INDUSTRIAL
The #1 Media Brand Serving the Information Needs of the Entire Coatings Industry

COMMERCIAL

PAINTSQUARE.COM  PAINTSQUARE PRESS  PAINTSQUARE NEWS

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As a key marketing partner to your company, it is important we fully understand your business and the specific goals and objectives you have for 2019.

This worksheet will provide you — and our team — with the necessary information to collaborate on a media program that enables you to:
- maximize your investment dollars,
- leverage our product portfolio, and
- position your company to exceed your business goals.

It is a tool to help you plan strategically and tactically for a very successful year. You can complete and send us this worksheet before we meet to discuss your 2019 marketing initiatives, or we can complete it with you during our joint 2019 media planning meeting.

It is an honor and a privilege to serve as an important media partner to you and your business.

### Marketing Objectives

- **Brand Awareness/Increase Mindshare**
- **Lead Generation**
- **Thought Leadership/Education**
- **Category Leadership/Differentiation**
- **Drive Traffic to Website**
- **Direct Contact**
- **Support Tradeshow Investment**
- **Support SSPC**
- **Promote New Product/Service**
- **Build Distributor Network**
- **Support Distributor Network**
- **Customer Retention/Loyalty**
- **Other**

### Platform Preference & History

- **Print**
- **Website**
- **E-Newsletters**
- **Native Advertising**
- **Webinars**
- **Videos**
- **Tradeshows/Events**
- **Lead Service**
- **Social Media**
- **Blogs**
- **Database Marketing/Lists**
- **Other**

### Industry Focus

<table>
<thead>
<tr>
<th>Industry</th>
<th>YES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial</td>
<td></td>
</tr>
<tr>
<td>Bridge/Highway</td>
<td></td>
</tr>
<tr>
<td>Water/Wastewater</td>
<td></td>
</tr>
<tr>
<td>Military</td>
<td></td>
</tr>
<tr>
<td>Marine &amp; Shipyard</td>
<td></td>
</tr>
<tr>
<td>Food &amp; Pharmaceutical</td>
<td></td>
</tr>
<tr>
<td>Oil &amp; Gas Production</td>
<td></td>
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<tr>
<td>Pipeline</td>
<td></td>
</tr>
<tr>
<td>Petro Refining</td>
<td></td>
</tr>
<tr>
<td>Railcar</td>
<td></td>
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<tr>
<td>Chemical Processing</td>
<td></td>
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<tr>
<td>Power</td>
<td></td>
</tr>
<tr>
<td>Gas Utilities</td>
<td></td>
</tr>
<tr>
<td>Fabricator</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

### Target Audience

- **Contractors**
- **Owners/End Users**
- **Architects & Engineering Firms**
- **Agency/Specifiers**
- **Distributors**
- **Other**

### Regions

- **US**
- **Canada**
- **Europe**
- **Central/South America**
- **Asia Pacific**
- **Middle East**
- **Oceania**
- **Africa**
PaintSquare Expands!
Adding to its respected coverage of the industrial coatings market, PaintSquare now includes commercial coatings content across the entire product portfolio.
PAINTSQUARE PRESS: INDUSTRIAL AND COMMERCIAL EDITIONS

PaintSquare Press is a tabloid-size, quarterly print and digital publication reporting on the products, projects, companies, and people shaping the industrial coatings industry. And in 2019, PaintSquare Press will also cover the commercial coatings industry!

Readers can enjoy the Industrial Edition, then flip over the publication to read the Commercial Edition. Both cover pages offer prominent ad space to reach the entire coatings community.

Distribution will also be expanded to reach 34,214 readers, making PaintSquare Press the largest-circulation magazine for coatings professionals.

