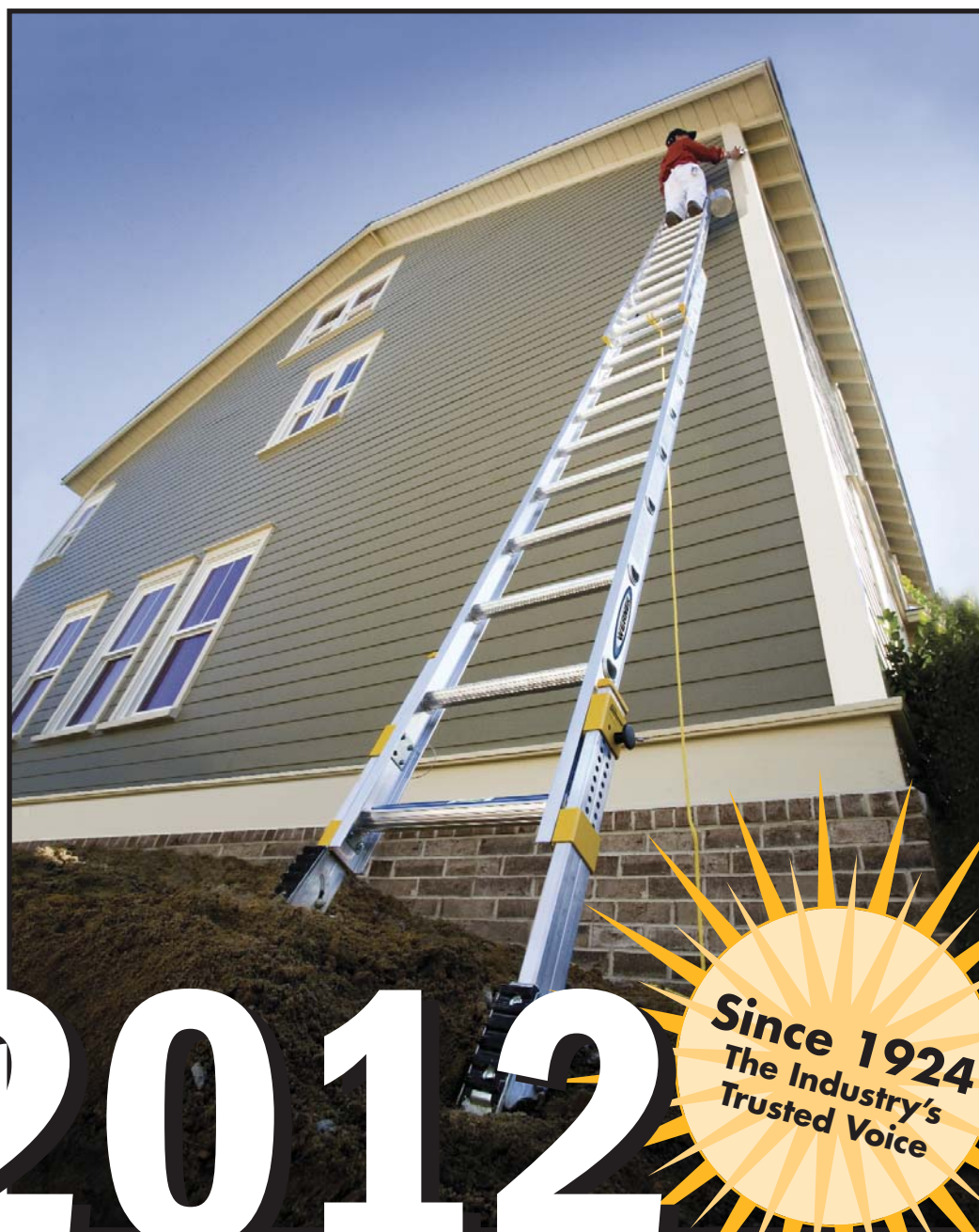


# AMERICAN PAINTING CONTRACTOR



**2012**  
**MEDIA PLANNER**

Since 1924  
The Industry's  
Trusted Voice

[paintmag.com](http://paintmag.com)

