

PAINTING PRO *TIMES*



2018
Media
Kit

TARGET PAINT PROFESSIONALS

**Bi-Monthly
eNewsletter**

**Dedicated
Email Blasts**

Website

**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).

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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 9/1/2017): 25,761

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

Painting Pro Times eNewsletter

The screenshot shows the eNewsletter interface with a green header. It includes a navigation bar with links for Home, News, Articles, Blogosphere, Videos, and Events. The main content area features several sections: 'Trending' with an article on Scott's Scuffing; 'Fun Stuff' with an article on a 'Stupid' Great 'Fun' Glue; 'Origins of Craftsmanship' with an article on the 'American Paint History'; 'Spotlight On:' featuring T-Race Tape; 'Industry News' with articles on 'Apprentice Color of the Year 2018', 'Control the Catalysted Waterborne Epoxy', 'Responsible Better Airway Coating', and 'Professionalism on the Job'; 'Featured Videos' including 'Train Control Mix Control' and '3M Introduces WorkTunes Hearing Protector'; and 'Upcoming Industry Events' such as the 'SSPC Convention 2018'.

2018 Schedule - eNewsletter participation covers two months - 4 issues - A reach of 102,200+

Ad Deadline	Materials Deadline	Distribution Dates	Total Reach
Nov 30 2017	December 1 2017	Dec 7, Dec 21, Jan 11, Jan 25	102,208
February 6	February 9	Feb 15, Feb 28, March 15, March 29	102,208
April 6	April 10	Apr 12, Apr 26, May 17, May 31	102,208
June 7	June 8	June 14, June 28, July 12, July 26	102,208
August 10	August 14	Aug 16, Aug 30, Sept 13, Sept 27	102,208
October 5	October 9	Oct 11, Oct 28, Nov 15, Nov 29	102,208
December 3	December 4	Dec 6, Dec 20, Jan 17, Jan 31	102,208

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
- 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	50,858
Monthly User Sessions	12,903

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

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

NEW FORMULA!
PPG PAINTS™ SEAL GRIP® PRIMER

PPG PAINTS™ Seal Grip Interior/Exterior Acrylic Universal Primer/Sealer has been reformulated to meet your toughest interior and exterior primer requirements. It is designed to block most stains, including those from water, smoke, ink, markers and tannin.

It can also be recommended as a whole-house primer for use on properly prepared interior or exterior wood, masonry, plaster, wallboard, cement, brick, stucco, cement composition board and wall coverings.

Additional Benefits:

- Bonds incredibly well to hard-to-paint surfaces
- Has a deep base option for broad color capability
- Also available in an allyrd formulation

Conformance Standards:

- USGBC LEED® 2009
- CAGBC LEED® 2009
- MFI approved in categories 3, 6, 17, 39 and 137

[VIEW PRODUCT](#)

PPG PAINTS

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 2018.

- 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

New Opportunity - Knowledge Test Sponsor

- Logo and Link placed above the "Knowledge Test Leaderboard totals:"
- Opportunity to submit questions (published based on Editorial Approval)
- Collect the leads for those that participate

Minimum 6 month sponsorship - contact me for pricing

2018 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"> • Sponsor Special Section on newsletter • Offer & Prizes • Responses and contacts • \$3,000—\$5,000 	<ul style="list-style-type: none"> • 20,000 email addresses: \$3,600 (.18 per name) • 15,000 email addresses: \$3,000 (.20 per name) • 10,000 email addresses: \$2,200 (.22 per name) 	<ul style="list-style-type: none"> • Survey 25,000 Painting Contractors • Sponsor provides 10 questions • We provide all responses + contact info • 100 guaranteed responses/ leads—\$5,000 	<ul style="list-style-type: none"> • Monthly custom newsletter + social media marketing including 20,000 distribution to Painting Pro Times subscribers: \$5,000 per issue • Quarterly custom newsletter + social media marketing including 20,000 distribution to Painting Pro Times subscribers: \$6,500 per issue

Contact

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