Subscribers and advertisers will continue to receive the following content:
- Fresh, in-depth articles and interviews with industry executives
- Editorial spotlights on groundbreaking products and innovations
- Case studies with specific product references
- Topically themed product sections
- Stories covering webinars, e-books, videos and other new content on the PaintSquare website
- New product briefs
- News about companies and personnel

Subscribers are registered users on PaintSquare.com. A survey* of these users concluded that: 51% want more product information 65% want more case study articles

PaintSquare Press Audience

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Print Distribution</th>
<th>Manufacturers and Sellers of Coatings or Linings</th>
<th>Painting, Specialty and General Contractors</th>
<th>Facility or Building Owners and Managers</th>
<th>Coatings Consultants and Inspectors</th>
<th>Architects and Engineers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturers and Sellers of Equipment or Supplies</td>
<td>13%</td>
<td>9%</td>
<td>42%</td>
<td>7%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Facility or Building Owners and Managers</td>
<td>4%</td>
<td>7%</td>
<td>42%</td>
<td>7%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Manufacturers and Sellers of Coatings or Linings</td>
<td>22%</td>
<td>13%</td>
<td>42%</td>
<td>7%</td>
<td>12%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*SIGNET, FEBRUARY 2018
PAINTSQURE PRESS ADVERTISING RATES

<table>
<thead>
<tr>
<th>STANDARD ADS</th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-PAGE SPREAD</td>
<td>$7,250</td>
<td>$6,750</td>
<td>$6,250</td>
</tr>
<tr>
<td>1 FULL PAGE</td>
<td>$4,150</td>
<td>$3,900</td>
<td>$3,650</td>
</tr>
<tr>
<td>1/2-PAGE SPREAD</td>
<td>$4,150</td>
<td>$3,900</td>
<td>$3,650</td>
</tr>
<tr>
<td>1/2-PAGE VERTICAL</td>
<td>$2,850</td>
<td>$2,600</td>
<td>$2,350</td>
</tr>
<tr>
<td>1/2-PAGE HORIZONTAL</td>
<td>$2,850</td>
<td>$2,600</td>
<td>$2,350</td>
</tr>
<tr>
<td>1/4-PAGE VERTICAL</td>
<td>$2,325</td>
<td>$2,075</td>
<td>$1,825</td>
</tr>
<tr>
<td>1/4 PAGE HORIZONTAL</td>
<td>$2,325</td>
<td>$2,075</td>
<td>$1,825</td>
</tr>
<tr>
<td>1/8-PAGE VERTICAL</td>
<td>$2,075</td>
<td>$1,825</td>
<td>$1,550</td>
</tr>
<tr>
<td>1/8-PAGE HORIZONTAL</td>
<td>$2,075</td>
<td>$1,825</td>
<td>$1,550</td>
</tr>
<tr>
<td>1/16-PAGE VERTICAL</td>
<td>$1,825</td>
<td>$1,550</td>
<td>$1,300</td>
</tr>
<tr>
<td>1/32-PAGE HORIZONTAL</td>
<td>$1,300</td>
<td>$1,050</td>
<td>$775</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PREMIUM AD POSITIONS</th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSIDE FRONT COVER (FULL PAGE)</td>
<td>$5,200</td>
<td>$5,000</td>
<td>$4,675</td>
</tr>
<tr>
<td>1/8-PAGE HORIZONTAL (FRONT PAGE)</td>
<td>$3,125</td>
<td>$2,850</td>
<td>$2,600</td>
</tr>
<tr>
<td>1/16-PAGE VERTICAL (FRONT PAGE)</td>
<td>$2,350</td>
<td>$2,075</td>
<td>$1,825</td>
</tr>
<tr>
<td>POLYBAGGED RIDE-ALONG (See p. 6.)</td>
<td>Contact your sales rep.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CLASSIFIEDS & DIRECTORIES
Showcase services and products to a dedicated audience of buyers and influencers. See rates, p. 7.

Sizes are based on tabloid proportions, as specified on p. 6.