# 2012 EDITORIAL CALENDAR


## January/February – PDCA Expo Issue

Ad Close: 1/26/12 - Materials Due: 2/3/12

Features	Editorial Extras	Columns	Bonus Distribution
<ul style="list-style-type: none"> <li>• Primers</li> <li>• Faux Finishing</li> <li>• Paint Disposal</li> <li>• Trends</li> <li>• Concrete Stains and Coatings</li> </ul>	<ul style="list-style-type: none"> <li>• Product Roundup: Applicators</li> <li>• Ask the Experts: Graffiti, Clothing, Green Paint</li> </ul>	<ul style="list-style-type: none"> <li>• From the Field</li> <li>• Sound Business Management</li> <li>• NGPP on Paperhanging</li> <li>• A Painter's Life</li> <li>• TOP JOB</li> </ul>	<ul style="list-style-type: none"> <li>• PDCA Expo</li> <li>• World of Concrete</li> </ul>

## March

Ad Close: 2/24/12 - Materials Due: 3/2/12

Features	Editorial Extras	Columns
<ul style="list-style-type: none"> <li>• <b>Annual TOP JOB Awards</b></li> </ul> 	<ul style="list-style-type: none"> <li>• Product Roundup: Surface Prep</li> <li>• Ask the Experts: Marketing, Brushes and Rollers</li> </ul>	<ul style="list-style-type: none"> <li>• From the Field</li> <li>• Sound Business Management</li> <li>• PQI on the Move</li> <li>• A Painter's Life</li> </ul>

## April

Ad Close: 4/2/12 - Materials Due: 4/7/12

Features	Editorial Extras	Columns	Bonus Distribution
<ul style="list-style-type: none"> <li>• Green Paint</li> <li>• Respirators</li> <li>• Combating Mold and Mildew</li> <li>• Airless Sprayers</li> <li>• Efficiency</li> </ul>	<ul style="list-style-type: none"> <li>• Product Roundup: Green Products</li> <li>• Ask the Experts: Wood Stain, Clear Coats</li> </ul>	<ul style="list-style-type: none"> <li>• From the Field</li> <li>• Decorative Touch</li> <li>• NGPP on Paperhanging</li> <li>• A Painter's Life</li> <li>• TOP JOB</li> </ul>	<ul style="list-style-type: none"> <li>• Intex Expo, Denver</li> <li>• National Hardware Show, Las Vegas</li> </ul>

## May

Ad Close: 4/30/12 - Materials Due: 5/6/12

Features	Editorial Extras	Columns
<ul style="list-style-type: none"> <li>• <b>Exterior Wood Finishing Guide</b></li> <li>• Surface Prep</li> <li>• Ladder Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Product Roundup: Caulks and Sealants</li> <li>• Ask the Experts: Stain Removers, Networking</li> </ul>	<ul style="list-style-type: none"> <li>• Sound Business Management</li> <li>• PQI on the Move</li> <li>• From the Field</li> <li>• A Painter's Life</li> <li>• TOP JOB</li> </ul>



## June

Ad Close: 5/30/12 - Materials Due: 6/5/12

Features	Editorial Extras	Columns
<ul style="list-style-type: none"> <li>• Pressure Washers</li> <li>• Applicators</li> <li>• Faux Finishing</li> <li>• Going Green</li> </ul>	<ul style="list-style-type: none"> <li>• Product Roundup: Cleaners and Stain Removers</li> <li>• Ask the Experts: Customer Development, Low-VOC Enamels, Wood Stain</li> </ul>	<ul style="list-style-type: none"> <li>• From the Field</li> <li>• Sound Business Management</li> <li>• Decorative Touch</li> <li>• NGPP on Paperhanging</li> <li>• A Painter's Life</li> <li>• TOP JOB</li> </ul>

