

AMERICAN PAINTING CONTRACTOR CONTACTS

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AMERICAN PAINTING CONTRACTOR



2010
MEDIA PLANNER

**Our 87th
Year!**
Industry Veteran
Still the Industry
Leader

paintmag.com

2010 EDITORIAL CALENDAR

January/February – PACE Show Issue

Ad Close: 1/14/10 - Materials Due: 1/21/10

Features	Editorial Extras	Columns	Bonus Distribution
<ul style="list-style-type: none"> Concrete Stains/Coatings Faux Finishing Paint Disposal Portable Electronics 	<ul style="list-style-type: none"> Product Roundup: Applicators Ask the Experts: Graffiti, Clothing, Green Paint 	<ul style="list-style-type: none"> From the Senior Editor Sound Business Management NGPP on Paperhanging From the Field A Painter's Life TOP JOB 	<ul style="list-style-type: none"> PACE Show, Phoenix World of Concrete, Las Vegas

March

Ad Close: 2/24/10 - Materials Due: 3/3/10

Features	Editorial Extras	Columns
<ul style="list-style-type: none"> Annual TOP JOB Awards Low-VOC Primers Top 10 New Products 	<ul style="list-style-type: none"> Product Roundup: Surface Prep Ask the Experts: Marketing in a Down Economy, Brushes and Rollers 	<ul style="list-style-type: none"> Sound Business Management PQI on the Move A Painter's Life TOP JOB

April

Ad Close: 3/31/10 - Materials Due: 4/7/10

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

May

Ad Close: 4/28/10 - Materials Due: 5/5/10

Features	Editorial Extras	Columns
<ul style="list-style-type: none"> Exterior Finishing Guide Surface Prep – Tools and More Ladder Safety 	<ul style="list-style-type: none"> Product Roundup: Caulks and Sealants Ask the Experts: painters pants/clothes, stain removers, networking 	<ul style="list-style-type: none"> Sound Business Management PQI on the Move From the Field A Painter's Life TOP JOB



June

Ad Close: 5/26/10 - Materials Due: 6/2/10

Features	Editorial Extras	Columns
<ul style="list-style-type: none"> Pressure Washers Applicators Faux Finishing 	<ul style="list-style-type: none"> Product Roundup: Cleaners and Stain Removers Ask the Experts: Customer Development, Metallic Paint, Low-VOC enamels 	<ul style="list-style-type: none"> From the Senior Editor Sound Business Management Decorative Touch NGPP on Paperhanging A Painter's Life TOP JOB

MECHANICAL REQUIREMENTS

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

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"	4.875"
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"

E-mail materials to: production@briefingsmediagroup.com or mail to: **Production Department: American Painting Contractor, 2807 N. Parham Road, Suite 200, Richmond, VA 23294, 804-762-9600 Ext. 227, Fax: 804-217-8998**

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, 2008 to December 31, 2008 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. Tearshhets 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.

2010 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

Color

2/C Standard	\$486
2/C PMS/Match	\$594
3/C or 4/C Page	\$1,550
Spread 4/C	\$2,322
1/2 Spread 4/C	\$1,550
Bleed	No charge

Catalog Showcase: \$750 net (non-commissionable)
Catalog Showcase ads are available only to advertisers who place three or more insertions

2010 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 2009 rates. Cancellation will result in short-rating and loss of bonus program benefits. Advertisers waive program benefits they do not utilize.

2010 EDITORIAL CALENDAR

July

Ad Close: 6/30/10 - Materials Due: 7/7/10

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

August/September

Ad Close: 9/1/10 - Materials Due: 9/8/10

Features	Editorial Extras	Columns
<ul style="list-style-type: none"> • Tool & Equipment Guide • Airless Sprayers • Surface Prep • Caulks and Sealants • Shopping for Insurance 	<ul style="list-style-type: none"> • Product Roundup: Hand Tools • Ask the Experts: Stains, Exterior Paint and Coatings, Caulks and Sealants 	<ul style="list-style-type: none"> • From the Senior Editor • Sound Business Management • NGPP on Paperhanging • Decorative Touch • From the Field • A Painter's Life • TOP JOB

October

Ad Close: 9/29/10 - Materials Due: 10/6/10

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

November/December

Ad Close: 11/29/10 - Materials Due: 12/6/10

Features
<ul style="list-style-type: none"> • Buyer's Guide

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

In Every Issue

Columns



Monroe Porter on Sound Business Management

The president of PROOF Management Consultants offers advice and insights on business management issues.



Victor DeMasi on Decorative Finishing

The 30-year owner of Monarch Painting shares painting and decorating trends and techniques.



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.



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.



A Painter's Life

Showcases the work and experience of one painter or paperhanger in each issue.

APC – MARKETING THAT WORKS



Now more than ever, companies require effective marketing. And despite all the bells and whistles that pass for “marketing” these days, the rule you learned on day one of Business School remains true:

Effective marketing simply requires a vehicle that reaches and resonates with your top prospects.

Among painting contractors, that vehicle continues to be *American Painting Contractor*.

Why do advertisers prefer *APC*? It’s not complicated. Only *APC*...

- Delivers editorial that contractors actually read – about products and applications
- Focuses on painting contractors...not GCs, architects, plumbers or other vaguely-related construction titles.
- Offers the industry’s most recognized Award Program...TOP JOB!

It’s simple – contractors read *APC*. Contractors respect *APC*. We’ve been doing this for 87 years, so we’re not struggling to carve out a “presence” in this industry. Run your message in the magazine that works.

APC works for contractors.
APC works for advertisers.

GREEN COVERAGE IN APC

Looking to promote your green product?



APC is dedicating extensive coverage to green topics in 2010, providing advertisers ideal opportunity to craft a marketing campaign around applicable editorial.

Ask your sales representative how you can leverage your company’s advertising message with articles on Green Products, Low-VOC Paints and Primers, and many other topics.

In addition, send information on your products to the *APC* Editor, ehoward@briefingsmediagroup.com. We may be able to include them in a future feature!

APC Exclusives

AMERICAN PAINTING CONTRACTOR **TOPJOB TOPJOB Awards:**

American Painting Contractor’s TOPJOB Awards are the most recognized in the industry. Profiles of the **TOPJOB** grand prize winners and honorable mentions are featured in each issue.

Readership Study: Proof that American Painting Contractor is the magazine painting contractors read for practical business, application and purchasing advice.

2010 Buyers’ Guide: The industry’s only Buyers’ Guide published for professional painting contractors—an indispensable tool!



Jerry Howell, Senior Contributing Editor

The man with unparalleled experience with both contractors and retailers lends his voice to painting’s oldest magazine.