PAINTSQURE PRESS EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>FILES DUE</th>
<th>PROJECTS</th>
<th>FEATURED PRODUCTS</th>
<th>ROUNDTABLE</th>
<th>COMPANY PROFILES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring (March)</td>
<td>Native* 1/14</td>
<td>Native* 1/21</td>
<td>INDUSTRIAL</td>
<td>Polyurea Coatings</td>
<td>Concrete Coatings</td>
<td>INDUSTRIAL</td>
</tr>
<tr>
<td></td>
<td>Display 2/7</td>
<td>Display 2/14</td>
<td>COMMERCIAL</td>
<td>Coatings for Offshore</td>
<td>Safety Equipment</td>
<td>COMMERCIAL</td>
</tr>
<tr>
<td></td>
<td>Energy</td>
<td>Terminals</td>
<td>Transportation</td>
<td>Digital Tools</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2-PAGE SPREAD</td>
<td>$7,250</td>
<td>$6,750</td>
<td>$6,250</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>INSIDE FRONT COVER (FULL PAGE)</td>
<td>$5,200</td>
<td>$5,000</td>
<td>$4,675</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer (June)</td>
<td>Native* 4/12</td>
<td>Native* 4/19</td>
<td>INDUSTRIAL</td>
<td>Waterborne Coatings</td>
<td>Structural Steel Coatings</td>
<td>INDUSTRIAL</td>
</tr>
<tr>
<td></td>
<td>Display 5/8</td>
<td>Display 5/15</td>
<td>COMMERCIAL</td>
<td>Marine Coatings</td>
<td>Evolving Regulations</td>
<td>COMMERCIAL</td>
</tr>
<tr>
<td></td>
<td>Wastewater Facilities</td>
<td></td>
<td></td>
<td>Waterjetting Equipment</td>
<td>Contractors</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sports Facilities</td>
<td></td>
<td></td>
<td>Inspection Equipment</td>
<td>Specifiers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stadiums</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall (Sept.)</td>
<td>Native* 7/16</td>
<td>Native* 7/23</td>
<td>INDUSTRIAL</td>
<td>Direct-to-Metal Coatings</td>
<td>Access</td>
<td>INDUSTRIAL</td>
</tr>
<tr>
<td></td>
<td>Display 8/9</td>
<td>Display 8/16</td>
<td>COMMERCIAL</td>
<td>Concrete Coatings</td>
<td>Safety</td>
<td>COMMERCIAL</td>
</tr>
<tr>
<td></td>
<td>Bridges</td>
<td></td>
<td></td>
<td>Climate-control Equipment</td>
<td>Coating Suppliers</td>
<td></td>
</tr>
<tr>
<td>Winter (Dec.)</td>
<td>Native* 10/7</td>
<td>Native* 10/14</td>
<td>INDUSTRIAL</td>
<td>Surface Prep</td>
<td>Decorative Coatings</td>
<td>INDUSTRIAL</td>
</tr>
<tr>
<td></td>
<td>Display 10/31</td>
<td>Display 11/7</td>
<td>COMMERCIAL</td>
<td></td>
<td>Safety</td>
<td>COMMERCIAL</td>
</tr>
<tr>
<td></td>
<td>Highways</td>
<td></td>
<td></td>
<td>Power Tools</td>
<td>Coating Suppliers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Government</td>
<td></td>
<td></td>
<td></td>
<td>Designers</td>
<td></td>
</tr>
</tbody>
</table>

*BONUS DISTRIBUTION: NACE Corrosion Expo, March 24-28; Houston Area Coating Society, April 12

*BONUS DISTRIBUTION: AWWA 2019, June 9-12

*BONUS DISTRIBUTION: WEFTEC, Sept. 21-25; WJTA, Nov. 11-13

*SPECIAL: Prestige Awards & Elevation Awards Nominees

*All files for native ads are due earlier than display ads, as indicated above. See p. 12 for more information on native advertising.
A Facelift for the ‘Mighty Mac’

recoating on its gets a first-ever Mackinac Bridge wave of fourth-quarter announcements. released forecasts in the summer in advance of the and design schemes will be, several companies see what the next up-and-coming trend in paints faster. We’re always connected. In order to cater to neutral” is the answer.

The three shades include:

- From PPG’s Olympic line, this shade is said to work as a standalone state-
- The color trend forecasts were released how their needs are changing.
- While the likes of PPG, Behr, Sherwin-Williams, diction of the season, Pittsburgh-based PPG is telling In what some would consider the boldest palette pre-

THE COLOR OF QUIET?

plugged in that they are putting extra emphasis on the New Season equipment brand survey.

Cont. p. 41

PAINTSQUARE PRESS AD SPECIFICATIONS

Front Page, Industrial / Front Page, Commercial
Get noticed first with a premium ad position on the Industrial Edition cover or the Commercial Edition cover — or both!