# 2012 EDITORIAL CALENDAR

## July

Ad Close: 6/29/12 - Materials Due: 7/7/12

Features	Editorial Extras	Columns
<ul style="list-style-type: none"> <li>• Concrete Coatings</li> <li>• Painter's Tape</li> <li>• Contracts</li> <li>• Beating the Heat</li> </ul>	<ul style="list-style-type: none"> <li>• Product Roundup: Patching Products</li> <li>• Ask the Experts: Low-VOC Coatings, Wood Cleaners, Green Adhesives</li> </ul>	<ul style="list-style-type: none"> <li>• From the Field</li> <li>• Sound Business Management</li> <li>• PQI on the Move</li> <li>• A Painter's Life</li> <li>• TOP JOB</li> </ul>

## August/September

Ad Close: 8/30/12 - Materials Due: 9/6/12

Features	Editorial Extras	Columns
<ul style="list-style-type: none"> <li>• <b>Tool &amp; Equipment Guide</b></li> <li>• Airless Sprayers</li> <li>• Surface Prep</li> <li>• Caulks and Sealants</li> <li>• Shopping for Insurance</li> </ul>	<ul style="list-style-type: none"> <li>• Product Roundup: Safety Equipment</li> <li>• Ask the Experts: Exterior Paint and Caulks and Sealants, Wood Stain</li> </ul>	<ul style="list-style-type: none"> <li>• From the Field</li> <li>• Sound Business Management</li> <li>• NGPP on Paperhanging</li> <li>• Decorative Touch</li> <li>• A Painter's Life</li> <li>• TOP JOB</li> </ul>

## October

Ad Close: 10/1/12 - Materials Due: 10/5/12

Features	Editorial Extras	Columns
<ul style="list-style-type: none"> <li>• <b>Interior Finishing Guide</b></li> <li>• HVLP</li> <li>• Low-VOC Coatings</li> </ul>	<ul style="list-style-type: none"> <li>• Product Roundup: Buckets, Pails and More</li> <li>• Ask the Experts: Wood Graining, Restoration, Estimating Jobs</li> </ul>	<ul style="list-style-type: none"> <li>• PQI on the Move</li> <li>• From the Field</li> <li>• Sound Business Management</li> <li>• A Painter's Life</li> <li>• TOP JOB</li> </ul>

## November/December

Ad Close: 11/29/12 - Materials Due: 12/5/12

Features	Editorial Extras	Columns
<ul style="list-style-type: none"> <li>• <b>Buyer's Guide</b></li> </ul>	<ul style="list-style-type: none"> <li>• Product Roundup: Decorative Tools</li> <li>• Ask the Experts: Workers' Comp, Electronics, Surface Prep</li> </ul>	<ul style="list-style-type: none"> <li>• From the Field</li> <li>• Sound Business Management</li> <li>• NGPP on Paperhanging</li> <li>• Decorative Touch</li> <li>• A Painter's Life</li> <li>• TOP JOB</li> </ul>

**This 12-Month Resource is a Must-Buy for any Media Schedule**

## In Every Issue

### Columns



**Scott Burt on Tools and Equipment**  
The 10-year owner of Top Coat Finishes shares his from-the-field experiences with painting equipment and supplies.



**NGPP on Paperhanging**  
A discussion on a paperhanging technique or new trend by various members of the National Guild of Professional Paperhangers.



**Monroe Porter on Sound Business Management**  
The president of PROOF Management Consultants offers advice and insights on business management issues.



**PQI on the Move**  
The Rohm and Haas Paint Quality Institute provides educational articles on topics covering training, marketing and industry trends for the painting contractor.



**Victor DeMasi on Decorative Finishing**  
The 30-year owner of Monarch Painting shares painting and decorating trends and techniques.



**A Painter's Life**  
Showcases the work and experience of one painter or paperhanger in each issue.



**AMERICAN PAINTING CONTRACTOR**  
**TRAINING DAYS** **2012 Tour Sponsorship Program**

Join the newest, most dynamic events in the painting industry!

APC Training Days bring together contractors and manufacturers in high-energy seminars that have contractors raving.

**Sponsor Cost\***

- Full-Run, 5-Event Schedule – \$20,000 total
- Partial-Run, 3-4 Event Schedule – \$4,500/each
- 1-2 Events – \$5,000/each

\* APC Display Advertisers receive discounts of 5-10%.

