Written entirely from the contractor's point of view

DECO
OFFICIAL MAGAZINE OF THE PDCA

2011 MEDIA KIT • PRINT • DIGITAL • ONLINE • LEADS

DECO is the official magazine of the PDCA. Written with passion, purpose, and research, it is the ultimate guide to the painting and decorating industry.
**EDITORIAL OVERVIEW**

**DECO Magazine** and website provide residential, commercial and industrial paint contractors, home builders, architects and designers with valuable industry knowledge and best practices to enable them to grow their business.

Information includes new product launches, technology updates, industry standards and timely market intelligence for the paint and coatings marketplace.

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**Editorial Leadership**

**Richard Greene**  
*Editor-in-Chief*  
Richard is currently CEO of 2,000+ member PDCA. He has been managing associations at the executive level and providing leadership training to small business owners for more than 20 years. Richard has earned a Certified Association Executive designation from the ASAE and holds a MBA degree with an undergraduate BS in accounting.

**Richard Bright**  
*Deputy Editor*  
Richard Bright is the Deputy Editor of DECO Magazine and website. Richard has been on the Editorial Board of DECO Magazine for 4 years and has been working in the paint and coatings industry for over 9 years. Richard is a consultant for the Painting & Decorating Contractors of America (PDCA) as well as the American Council of Independent Laboratories (ACIL) and the American Subcontractors Association (ASA). He currently serves on the board of The Entrepreneurship Institute (TEI).

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**2011 Editorial Calendar**

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<th>Issue</th>
<th>Special Advertising Section</th>
<th>Key Editorial Topics</th>
<th>Ad Close</th>
<th>Materials Close</th>
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<tr>
<td>Painting &amp; Decorating</td>
<td>Guide to PDCA 2011 Exhibitors</td>
<td>Coverage of the key issues facing the industry in 2011</td>
<td>January 31</td>
<td>February 3</td>
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<td>Expo Special Issue</td>
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<td>Spring Issue</td>
<td>Guide to Exterior Products</td>
<td>Celebrating excellence – Review of IPPP Award Winners</td>
<td>March 31</td>
<td>April 4</td>
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<td></td>
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<td>Sales and Marketing</td>
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<td>Exterior Products</td>
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<td>Hiring for growth – HR</td>
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<td>Technical Corner</td>
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<tr>
<td>Summer Issue</td>
<td>Guide to Products to Ensure Better</td>
<td>Green products</td>
<td>July 11</td>
<td>July 15</td>
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<tr>
<td></td>
<td>Preparation (water sealants, etc.)</td>
<td>Cost &amp; Estimating</td>
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<td></td>
<td></td>
<td>Financial Management</td>
<td></td>
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<tr>
<td>Fall Issue</td>
<td>Guide to Green Solutions</td>
<td>Diversification</td>
<td>Sept 23</td>
<td>Sept 28</td>
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<td></td>
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<td>New technology</td>
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<td></td>
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<td>Surface Preparation</td>
<td></td>
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<tr>
<td>Pre-PDCA Expo Issue</td>
<td>Manufacturing and Marketing Research</td>
<td>Managing operations - field personnel</td>
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<td></td>
<td></td>
<td>Painting and Decorating Expo Preview</td>
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**Topics that will figure prominently in DECO’s editorial mix during the year**

- Annual PDCA Awards
- Business Planning
- Color Trends
- Commercial
- Cost and Estimating
- Craftsmanship
- Financial Management
- Green
- Human Resources
- Industrial
- Marketing
- Painting and Decorating Expo
- Residential
- Safety
- Sales
- Technical Issues and Solutions
AUDIENCE & MARKETING OPTIONS

Print/Digital Readership
Each issue of DECO Magazine will be distributed to over 25,000 qualified residential, commercial and industrial paint contractors, home builders, architects and designers.

DECO Magazine is the preferred publication of painting contractors and related industry professionals.

Contractors and other industry professionals rely on DECO articles to keep informed and educated on market developments, news, best practices, regulations and technology.

Circulation Breakdown
- Residential Contractors: 50%
- Commercial Contractors: 35%
- Industrial Contractors: 5%

Reach Real Buyers
Annual spend by PDCA members on coatings and sundries is in excess of $250,000,000 with an annual spend per painter of $16,000

Marketing Options
Premium Placement programs generate best ROI
Maximize ROI by combining print/digital/online marketing options with dedicated email blasts

Display Ads
Attract attention and promote products with high-impact advertising

Industry Guide Company Profiles
(includes 12 month online exposure)
- Guide to Exterior Products (Spring Issue)
- Guide to Products to Ensure Better Preparation (Summer Issue)
- Guide to Green Solutions (Fall Issue)

Marketplace Section/Classifieds
Want to showcase a new product or a special offer? Participate in our Marketplace Classifieds section

Online Advertising & Lead Generation
Zero in on buyers who rely on PDCA.org, DECOMagazine.org, and findapainter.com for information. Dominate the websites with an effective mix of banners, videos and “Spotlight On” high impact spots.