Provide digital files in TIF, EPS or print-quality PDF format, 300 ppi, CMYK, at the dimensions specified.

1) 1/16 VERTICAL AD
2.13 in (w) x 2.95 in (h); no bleeds

2) 1/8 HORIZONTAL AD
4.6 in (w) x 2.95 in (h); no bleeds

CUSTOM PREMIUM PRINT ADS
To inquire about full or partial cover wraps, tip-ons, belly bands, inserts or other special advertising features, contact your sales representative.

Send files and queries to: Nichole Altieri, naltieri@technologypub.com.

PAINTSQUARE PRESS RIDE-ALONG
Insert your collateral, brochure, or custom content into the polybag of PaintSquare Press. For unparalleled exposure to the entire PaintSquare Press audience, contact your sales rep for a custom quote and to reserve your ride-along campaign.

PAINTSQUARE MEDIA KIT | © 2018-19, TECHNOLOGY PUBLISHING COMPANY

6
MOBILE APP DIRECTORY
Promote your company’s app in a special advertising section devoted to mobile offerings, and reach industry professionals looking for tools to do their jobs better.

<table>
<thead>
<tr>
<th>#</th>
<th>AD UNIT</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1-SQUARE BLOCK</td>
<td>$500</td>
<td>$450</td>
<td>$425</td>
<td>$400</td>
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<tr>
<td>2</td>
<td>2-SQUARE BLOCK</td>
<td>$900</td>
<td>$850</td>
<td>$800</td>
<td>$750</td>
</tr>
<tr>
<td>3</td>
<td>4-SQUARE BLOCK</td>
<td>$1,750</td>
<td>$1,600</td>
<td>$1,500</td>
<td>$1,400</td>
</tr>
</tbody>
</table>

CLASSIFIEDS
Directory Oversized Listings and Boxes

<table>
<thead>
<tr>
<th>TYPE</th>
<th>1X</th>
</tr>
</thead>
</table>
| BOLD LISTING                              | $75 ea.
| BOLD LISTING WITH BRAND LIST              | $750 ea.
| LOGO LISTING DISPLAY                      | $150 ea.
| SMALL BOX DISPLAY                         | $400 ea.
| LARGE BOX DISPLAY                         | $550 ea.

Contact your sales rep about discounted rates for multiple listings.

Directory Display Ads

<table>
<thead>
<tr>
<th>TYPE</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPREAD: 16.25 in (w) x 10.875 in (h) + .125 in bleeds</td>
<td>$10,175</td>
</tr>
<tr>
<td>FULL PAGE: 8.125 in (w) x 10.875 in (h) + .125 in bleeds</td>
<td>$5,550</td>
</tr>
<tr>
<td>2/3 PAGE: 4.625 in (w) x 10 in (h)</td>
<td>$4,350</td>
</tr>
<tr>
<td>1/2-PAGE ISLAND: 4.625 in (w) x 7.5 in (h)</td>
<td>$4,250</td>
</tr>
<tr>
<td>1/2-PAGE H, nonbleed: 7 in (w) x 4.875 in (h); bleed: 8.375 in (w) x 5.625 in (h)</td>
<td>$3,850</td>
</tr>
<tr>
<td>1/2-PAGE V, nonbleed: 3.375 in (w) x 10 in (h); bleed: 4.125 in (w) x 11.125 in (h)</td>
<td>$3,850</td>
</tr>
<tr>
<td>1/3-PAGE H: 7 in (w) x 3.25 in (h)</td>
<td>$2,850</td>
</tr>
<tr>
<td>1/3-PAGE V: 2.25 in (w) x 10 in (h)</td>
<td>$2,850</td>
</tr>
<tr>
<td>1/3-PAGE SQ: 4.625 in (w) x 4.875 in (h)</td>
<td>$2,850</td>
</tr>
<tr>
<td>INSIDE FRONT COVER (See “Full Page,” above, for specs.)</td>
<td>$7,275</td>
</tr>
<tr>
<td>INSIDE BACK COVER (See “Full Page,” above, for specs.)</td>
<td>$6,300</td>
</tr>
<tr>
<td>OUTSIDE BACK COVER (See “Full Page,” above, for specs.)</td>
<td>$7,275</td>
</tr>
</tbody>
</table>

DISTRIBUTOR DIRECTORY
Increase awareness, build mindshare, and grow your business by participating in this annual PaintSquare Press directory, a stand-alone publication polybagged with the winter issue. Both highlighted and oversized listings, as well as full-size display ads, are available to promote your business, products, and services to the entire coatings community.

