackey@technologypub.com
412-431-8313

PHOTO CREDITS: PAGES 1, 2, 6, 14, 15, ISTOCK.COM