*“This was an outstanding meeting! Please tell me the next time you come to Central Florida.”*

— Training Days-Orlando Contractor

*“I cannot wait to attend more Training Days.”*

— Training Days-Houston Contractor

These one-day seminars provide top-level education to painting contractors and provide manufacturers incredible access to their best prospects. Training Day Sponsors receive:

- Exclusive, focus-group access to painting contractors
- Rare face-time with top contractors for product demos
- Hundreds of high-quality leads
- Exclusivity within your product category
- Print ads in every issue of *American Painting Contractor*
- Continuous presence on APC website
- E-mail broadcasts

**Past Training Day Cities**



Leverage the credibility of APC—the most trusted information resource in the painting industry—to market directly to the country’s highest-volume contractors.

**American Painting Contractor delivers the audience...  
 You deliver the message!**

For sponsorship information, contact: Andrew Dwyer, Publisher, (719) 471-7230, [adwyer@briefingsmediagroup.com](mailto:adwyer@briefingsmediagroup.com)

# APC WEBSITE

For as little as \$200 per month, your company can place a button ad on every page of the **American Painting Contractor** website! [www.paintmag.com](http://www.paintmag.com)

Professional painting contractors log on to receive instant access to our content-rich site.

Your sponsorship includes monthly traffic reports with click-thru rates.

### Button Ad Specs:

- 120 (wide) x 90 (high)
- 72 dpi
- File size = no more than 40kb
- We do accept animated gifs – same file size as above

### Banner Ad Specs:

- 468 (wide) x 60 (high)
- 72 dpi
- File size = no more than 40kb
- We do accept animated gifs – same file size as above

If you have a button that does not fit these requirements feel free to contact us, we can work with you to find a solution

### Button Ad Sponsorship Rates:

12 Months:	\$200/month
6 Months:	\$300/month
3 Month:	\$400/month
1 Month:	\$500/month

### Banner Ad Sponsorship Rates:

12 Months:	\$300/month
6 Months:	\$400/month
3 Month:	\$500/month
1 Month:	\$600/month

## The Monthly Brush Up and Product Showcases

The *Monthly Brush Up* is a monthly e-newsletter highlighting news, features, fun Facebook updates, videos and cool projects. Advertisers reach over 6,000 contractors and receive tracking results that include impressions and click thru's.

### Primary:

12 Months:	\$450/month
6 Months:	\$550/month
3 Month:	\$650/month
1 Month:	\$750/month

### Secondary:

12 Months:	\$275/month
6 Months:	\$375/month
3 Month:	\$475/month
1 Month:	\$575/month

Each month *American Painting Contractor* highlights a product category in the Showcase Edition. Showcase your product in this e-newsletter and get a free showcase ad on the website for that month. This is a great opportunity to give deals or free samples to contractors and drive up sales.

- Jan. – Applicators
- Feb. – Concrete Coatings
- March – Surface Prep
- April – Caulks and Sealants
- May – Stains
- June – Decorative Painting
- July – Sprayers
- Aug. – Safety Products
- Sept. – Jobsite Prep
- Oct. – Primers
- Nov. – Topcoats
- Dec. – Tools

## Manufacturer Videos (Includes up to five videos)

Do you have demos or video reviews of your products? Are you looking to get those videos in front of a wide range of painting contractors? This is your chance. Post your videos for 6 or 12 months and reach American painting contractors!