New App from PaintSquare
Coating Industry Essentials
On the Go

NEW APP FROM PAINTSQUARE
Coating Industry Essentials
On the Go

NEW CLASSIFIED AD UNITS

<table>
<thead>
<tr>
<th>#</th>
<th>CLASSIFIED AD UNITS</th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>1/4 PAGE (not pictured)</td>
<td>$1,550</td>
<td>$1,300</td>
<td>$1,050</td>
</tr>
<tr>
<td>1</td>
<td>1/8-PAGE VERTICAL</td>
<td>$1,300</td>
<td>$1,040</td>
<td>$775</td>
</tr>
<tr>
<td>2</td>
<td>1/16-PAGE VERTICAL</td>
<td>$1,050</td>
<td>$850</td>
<td>$675</td>
</tr>
<tr>
<td>3</td>
<td>1/32-PAGE HORIZONTAL</td>
<td>$775</td>
<td>$525</td>
<td>$275</td>
</tr>
</tbody>
</table>

See specifications, p. 6.
PaintSquare, the definitive website serving the industrial coatings industry, is now adding daily coverage of the commercial coatings industry to its reporting. The addition of this content along with our continued commitment to reporting on the industrial coatings market will make PaintSquare.com the #1 destination for ALL coating professionals.

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

Sponsor the categories, sections, and keywords important to your business, and start generating real-time leads immediately.

### AD OPTIONS

1) **Top-tier 8x1 ad** (formerly leaderboard ad) is associated with one of the six major web categories above (in red). Appears below website header.

2) **Second-tier 1x1 ads** are bought by category and run stacked in the righthand column.

3) **Third-tier 1x1 ads** are bought by keyword and run below the second-tier ads.

See, also, “Native Advertising,” p. 12, and “Webinar Sponsorships” and “Video Sponsorships,” p. 13. Contact your sales representative about custom advertising options.
PaintSquare.com Ad Specifications
The 8x1 ads (formerly leaderboard ads) run just below the website navigation throughout the site. Square 1x1 ads appear stacked on the righthand column. See p. 8 for placement options.

AD SIZES (width x height)
1) 8X1 AD: 1200px x 150px (appears on desktop screen at approx. 960px x 120px)*
2) 1X1 AD: 450px x 450px (appears on desktop screen at approx. 230px x 230px).* This ad style replaces the former sidebar ad style in PaintSquare.com.

*To make type crisp and readable, ads are specified at a larger, standard IAB size and reduced proportionately on screen. To ensure that your ad will appear as desired, view it at the reduced size noted above.


PAINTSQUARE MOBILE APP: INDUSTRIAL AND COMMERCIAL

Real-Time Leads, Direct from the Field!
When you advertise on the PaintSquare app, your brand is front and center with coating professionals in the field. It’s the only iOS/Android mobile app serving the entire coatings community, putting practical tools, resources and technical information at their fingertips. Target any marketing campaign by industry, topic, country, and language (English or Spanish).

Contact your sales representative for details on standard and premium positions.

AD SIZES (width x height)
1) CATEGORY-PAGE AD: 1200px x 600px**
2) SECONDARY-PAGE AD: 1200px x 400px**

**Ads are specified at IAB standard sizes and reduced proportionately based on screen size. Design for visibility at small sizes.

See p. 13 for additional info.
The Best Gets Bigger & Better!

PAINTSQUARE DAILY NEWS (PSDN)

PSDN, the #1 news source for coatings professionals, will now include daily coverage of the commercial coatings industry. In 2019, PSDN will release three daily editions: 1) the combined Industrial & Commercial Edition, for readers who want the convenience of all coatings news in one newsletter; 2) the Industrial Edition, focused solely on the protective & marine market; and 3) the Commercial Edition, focused solely on the architectural market.

