Website Advertising

ACA WEBSITE ADVERTISING

Strengthen your current marketing plan with a presence on the ACA website, Paint.org. For years, coatings professionals have turned to this critical resource for 24/7 updates on industry news, legislative issues, and technical innovations. Responsively designed, Paint.org optimizes your ads for viewing on any device—driving increased engagement and delivering your message to the right audience at the right time.

Leaderboard Banner

Prominent posting visible at the top of the page, or in a secondary location mid-way down the page.

- Location: Selected pages throughout the site. Leaderboard locations are first-come, first-served.
- Size: 728w x 90h pixels
- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

Medium Rectangle Banner

Position your banner on the most highly tracked pages on *paint.org*.

- Location: Selected pages throughout the site.
- Size: 300w x 250h pixels
- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

Wide Skyscraper Banner

Prominent posting visible at the left or right-hand side of the page.

- Location: Selected pages throughout the site. Skyscraper locations are first-come, first-served.
- Size: 160w x 600h pixels
- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

Half-page Banner

These highly impactful banners will appear on the right side at the top of the page.

- Location: Selected pages throughout the site. Half-page banner locations are first-come, first-served.
- Size: 300w x 600h pixels
- File Formats: JPG, GIF, Animated GIF
- Features: Link to URL

Sponsored Content/White Paper

Provide your own content or white paper to be posted on the *CoatingsTech* landing page on paint.org. All submitted materials, including but not limited to copy and artwork, are subject to ACA approval.

- Location: *CoatingsTech* landing page of *paint.org* and highlighted in a minimum of one issue of *CoatingsTech Direct* e-newsletter.
- Duration: To be posted on the first business day of the month and remain on the page for 3 months.
- File Types: Sponsor will provide non-promotional copy, such as research reports, case studies, or infographics.

Video Ad

Your corporate video posted* to paint.org in a prominent position.

- Recommended Size: 1280w x 720h pixels
- Orientations: Landscape, square, portrait
- Accepted Aspect Ratios: 16:9 (for landscape videos)
  1:1 (for square videos)
  9:16 (for portrait videos)
- Maximum File Size: 512 MB
- Recommended Formats: MP4 for web, MOV for mobile
- Maximum Duration: 140 seconds

*Video ads may be either embedded links from a corporate video platform, such as Vimeo, or hosted on paint.org.