

# **PAINTING PRO** *TIMES*



**2014**  
Media  
Kit

## **TARGET THE PAINTING AND DECORATING CONTRACTOR COMMUNITY**

Bi-Monthly  
eNewsletter

Dedicated  
Email Blasts

Website

eBooks

Custom Content  
& Social Media

**Editorial Leadership**



**Mark Casale  
Editor**

Mark Casale is a third generation contractor, a customer and industry advocate and the general

manager of Hingham Painting & Decorating (30 years).

Mark has consulted with owners and manufacturers; he is a mold remediation expert, an RRP advisor and field trainer. Mark is a past president of the Painting & Decorating Contractors of America (PDCA).

He can be reached at markcasale@paintspecialists1.com

**Painting Pro Times eNewsletter**

Published bi-monthly and written entirely from the contractor's point of view, **Painting Pro Times** provides qualified commercial, decorative, industrial and residential painting contractors, home builders, architects and designers with the information they need to be more successful.

- Industry news
- Market trends
- Regulatory review
- Product information
- Workforce development
- Craftmanship Tips
- Best business practices
- Contractor profiles
- Project analysis
- Equipment reviews
- Viewpoints and opinions
- Technology

**Audience**

Email subscribers (as of 9/1/2013): 26,102

Demographics:

- 62.6% Residential contractors
- 27.8% Commercial contractors
- 6.3% Industrial contractors
- 3.3% Other

**Marketing Opportunities**

- Premium Banner Positions (exclusives)
- Premium Spotlight On Text Ads (3 positions) - 50 words
- Exclusive "Special Offer" Position
  - Top Leaderboard (728x90)
  - Top Skyscraper (125x600)
  - Middle Skyscraper (125x600)
  - Lower Skyscraper (125x600)
  - #1 Full Banner (580x70)
  - #2 Full Banner 1 (468x60)
  - #3 Full Banner 2 (468x60)
  - Special Offer 1 (50 words)
- High Impact Product Showcases - 1 image, logo, text
- Featured Videos

**Painting Pro Times eNewsletter**



**2014 Schedule - eNewsletter Participation covers two months - 4 issues - A reach of 104,408+**

Ad Deadline	Materials Deadline	Distribution Dates	Total Reach
December 2 2013	December 4 2013	Dec 9, Dec 18, Jan 16, Jan 30	104,408
February 5	February 7	Feb 12, Feb 26, March 12, March 26	104,408
April 8	April 10	Apr 15, Apr 29, May 14, May 28	104,408
June 4	June 6	June 11, June 25, July 17, July 30	104,408
August 6	August 8	Aug 13, Aug 27, Sept 10, Sept 24	104,408
October 4	October 8	Oct 10, Oct 24, Nov 7, Nov 20	104,408
November 28	December 2	Dec 4, Dec 18, Jan 15, Jan 29	104,408

## Online at [www.PaintingProTimes.com](http://www.PaintingProTimes.com) - Reach online buyers



**PaintingProTimes.com** is the destination for painting and coatings professionals who are involved in:

- News
- Trends
- Regulations
- Case Studies
- Craftmanship techniques
- Interactive opportunities for subscriber input
- Blogs presenting market insight and tips
- Videos offering training and new product information
- Special offers/ customized promotions

## Marketing Options

- Exclusive Push Down Expandable banner (990x30 expanding to a maximum 990x210)
- Exclusive "Spotlight On" position - above the fold position allows you to feature your solutions with up to 4 headlines linked directly to your website. High ROI.
- Leaderboard Banners (728x90)
- Skyscraper Banners (125x600)
- Large Rectangle Banners (336x280) limited to 4 Ads
- Featured Video Position - Post your own product or training video and we will also showcase it in 2 issues of the newsletter.
- White paper or case study showcased on our website and in at least 4 issues of the newsletter
- Exclusive Pop-Under Banners (720x300)

### Website Traffic

Monthly Page Views	42,812
Monthly User Sessions	11,048

## Painting Pro Time eBook Sponsorship



**Painting Pro Times** will release two editorial eBooks in 2014 - Estimating and Green Painting. Over 20,000 painting contractors will be invited to download each eBook, it will be promoted in 12 issues of **Painting Pro Times** email newsletter and it will be available on the **PaintingProTimes.com** website for download for six months. eBooks deliver content in a new, conveniently digital format to your target audience. It will increase the amount of time your prospect engages with your content and is a proven lead generator.

### Sponsorship Programs

- Branding - listed as a sponsor with logo placement
- "Brought to you Free by" designation in all promotional materials
- One digital ad may be placed with link to your website
- Lead Generation - all subscribers data based on downloads will be provided to sponsor
- Industry leadership - Insert your own article into the eBook

→ **Have your own eBooks or digital catalog? We can promote it and distribute it for you to over 25,000 Painting Contractors.**

### Painting Pro Times - eBooks

Theme	Ad Deadline	Materials Deadline	Off Press
Estimating	February 21	February 28	March
Green Painting	June 1	June 8	June

## SPECIAL MARKETING/ LEAD GEN OPPORTUNITIES

### Dedicated Email Blasts

Send your email blasts or special offers directly to our database - 20,000+ qualified painting & decorating professionals!



