PAINTING PRO TIMES

2017 Media Kit

TARGET PAINT PROFESSIONALS

Bi-Monthly eNewsletter
Dedicated Email Blasts
Website
Custom Content & Social Media
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
- Craftsmanship tips
- Best business practices
- Contractor profiles
- Project analysis
- Equipment reviews
- Viewpoints and opinions
- Technology

Audience
Email subscribers (as of 9/1/2016): 25,552
Demographics:
- 62.9% Residential contractors
- 27.6% Commercial contractors
- 6.1% Industrial contractors
- 3.4% 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

2017 Schedule - eNewsletter Participation covers two months - 4 issues - A reach of 101,716+

<table>
<thead>
<tr>
<th>Ad Deadline</th>
<th>Materials Deadline</th>
<th>Distribution Dates</th>
<th>Total Reach</th>
</tr>
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<tbody>
<tr>
<td>Nov 30 2016</td>
<td>December 2 2016</td>
<td>Dec 6, Dec 15, Jan 12, Jan 26</td>
<td>102,208</td>
</tr>
<tr>
<td>February 8</td>
<td>February 10</td>
<td>Feb 15, Feb 28, March 15, March 29</td>
<td>102,208</td>
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<tr>
<td>April 7</td>
<td>April 10</td>
<td>Apr 13, Apr 26, May 17, May 31</td>
<td>102,208</td>
</tr>
<tr>
<td>June 7</td>
<td>June 8</td>
<td>June 15, June 29, July 13, July 27</td>
<td>102,208</td>
</tr>
<tr>
<td>August 11</td>
<td>August 14</td>
<td>Aug 17, Aug 31, Sept 14, Sept 28</td>
<td>102,208</td>
</tr>
<tr>
<td>October 6</td>
<td>October 9</td>
<td>Oct 12, Oct 26, Nov 15, Nov 29</td>
<td>102,208</td>
</tr>
<tr>
<td>December 1</td>
<td>December 4</td>
<td>Dec 6, Dec 19, Jan 17, Jan 31</td>
<td>102,208</td>
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</tbody>
</table>
Online at 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
- Craftsmanship 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

<table>
<thead>
<tr>
<th>Monthly Page Views</th>
<th>50,661</th>
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</thead>
<tbody>
<tr>
<td>Monthly User Sessions</td>
<td>12,737</td>
</tr>
</tbody>
</table>

Painting Pro Times Email Blast Combo

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

Combined with Spotlight Ad or Product Showcase

Pricing: $3,600 - $4,900 customized options available

2017 Email Blast Schedule:

- Jan 18
- Feb 1
- Feb 23
- Mar 3
- Mar 8
- Mar 22
- Apr 5
- Apr 19
- May 3
- May 10
- May 24
- June 7
- June 22
- July 19
- Aug 2
- Aug 9
- Aug 23
- Sept 20
- Oct 4
- Oct 18
- Nov 1
- Nov 8
- Dec 13

* Date must be pre-approved

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

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 2015.
- 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
2017 Painting Pro Times Advertising Rates

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Rates - Net</th>
<th>Position</th>
<th>Rate - Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>$3,950</td>
<td>#1 Full Banner</td>
<td>$2,000</td>
</tr>
<tr>
<td>Top Skyscraper</td>
<td>$2,950</td>
<td>#2 Full Banner</td>
<td>$1,500</td>
</tr>
<tr>
<td>Middle Skyscraper</td>
<td>$2,500</td>
<td>#3 Full Banner</td>
<td>$1,000</td>
</tr>
<tr>
<td>Lower Skyscraper</td>
<td>$2,000</td>
<td>Exclusive Special Offer</td>
<td>$2,000</td>
</tr>
<tr>
<td>#1 SpotlightOn/Text Ad</td>
<td>$2,000</td>
<td>Top Product Showcase</td>
<td>$1,500</td>
</tr>
<tr>
<td>#2 SpotlightOn/Text Ad</td>
<td>$1,500</td>
<td>Product Showcase</td>
<td>$1,000</td>
</tr>
<tr>
<td>#3 SpotlightOn/Text Ad</td>
<td>$1,250</td>
<td>Top Video/Second Video</td>
<td>$750/$500</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Exclusive Content</th>
<th>Dedicated Email Blast</th>
<th>Market Surveys</th>
<th>Custom newsletter/social media marketing program (6 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsor Special Section on newsletter</td>
<td>• 20,000 email addresses: $3,600 (.18 per name)</td>
<td>• Survey 25,000 Painting Contractors</td>
<td>• Monthly custom newsletter + social media marketing including 20,000 distribution to Painting Pro Times subscribers: $5,000 per issue</td>
</tr>
<tr>
<td>• Offer &amp; Prizes</td>
<td>• 15,000 email addresses: $3,000 (.20 per name)</td>
<td>• Sponsor provides 10 questions</td>
<td>• Quarterly custom newsletter + social media marketing including 20,000 distribution to Painting Pro Times subscribers: $6,500 per issue</td>
</tr>
<tr>
<td>• Responses and contacts</td>
<td>• 10,000 email addresses: $2,200 (.22 per name)</td>
<td>• We provide all responses + contact info</td>
<td></td>
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</tbody>
</table>