77% of readers work in both industrial and commercial coatings.

80% prefer to read about both industries in one newsletter.

PSDN will now be the comprehensive source for everything coating professionals want and need to know. The decision to expand was based on the results of an independent poll of subscribers as well as data analysis of viewer behavior. The research concluded that a clear majority (77 percent) of our opt-in readers work in both the industrial and commercial coatings markets and that more than 80 percent prefer to have both industry segments in a single e-newsletter.

DEMOGRAPHIC TARGETING: Our marketing partners can leverage the PSDN lineup to target specific audiences — industrial only, commercial only, or both at once. CUSTOM MESSAGING: Run different creatives, each targeting a selected industry segment!

Total Combined PSDN Distribution for All Industrial and Commercial Newsletters
34,214

Subscribers Served Industrial Content and Ads
Painting, Specialty, or General Contractors 43%
Manufacturers/Sellers of Coatings or Linings 23%
Research, Testing, or Regulatory Agencies 4%
Facility or Building Owners/Managers 5%
Architects/Engineers 5%
Coatings Consultants/Inspectors 13%

Circulation 23,046

Subscribers Served Commercial Content and Ads
Painting, Specialty, or General Contractors 36%
Manufacturers/Sellers of Coatings or Linings 25%
Research, Testing, or Regulatory Agencies 4%
Facility or Building Owners/Managers 15%
Architects/Engineers 4%
Coatings Consultants/Inspectors 10%

INDUSTRY BREAKDOWNS BASED ON REPRESENTATIVE SAMPLE OF OPT-IN READERS

AD SIZES (width x height)
1) 2X1 AD: 900px x 450px (appears on desktop screen at approx. 216px x 108px)*
2) 8X1 AD: 1200px x 150px (appears on desktop screen at approx. 560px x 70px)*
3) 1X2 AD: 450px x 900px (appears on desktop screen at approx. 183px x 366px)*
4) 1X1 AD: 450px x 450px (appears on desktop screen at approx. 183px x 183px)*

*To make type crisp and readable, ads are specified at a larger, standard IAB size and reduced proportionately on screen. To ensure that your ad will appear as desired, view it at the reduced size noted above.

See p. 13 for deadlines and submission guidelines.
SPECIAL-EDITION E-NEWSLETTERS

Each month, PaintSquare delivers a **topically focused** e-newsletter to a select group of subscribers, based by their click history. These thematic editions allow companies to **reach highly qualified audiences**, targeted for their demonstrated interest in and interaction with the subject matter.

**Own the topics important to your business and customers.**

**AD SIZES** (width x height)

1) **8X1 AD:** 1200px x 150px (appears on desktop screen at approx. 560px x 70px)*

2) **1X2 AD:** 450px x 900px (appears on desktop screen at approx. 203px x 406px)*

3) **1X1 AD:** 450px x 450px (appears on desktop screen at approx. 212px x 424px)*

See “Digital Ad Deadlines & Submission Guidelines,” p. 13, for additional info.

The Expansion Continues ...

**WEEKEND BRIEF**

While some busy professionals may have limited time to read the daily newsletter, PaintSquare **Weekend Brief** gives them a chance to dig deeper into select stories from the previous week. And now, the same newsletter **covers the commercial coatings industry in addition to protective & marine!**

Delivered every Saturday morning, the Weekend Brief brings subscribers the past week’s most notable news and industry developments. Advertisers can take advantage of this leisurely reading experience to capture viewer attention.

**AD SIZES** (width x height)

1) **1X1 AD:** 450px x 450px (appears on desktop screen at approx. 155px x 155px)*

2) **8X1 AD:** 1200px x 150px (appears on desktop screen at approx. 560px x 70px)*

3) **1X2 AD:** 450px x 900px (appears on desktop screen at approx. 212px x 424px)*

4) **1X1 AD:** 450px x 450px (appears on desktop screen at approx. 212px x 212px)*

See “Digital Ad Deadlines & Submission Guidelines,” p. 13, for additional info.