- 6 months: \$2,500
- 12 months: \$3,500

## Contractor Top 10 Videos

Each month *American Painting Contractor* will highlight the top 10 in contractor videos on the web. There is one exclusive sponsorship opportunity for program. Sponsor receives a banner ad on the Top 10 page and sponsorship video! Sponsorship: \$1,000 per month

## White Paper and Case Study

Post your case study or white paper on [www.paintmag.com](http://www.paintmag.com), and we will highlight it in one *American Painting Contractor* e-newsletter during the year. Posting a white paper or case study: \$1,000

**For more information, contact Emily Howard at 850-936-0200 or [ehoward@briefingsmediagroup.com](mailto:ehoward@briefingsmediagroup.com).**

# 2012 ADVERTISING RATES & PROGRAMS

Black & White	1x	3x	6x	9x
Standard Page	\$4,190	\$4,018	\$3,499	\$3,262
2/3 Page	\$3,521	\$3,397	\$3,035	\$2,760
1/2 Island	\$2,797	\$2,705	\$2,408	\$2,214
1/2 Page	\$2,446	\$2,365	\$2,036	\$1,890
1/3 Page	\$1,615	\$1,582	\$1,345	\$1,231
1/4 Page	\$1,253	\$1,161	\$994	\$918
Standard Spread	\$7,004	\$6,070	\$5,395	\$5,130
1/2 Spread	\$3,850	\$3,521	\$3,170	\$2,846

Other Guaranteed Placements: Add 10% of space charge

Placements	1x	3x	6x	9x
Back Cover	\$6,723	\$6,539	\$6,188	\$5,837
Cover 2 or 3	\$6,345	\$6,004	\$5,972	\$5,351
<b>Color</b>				
2/C Standard	\$486	<b>Catalog Showcase:</b>		
2/C PMS/Match	\$594	\$750 net (non-commissionable)		
3/C or 4/C Page	\$1,550	Catalog Showcase ads are available only to advertisers		
Spread 4/C	\$2,322	who place three or more insertions		
1/2 Spread 4/C	\$1,550			
Bleed	No charge			

## Online Advertiser Programs (Must be minimum 4x Advertiser)

For print advertisers looking to combine an online presence, we have a special package for you.

12 Month Button Ad	\$2,400	or	6 Month Button Ad	\$1,800
10 Video Listings for Year	\$7,000		5 Video Listings for Year	\$2,500
White Paper	\$1,000		White Paper	\$1,000
2 Showcase Ads	\$600		2 Showcase Ads	\$600
1 Month Contractor Video Sponsorship	\$1,000			
<b>Total Value</b>	<b>\$12,000</b>		<b>Total Value</b>	<b>\$5,900</b>
<b>Total Package Price</b>	<b>\$9,000</b>		<b>Total Package Price</b>	<b>\$5,000</b>

## 2012 Bonus Programs

### Bonus Programs for Frequency Advertisers

#### Bonus Program for 9x Advertisers

- 10,000 Free List Rental Names
- Free 2-Month Button Ad
- 3 Free Billboard Ads

#### Bonus Program for 6x Advertisers

- 5,000 Free List Rental Names
- Free 1-Month Button Ad
- 1 Free Billboard Ad

(1/3-page display ad or larger required to qualify)

**NOTE:** Bonus Program discounts include agency discount. No other discounts apply. Program applies to 2012 rates. Cancellation will result in short-rating and loss of bonus program benefits. Advertisers waive program benefits they do not utilize.

# MECHANICAL REQUIREMENTS

Publication Trim:	Width 8.125"	Depth 10.875"
Publication Bleed:	8.375"	11.125"

E-mail materials to: [kmartin@briefingsmediagroup.com](mailto:kmartin@briefingsmediagroup.com) or mail to:  
**Production Department: American Painting Contractor, 2807 N. Parham Road, Suite 200, Richmond, VA 23294, 804-762-9600 Ext. 323, Fax: 804-217-8999**

## Standard Advertisement Sizes:

Space may be used only in the following sizes:

	Width	Depth
Full Page	8.375"	11.125"
2/3 Page	4.625"	10"
1/2 Page Vertical	3.375"	10"
1/2 Page Horizontal	7"	5"
1/2 Page Island	4.625"	7.5"
1/3 Page Vertical	2.375"	10"
1/3 Page Square	4.625"	5"
1/3 Page Horizontal	7"	3.25"
1/4 Page	3.375"	5"
Business Response Card	6.125"	3.25"

