

PROFESSIONAL PAINTING CONTRACTOR

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 hands-on, 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	8 ³ / ₈ " x 10 ³ / ₄ "
	Two page spread	16 ³ / ₄ " x 10 ³ / ₄ "
	Half page horizontal	7 ¹ / ₂ " x 4 ¹ / ₂ "
Bleed size:	One page ad	8 ⁵ / ₈ " x 11"
	Two page spread	17" x 11"
	Half page horizontal	no bleeds
Electronic files:	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

Issue	Space Reservation Deadline	Materials Due	Mail Date
Spring 2008			
Vol. 18, No. 1	Jan. 30	Feb. 6	Mar. 14
Summer 2008			
Vol. 18, No. 2	May 20	May 27	July 7
Fall/Winter 2008			
Vol. 18, No. 3	Sept. 17	Sept. 24	Nov. 7

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

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 New Berlin, WI 53146
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