*To make type crisp and readable, ads are specified at a larger, standard IAB size and reduced proportionately on screen. To ensure that your ad will appear as desired, view it at the reduced size noted above.
NATIVE ADVERTISING

A significant number of our customers have enjoyed the benefits of running a native advertising campaign: thought leadership, promote solutions and best practices, intellectual ownership, and lead generation. PaintSquare will leverage all of our print and digital media platforms for your native advertising campaigns to deliver maximum value and ROI. Whether you want to submit existing content assets or create new ones, a PaintSquare native advertising campaign will deliver the results you want.

Measurable ROI

Your native advertising campaign will deliver real-time leads with full contact information straight to your in-box.

Ongoing Exposure

Your articles or videos will be tagged with appropriate keywords, and reader search queries on PaintSquare.com will return results that include your content.

Discoverable Content

Links to your sponsored content will be listed on your exclusive company sponsored landing page at PaintSquare.com.

Native Ad Campaign Packages

<table>
<thead>
<tr>
<th>E-Newsletter Product</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Send Native Campaigns</td>
<td></td>
</tr>
<tr>
<td>Daily E-Newsletter Article or Video</td>
<td>1X</td>
</tr>
<tr>
<td>Special-Edition E-Newsletter Article or Video</td>
<td>1X</td>
</tr>
<tr>
<td>Weekend Brief Article or Video</td>
<td>1X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-Newsletter 2-Send Native Campaign, Includes:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Daily E-Newsletter Article or Video</td>
<td>2X</td>
</tr>
<tr>
<td>2 PaintSquare.com Home Page</td>
<td>2X</td>
</tr>
<tr>
<td>3 All JPCL/PaintSquare Social Media Channels</td>
<td>1X</td>
</tr>
<tr>
<td>4 PaintSquare.com Archive</td>
<td>24 / 7 / 365</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Print Native Campaign, Includes:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 PaintSquare Press (PSP) Print Magazine (Full Page)</td>
<td>1X</td>
</tr>
<tr>
<td>2 PSP Digital Flipbook, PaintSquare.com (Full Page)</td>
<td>1X</td>
</tr>
</tbody>
</table>

Contact your sales rep about custom campaigns.

Native Article Submission

Your native article/video includes a companion display ad. Detailed content guidelines will be supplied after the ad contract is signed.

Display Ad Specifications (width x height!)

1) 1 X 4 AD (WEB): 240px x 960px (appears on desktop screen at approx. 160px x 640px). Include clickthrough URL. See p. 13 for submission guidelines.

1) 1/4-PAGE AD (PRINT), PAINTSQUARE PRESS:

Bleed Version: Trim; 2.8 in x 15 in; bleed, 4 sides; .125 in; live area: 2.3 in (w) x 14.5 in (h); Nonbleed Version: 2.13 in x 13 in

Native Ad Rates

<table>
<thead>
<tr>
<th>Campaign</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSDN, 1-Send</td>
<td>$2,000</td>
<td>$1,850 ea.</td>
<td>$1,700 ea.</td>
<td>$1,600 ea.</td>
</tr>
<tr>
<td>PSDN, 2-Send</td>
<td>$2,700</td>
<td>$2,500 ea.</td>
<td>$2,000 ea.</td>
<td>$1,850 ea.</td>
</tr>
<tr>
<td>Special-Edition</td>
<td>$2,000 ea.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weekend Brief</td>
<td>$750 ea.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print/Flipbook</td>
<td>$2,500</td>
<td>$2,250 ea.</td>
<td>$2,000 ea.</td>
<td>$1,850 ea.</td>
</tr>
</tbody>
</table>
DIGITAL AD DEADLINES & SUBMISSION GUIDELINES

For ad options and rates, contact your sales representative.

WEBSITE AND E-NEWSLETTER ADS

File Submission Deadline
Minimum 3 days prior to the desired run date

Files and Information Required
• 72 ppi, RGB, JPG, PNG or GIF
• Restrictions apply to animated GIFs. Contact us for details.
• Your desired run dates
• URL for clickthrough
• Email contact for follow-up reporting of leads (not used publicly)

Note: All PaintSquare digital products have adopted standard IAB responsive ad types and specifications. Current PaintSquare digital display specifications are at least double the size that ads will appear to ensure clean, readable reproduction on screen. Advertisers should take this into consideration when preparing ad content.