## Full-Bleed Specs:

	Width	Depth
Single Page:	8.375"	11.125"
Spread	16.5"	11.125"
Spread, Gutter-Bleed Only	15.25"	10"
1/2 Page Spread, Bleed Bottom & Sides	16.5"	5.375"
1/2 Page Spread, Gutter-Bleed Only	15.25"	5"

**PRINTING METHOD:** Web offset.

**BINDING METHOD:** Saddle-stitched.

**ROTATION OF COLORS:** Black, Cyan, Magenta, Yellow (CMYK).

**COLOR PROOFS:** One set of progressive proofs, a Chromalin or Matchprint prepared according to SWOP standards is required. If a SWOP-standard proof is not supplied, color cannot be matched. Laser proofs required for B/W ads.

**LINE SCREEN:** 4-color, 2-color or B/W ads: 133-line screen recommended.

**SECOND COLOR SPECIFICATIONS:**

Advertisers purchasing two color may use black plus one of the following colors: cyan, magenta, yellow, standard red (process build of PMS 485 — 100% magenta + 91% yellow), standard blue (process build of PMS 2728 - 100% cyan + 69% magenta), standard green (process build of PMS 354 — 91% cyan + 83% yellow). All other colors will be charged as PMS exact ink match.

**SUBMITTING ADVERTISING MATERIALS ON DISK OR BY EMAIL:**

Press quality PDF files are preferred. Please be sure to embed all images and

fonts in the PDF. Other acceptable formats are JPG, TIFF and EPS files. All files must be high resolution (300 dpi). Images from Web pages will not be accepted. Acceptable media: CD or Zip disk; index or directory of disk/CD contents required. Ftp is available at request. Please note that we can not add, remove or change anything to your file besides reducing the size to fit within the ad specs.

**OVERSIZE ADS:** Publisher reserves the right to reduce material that is larger than the specified sizes and to charge for those services involved.

**DEADLINES:** Previous advertising copy will be repeated if new copy is not received by the ad materials due date.

**BLUELINE CHARGES:** A BlueLine Charge of \$150.00 will be applied if preferred material is not received by the date listed for receipt of material.

**STORAGE OF REPRODUCTION MATERIAL:** Original reproduction material left in publisher's possession is destroyed 12 months from date of issue unless publisher is notified in writing as to its disposition.

## Advertising Terms and Conditions

"Publisher" as used in the following means Briefings Media Group, LLC

- All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.
- Requests for specific position are not guaranteed unless position premium is paid.
- Advertisers will be charged for composition and other direct expenses for advertisements set but not used.
- Advertisers will be short-rated, consistent with the terms contained herein, if within any 12-month period from the date of first insertion they do not use the amount of space upon which the billings have been based. Failure to complete order as written to qualify for published Bonus Program for Frequency Advertisers will result in the loss of all discounts. Advertiser will be billed at published rates for space and for all items received through Bonus Program for Frequency Advertisers.
- All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be cancelled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation. The advertising rates as listed herein are for issues published during the period January 1, 2012 to December 31, 2012 only. Orders must be received by the published Advertising Close Date consistent with said issues.
- A contract (except for cover, preferred and special positions or incentive plan) may be suspended or cancelled upon written notice received by the publisher prior to published Advertising Close Date for the appropriate issue, and rate will be adjusted to that earned by actual number of insertions.
- Payment terms are net 30 days. Overdue accounts may be charged a 1.5% per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices. Invoices are issued upon ad close. Tearsheets will be provided upon request after publication.
- Recognized advertising agencies providing complete preferred print materials are allowed a 15% commission on gross billing space, color and position, only if the account is paid within 30 days.
- In the event of non-payment or other breach, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher, and for reasonable collection costs, including court costs and attorneys fees.
- Publisher offers no cash discounts.
- Verbal agreements are not recognized.
- Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order, or contract, when they conflict with the terms and conditions herein or any amendment hereto.
- All advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of the advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by publisher, arising directly or indirectly from the publication of any advertisement (including, but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.
- Advertisers and their agencies grant the publisher permission to communicate with them via available media including fax and e-mail.
- The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the Commonwealth of Virginia, USA.

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