PDCA.org
Providing online access to PDCA standards, information & education
Options
- Leaderboard Banners (728x90)
- Large Rectangle Banners (336x280)

DECOMagazine.org
The ultimate online guide to the painting and decorating industry
Options
- Above the fold “Spotlight On” content marketing (exclusive to 1 company)
- Leaderboard Banners (728x90)
- Large Rectangle Banners (336x280)
- Featured Video Advertising

findapainter.com
A standalone website that connects buyers with painting contractors
Options
- Medium Rectangle Banner (300x250)

Dedicated Email Blasts
White Paper Programs
Options
- Provide white papers in a PDF format and we generate leads for you
- Send your own dedicated email blast to DECO subscribers

Online Stats
PDCA Online Visitors
Page Views: 462,805 per month
Unique Monthly Visits: 65,656 per month

findapainter.com
Page Views: 426,932 per month
# 2011 Advertising Rates

## Display Advertising

<table>
<thead>
<tr>
<th></th>
<th>Standard Rate</th>
<th>5x Rate</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,500</td>
<td>$2,950</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,950</td>
<td>$2,500</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,750</td>
<td>$1,495</td>
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<tr>
<td>1/3 Page</td>
<td>$1,250</td>
<td>$995</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$950</td>
<td>$795</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$5,000</td>
<td>$4,100</td>
</tr>
<tr>
<td>1/2-Page Spread</td>
<td>$3,000</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

**Full Color Surcharge**
- Half page and up: $950
- All other sizes: $750

## Premium Positions

<table>
<thead>
<tr>
<th></th>
<th>Standard Rate</th>
<th>5x Rate</th>
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</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$5,750</td>
<td>$4,750</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$5,500</td>
<td>$4,600</td>
</tr>
<tr>
<td>Page 1</td>
<td>$5,000</td>
<td>$4,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$5,000</td>
<td>$4,500</td>
</tr>
<tr>
<td>Opposite ToF C-2 pages</td>
<td>$4,000</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

## Industry Guide Featured Company Profiles

**Includes 12 month online exposure**

<table>
<thead>
<tr>
<th></th>
<th>5x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Advertorial</td>
<td>$2,000</td>
</tr>
<tr>
<td>Full Page Advertorial</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

## Marketplace Classifieds

<table>
<thead>
<tr>
<th></th>
<th>5x Rate</th>
</tr>
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<tbody>
<tr>
<td>Full Page</td>
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<tr>
<td>1/2 Page</td>
<td>$750</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$500</td>
</tr>
</tbody>
</table>

### Premium Placement Programs

#### Diamond (limited availability)

- **Standard Rate:** $10,000 per issue
- **5x Rate:** $8,500 per issue

- Rotating leaderboard banner (3 months)
- One dedicated email blast to subscriber list
- Special above the fold "Spotlight On" with four text links
- Unlimited white papers and videos
- Choice of Premium position placement (based on availability)
- 2 additional pages to use as:
  - Display Ads
  - Industry Guide Company Profiles
  - Marketplace Classifieds

#### Platinum (limited availability)

- **Standard Rate:** $8,500 per issue
- **5x Rate:** $7,000 per issue

- Rotating large rectangle banner (3 months)
- One dedicated email blast to subscriber list
- Choice of Premium position placement (based on availability)
- Unlimited white papers and videos
- 1 additional page to use as:
  - Display Ads
  - Industry Guide Company Profiles
  - Marketplace Classifieds

#### Gold

- **Standard Rate:** $6,000 per issue
- **5x Rate:** $5,000 per issue

- Choice of Premium position placement (based on availability)
- Rotating 125x125 banner (3 months)
- Two white papers and video placements
- 1 additional page to use as:
  - Display Ads
  - Industry Guide Company Profiles
  - Marketplace Classifieds

## Online Advertising

<table>
<thead>
<tr>
<th></th>
<th>DECOMagazine.org</th>
<th>findapainter.com</th>
<th>PDCA.org</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spotlight On Position</strong> (exclusive to 1 company):</td>
<td>Rotating Medium Rectangle Banner (limited to 6 companies): $1,875 for 3 months; $6,950 for 12 months</td>
<td>Rotating Leaderboard (limited to 4 companies): $2,850 for 3 months; $10,000 for 12 months</td>
<td>Rotating Large Rectangle (limited to 6 companies): $1,950 for 3 months; $6,950 for 12 months</td>
</tr>
<tr>
<td>$4,500 for 3 months; $16,500 for 12 months</td>
<td>$1,875 for 3 months; $6,950 for 12 months</td>
<td>$2,850 for 3 months; $10,000 for 12 months</td>
<td>$1,950 for 3 months; $6,950 for 12 months</td>
</tr>
<tr>
<td>Rotating Leaderboard (limited to 4 companies):</td>
<td>Video Advertising: $1,000 per video (6 months)</td>
<td>Rotating Large Rectangle (limited to 6 companies):</td>
<td></td>
</tr>
<tr>
<td>$2,850 for 3 months; $10,000 for 12 months</td>
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<td>$1,950 for 3 months; $6,950 for 12 months</td>
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<tr>
<td>Rotating Large Rectangle (limited to 6 companies):</td>
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</tr>
<tr>
<td>$1,950 for 3 months; $6,950 for 12 months</td>
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<tr>
<td>Video Advertising: $1,000 per video (6 months)</td>
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</tbody>
</table>

## Lead Generation + Custom Email Blasts

- White Paper: $1,000 for 6 months or $1,500 for 12 months. Additional white papers 20% off
- Dedicated Email Blasts to DECO subscriber lists: $250 per thousand emails (10,000 minimum). Available to advertisers only.

## Contacts

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  - msterling@extensionmedia.com

**Article / Abstract Submission**
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  - jjohnson@extensionmedia.com