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 of leads (not used publicly)

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
• Email contact for follow-up reporting of leads (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
• Each presenter’s name, photo and biography

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

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 of leads (not used publicly)
• ONE of the following: 1) Pre-roll/post-roll: 15-second video footage; minimum size, 720px x 480px; FLV format preferred, or 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
• 8 X 1 Ad: 1200px x 150px; RGB, JPG or PNG; URL for clickthrough
• Companion 1 X 1 Ad: 450px x 450px; RGB; JPG or PNG; URL for clickthrough. For best quality reproduction, display ads are specified at larger than finished size and reduced online.

Unless otherwise instructed, send files and queries to Nichole Altieri, naltieri@technologypub.com, 412-432-0304.

PAINTSQUARE SUPERSTORE

The PaintSquare Superstore is an online directory from PaintSquare, with robust functionality for buyers and a dynamic platform for sellers. The PaintSquare 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
• Custom video, image gallery and product collateral
• Company newsfeed from PaintSquare

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

For Superstore rates and content specifications, contact Lauren Skrainy, lskrainy@paintsquare.com, 412-431-6114.
WHAT IS CONTRACTOR CONNECT?

Contractor Connect is a three-day “Hosted Buyer” event for the protective and marine coatings industry that brings together qualified buyers (contractors) and sellers (suppliers) through a variety of networking activities and prescheduled individual meetings.

Over the course of the event, major industrial coating contractors and suppliers will have substantial opportunities to further develop personal and professional relationships. These enhanced contacts will lead to new business and the growth of existing customer accounts.

Sponsorships and Rates

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>RATE</th>
<th>EARLY-BIRD RATE (Ends 3/31)</th>
<th>MEETINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td></td>
<td>Diamond Sponsorships Sold Out</td>
<td></td>
</tr>
<tr>
<td>Platinum</td>
<td>$18,500</td>
<td>$17,000</td>
<td>20</td>
</tr>
<tr>
<td>Other</td>
<td>Contact your sales rep for additional sponsorships.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SPONSOR BENEFITS

- Twenty one-on-one meetings with decision-makers from top coating contractors. Attending sponsors and contractors are paired based on mutual interest, expressed in advance to event coordinators.
- One-bedroom suite to serve as a meeting and sleeping room for one sponsor delegate and a standard room for a second sponsor delegate.
- Full-page ad and company profile in the Contractor Connect Program.
- Participation in a panel discussion plus attendee leads.
- Post-event webinar for PaintSquare subscribers.
- Access to multiple prospects, saving time and money.
- Top-ranked recreational activities that offer quality networking and social time with potential buyers.
- Excellent business development opportunities and measurable ROI. At the end of Contractor Connect 2017 & 2018, sponsors walked away with signed contracts and additional business.
PAINTSQUARE AWARDS PROGRAMS: INDUSTRIAL AND COMMERCIAL

Get the recognition your company has earned! Contact your sales representative for info on participation.

The PaintSquare Prestige Awards program recognizes individuals, companies, and products for their commitment, contribution, and overall excellence in the industrial coatings industry. The PaintSquare Elevation Awards recognizes the architects, interior designers, painting contractors, decorative artisans, manufacturers and suppliers for outstanding achievements in the commercial coatings industry.

PAINTSQUARE WEBINAR SPONSORSHIPS

Our viewers are always looking for information to improve their knowledge and job performance. To serve their educational needs, PaintSquare webinars covers products, case studies, problem-solving topics, and best practices.

Partnering with PaintSquare to develop or sponsor a webinar lets you:

• Demonstrate — or align your company with — thought leadership and subject-matter expertise.
• Establish intellectual ownership of key business topics.
• Strategically position your company in a competitive landscape.
• Generate qualified leads.
• Achieve your business development goals.

WEBINAR LANDING PAGE ADS*
Includes 2 banner ads.
1) 8x1 AD: 1200px x 150px
2) 1x1 AD: 450px x 450px
See submission guidelines, p. 13.
*For best quality, ads are specified at larger than finished size and reduced online.

Need a turnkey solution for developing your own custom webinar? We’ll work with you to recruit speakers, drive audience acquisition, and produce the event.