

Written entirely from the
contractor's point of view



DECŌ

OFFICIAL MAGAZINE OF THE PDCA

2011 MEDIA KIT • PRINT • DIGITAL • ONLINE • LEADS



DECŌ 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



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.

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).

DECO Editorial Board

Darlene Dennon – PDCA Board Member and Officer
 Mario Guertin – PDCA Craftmanship Forum Chair
 Bob Cusumano – PDCA Standards Consultant
 Brian Drucks – PDCA Member and Service Provider
 Richard Bright – PDCA Sales Director and DECO Deputy Editor-in-Chief
 Jeff Spillane – Benjamin Moore Paints
 Debbie Zimmer – PQI
 Nick Cichielo – Former CEO of Painting and Decorating Retailers Association

2011 Editorial Calendar

Issue	Special Advertising Section	Key Editorial Topics	Ad Close	Materials Close
Painting & Decorating Expo Special Issue	Guide to PDCA 2011 Exhibitors	• Coverage of the key issues facing the industry in 2011	January 31	February 3
Spring Issue	Guide to Exterior Products	• Celebrating excellence – Review of PIPP Award Winners • Sales and Marketing • Exterior Products • Hiring for growth – HR • Technical Corner	March 31	April 4
Summer Issue	Guide to Products to Ensure Better Preparation (water sealants, etc.)	• Green products • Cost & estimating • Financial Management	July 11	July 15
Fall Issue	Guide to Green Solutions	• Diversification • New technology • Surface Preparation	Sept 23	Sept 28
Winter Issue - Special Pre-PDCA Expo Issue	Guide to Better Financial Management and Manufacturing Marketing Research	• Business planning • Managing operations - field personnel • Painting and Decorating Expo Preview	Dec 1	Dec 5

Topics that will figure prominently in DECO's editorial mix during the year

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

AUDIENCE & MARKETING OPTIONS

DECO

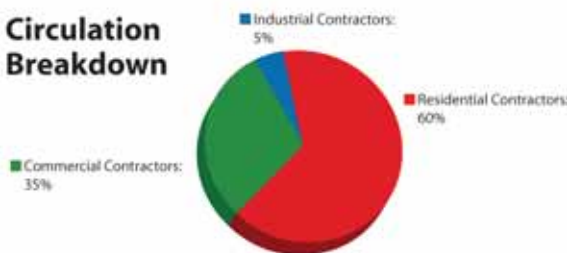
Print/Digital Readership

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



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*)
- Guide to Better Financial Management and Manufacturing Marketing Research (*Winter 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

DECO

Display Advertising			Premium Positions		
	Standard Rate	5x Rate		Standard Rate	5x Rate
Full Page	\$3,500	\$2,950	Back Cover	\$5,750	\$4,750
2/3 Page	\$2,950	\$2,500	Inside Front Cover	\$5,500	\$4,600
1/2 Page	\$1,750	\$1,495	Page 1	\$5,000	\$4,500
1/3 Page	\$1,250	\$995	Inside Back Cover	\$5,000	\$4,500
1/4 Page	\$950	\$795	Opposite To C-2	\$4,000	\$3,500
2-Page Spread	\$5,000	\$4,100	pages		
1/2-Page Spread	\$3,000	\$2,500			

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

Industry Guide Featured Company Profiles Includes 12 month online exposure	
2 Page Advertorial	\$2,000
Full Page Advertorial	\$1,000

Marketplace Classifieds	
Full Page	\$1,000
1/2 Page	\$750
1/4 Page	\$500

Premium Placement Programs

Diamond (limited availability)

Standard Rate: \$10,000 per issue	5x Rate: \$8,500 per issue
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Choice of Premium position placement (based on availability) 2 additional pages to use as: <ul style="list-style-type: none"> -Display Ads -Industry Guide Company Profiles -Marketplace Classifieds

Platinum (limited availability)

Standard Rate: \$8,500 per issue	5x Rate: \$7,000 per issue
<ul style="list-style-type: none"> Rotating large rectangle banner (3 months) One dedicated email blasts to subscriber list Choice of Premium position placement (based on availability) Unlimited white papers and videos 	<ul style="list-style-type: none"> 1 additional pages to use as: <ul style="list-style-type: none"> -Display Ads -Industry Guide Company Profiles -Marketplace Classifieds

Gold

Standard Rate: \$6,000 per issue	5x Rate: \$5,000 per issue
<ul style="list-style-type: none"> Choice of Premium position placement (based on availability) Rotating 125x125 banner (3 months) Two white papers and video placements 	<ul style="list-style-type: none"> 1 additional page to use as: <ul style="list-style-type: none"> -Display Ads -Industry Guide Company Profiles -Marketplace Classifieds

Online Advertising

DECOMagazine.org	findapainter.com	PDCA.org
<ul style="list-style-type: none"> Spotlight On Position (exclusive to 1 company): \$4,500 for 3 months; \$16,500 for 12 months Rotating Leaderboard (limited to 4 companies): \$2,850 for 3 months; \$10,000 for 12 months Rotating Large Rectangle (limited to 6 companies): \$1,950 for 3 months; \$6,950 for 12 months Video Advertising: \$1,000 per video (6 months) 	<ul style="list-style-type: none"> Rotating Medium Rectangle Banner (limited to 6 companies): \$1,875 for 3 months; \$6,950 for 12 months 	<ul style="list-style-type: none"> Rotating Leaderboard (limited to 4 companies): \$2,850 for 3 months; \$10,000 for 12 months Rotating Large Rectangle (limited to 8 companies): \$1,950 for 3 months; \$6,950 for 12 months

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.



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