## PRODUCT MARKETING

### Maximizer Program

- Unlimited Press Releases
- Three Product Showcase (featured in the newsletter, online and in the monthly product showcases email & newsletters)
- One email blast to 20,000



### Market Surveys

Want to know what Painting Contractors are thinking? Purchasing trends? Key considerations when they buy? How often they purchase? What do they purchase? **Ask them.**

Sponsor a market survey and gain valuable market intelligence & generate hundreds of leads.

SPONSORSHIP FEE: \$5,000



### Social Media Marketing & Custom Newsletters

Expanded distribution (20,000):

- Produce and deliver valuable, relevant and

compelling content to your customers and prospects in 2014.

- Position your company as a trusted expert
- Build loyalty and impact buying decisions
- Generate leads
- Improves SEO results
- All content posted to both yours and PPT Social Media Channels

# 2014 Painting Pro Times Advertising Rates

## eNewsletter - Rates cover 2 months Participation (4 issues) - a reach of over 104,000

Position	Rates - Net	Position	Rate - Net
Top Leaderboard	\$3,950	#1 Full Banner	\$2,000
Top Skyscraper	\$2,950	#2 Full Banner	\$1,500
Middle Skyscraper	\$2,500	#3 Full Banner	\$1,000
Lower Skyscraper	\$2,000	Exclusive Special Offer	\$2,000
#1 SpotlightOn/Text Ad	\$2,000	Top Product Showcase	\$1,500
#2 SpotlightOn/Text Ad	\$1,500	Product Showcase	\$1,000
#3 SpotlightOn/Text Ad	\$1,250	Top Video/Second Video	\$750/\$500

### Online Rates - 3 month minimum

- Exclusive Spotlight On Position—\$750 per month
- Exclusive “Push Down” Expandable Banner—\$750 per month
- Leaderboard (728x90)—\$500 per month
- Skyscraper (125x600)—\$500 per month
- Large Rectangle (336x280) - \$450 per month
- Featured Video—\$250 per month; \$200 per month (6 months)
- White Paper / Case Study—\$750 (for 12 months)

*Non-exclusive banner positions limited to 3 companies*

### eBooks Sponsorship - 25,000 + Invitations to Download

- Branding (Prominent Sponsor Logo Placement)
- “Brought to You Free by” Designation in all promotional materials - 25,000 + each
- One Digital Ad/ Linked to your website
- Lead Generation - all download Subscribers provided to Sponsor
- Industry leadership (insert your own article)

Sponsorship Price: \$3,950

**Distribute and Promote your own eBook marketing fee: \$3,000**

## Painting Pro Times Integrated Media Sponsor - Leverage All Media Formats - Maximum Savings - Best ROI

### Platinum Level - ☐ \$18,750 (6 months)

- Logo Branding on website
  - High-Impact Newsletter marketing for 6 months—you choose the options— up to \$10,000 in value
  - Website Marketing—you choose the options—up to \$3,500 in value
  - Quarterly email broadcasted to 20,000
  - Expanded Editorial Coverage - unlimited product announcements
  - Thought Leadership - feature one article, video or blog in the newsletter and on website per quarter
- Total Value (6 months)—\$27,000  
Price—\$18,750 (6 months)

### Gold Level - ☐ \$16,250 (6 months)

- Logo Branding on website
  - High-Impact Newsletter marketing for—you choose the options—up to \$7,500 in value
  - Website Marketing—you choose the options—up to \$2,500 in value
  - One email broadcast to 15,000
- Total Value (6 months)—\$15,000  
Price (6 months)—\$11,250

## Lead Generation

Exclusive Content	Dedicated Email Blast	Market Surveys	Custom newsletter/social media marketing program (6 months)
<ul style="list-style-type: none"> <li>• Sponsor Special Section on newsletter</li> <li>• Offer &amp; Prizes</li> <li>• Responses and contacts</li> <li>• \$3,000—\$5,000</li> </ul>	<ul style="list-style-type: none"> <li>• 20,000 email addresses: \$3,600 (.18 per name)</li> <li>• 15,000 email addresses: \$3,000 (.20 per name)</li> <li>• 10,000 email addresses: \$2,200 (.22 per name)</li> </ul>	<ul style="list-style-type: none"> <li>• Survey 25,000 Painting Contractors</li> <li>• Sponsor provides 10 questions</li> <li>• We provide all responses + contact info</li> <li>• 100 guaranteed responses/ leads—\$5,000</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly custom newsletter + social media marketing including 20,000 distribution to Painting Pro Times subscribers: \$5,000 per issue</li> <li>• Quarterly custom newsletter + social media marketing including 20,000 distribution to Painting Pro Times subscribers: \$6,500 per issue</li> </ul>

## Contacts

### Advertising / Marketing

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