

# 2008 MEDIA GUIDE

# **Maximize**Your Marketing Message

- 95% of readers are directly involved in purchasing
- 87% of recipients are business owners
- 83% said Professional Painting Contractor influences their purchasing decisions

(Source: Readership Survey conducted by Marquette University.)

Every issue of *Professional Painting Contractor* reaches key decision-makers across North America. Nearly 75 percent of recipients say they read the entire publication and 70 percent of copies are passed on to two or more readers.

### Circulation

Professional Painting Contractor continues to reach over 300,000 highly targeted small businesses in the United States and Canada. These are predominantly small to medium-size professional companies with real purchasing power.

The *Professional Painting Contractor* mailing list is comprised of actual purchasers and active buyers. Magazine recipients are qualified daily through cash register sales at more than 3,000 Sherwin-Williams outlets nationally.

#### **Editorial Focus**

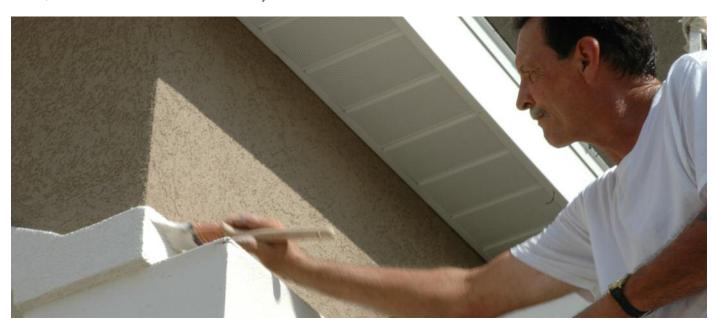
Ongoing market research and readership surveys ensure that the magazine delivers information that readers want. Each issue of *Professional Painting Contractor* includes:

**Products and Application** – the latest information on specific application procedures, new product and equipment reviews, news on advances and regulations that affect the paint industry. Each issue contains a wealth of handson, how-to solutions for any paint situation or substrate.

Ask Your ProPartner – This popular Q&A column features coatings expert Rick Watson answering real-world reader questions on a wide range of application, substrate and coatings topics.

**Business Management** – Critical information for contractors includes topics from financial tips to examples of proven marketing strategies. In addition, the PPC Notebook gathers management and operations tips in quick-read bullets for busy paint firm owners.

Contractor and Project Profiles – Paint contracting firms share their personal stories in every issue. Here, contractors share the secrets of their business success with detailed color photography showcasing their work and techniques. In addition, landmark projects of special interest and application techniques are described in detail.



# **Mechanical Requirements**

Professional Painting Contractor accepts only 4-color full-page, two-page spread and horizontal half-page ads in electronic file format. SWOP color standards apply.

Trim size:	One page ad Two page spread Half page horizontal	8 <sup>3</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>4</sub> " 16 <sup>3</sup> / <sub>4</sub> " x 10 <sup>3</sup> / <sub>4</sub> " 7 <sup>1</sup> / <sub>2</sub> " x 4 <sup>1</sup> / <sub>2</sub> "		
Bleed size:	One page ad Two page spread Half page horizontal	8 <sup>5</sup> / <sub>8</sub> " x 11" 17" x 11" no bleeds		
Electronic files	s: Quark, Illustrator, Photoshop and PDF files are acceptable.			
Screen ruling:	150 line screen			
Densities:	Maximum 300%			
Proofs:	Color proof required with	all electronic files.		

#### 2008 Ad Rates

Professional Painting Contractor's rates are among the industry's leaders. At a cost of \$57 per thousand Professional Painting Contractor is an efficient and far reaching media buy.

	1x	2x	3x
4/Color Half Page	\$8,915	\$8,430	\$7,945
4/Color Single Page	\$16,200	\$15,325	\$14,445
4/Color Spread	\$29,160	\$27,585	\$26,000

#### 2008 Media Schedule

Space Reservation Deadline	Materials Due	Mail Date
Jan. 30	Feb. 6	Mar. 14
May 20	May 27	July 7
8		
Sept. 17	Sept. 24	Nov. 7
	Jan. 30 May 20	Reservation Deadline Due  Jan. 30 Feb. 6  May 20 May 27

# **Complimentary Copies**

Participants receive 5 complimentary copies. Additional quantities are available at \$1.50 each. Reprints of selected articles are also available at cost upon request.

#### **Commissions**

Recognized advertising agencies are allowed 15 percent of gross billing provided account is paid in full within 30 days of invoice date.

# **Mailing Instructions**

Professional Painting Contractor magazine Northbrook Publishing 21420 West Greenfield Avenue New Berlin, WI 53146

Phone: (262) 650-3691 Fax: (262) 650-9261

E-mail: rnovak@northbrookpub.com

www.northbrookpub.com



Protective Clause: Advertisers submitting ads or other printed materials for publication in Professional Painting Contractor assume liability for all advertising content and also agree to indemnify The Sherwin-Williams Company or Northbrook Publishing for any loss or damage resulting from such advertising. The Sherwin-Williams Company reserves the right to reject the ad or other printed materials not conforming to editorial standards.