

## Display Advertising with MPI

MPI's Paintinfo website provides a vital reference for the coatings industry worldwide. The MPI Approved products section alone see's over 60,000 unique visitors per month, mainly buyers and specifiers who are actively seeking to purchase MPI Approved Products for their projects.



Paint buyers from Federal Government and Military Specifications Over 60,000 architects who use Master-Spec as well as users of SpecLink & Spex.ca Facility Managers who want to choose a sustainable product. Contractors that bid on painting projects for buyers/specifiers.



**60,000**  
unique visitors  
per month





**78,000**  
ad views  
per month



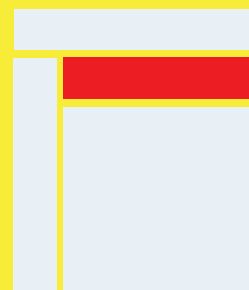
**Monthly**  
reports detailing  
views/click rates

## MPI Display Advertisement Package

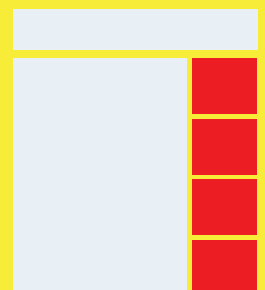
Advertisements appear on almost every page of the free MPI Online Approved Products Lists website; PaintInfo.com and Specifygreen.com - that's over 350 pages! Leaderboard and Inline Rectangle available.

Leaderboard	1x month	6x	12x
 ALL	\$1,650	\$1,400	\$1,150
Inline Rectangle	1x month	6x	12x
 ALL	\$1,450	\$1,200	\$1,050

**Leaderboard Banner**  
(728W x 90H)



**Inline Rectangle**  
(300W x 250H)



Files accepted: JPEG, GIF, PNG, Flash Preferred  
Animated files welcome .

## CONTACT

For more information please contact: Richard Bright - rbright@mpi.net / 1-888-674-8937

## Newsletter Advertising with MPI

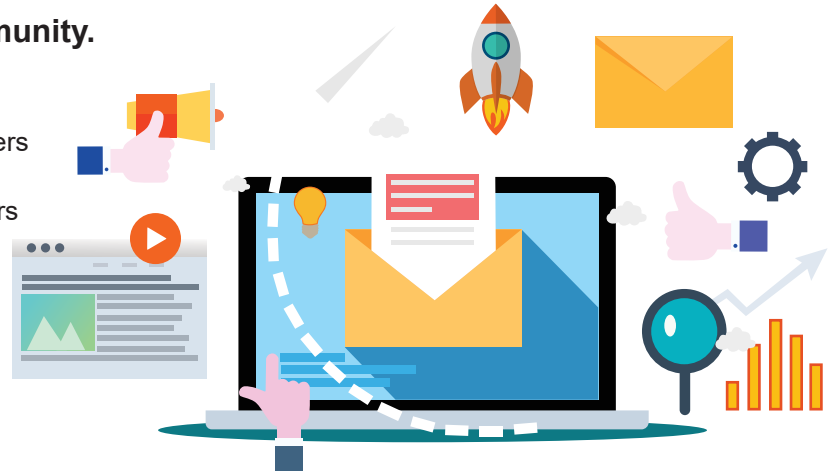
MPI's newsletters are a source of vital information for members of the paint and coatings community.



31% contractors/ 30% Paint Manufacturers  
21 % architects, specifiers & designers  
8% facility owners and property managers  
7% other / 3 % paint retailers



**64,000+**  
Newsletter subscribers



## MPI Newsletter Advertisement Package

The Master Painters Institute informative Newsletters are sent out via e-blast to over 4,800 subscribers.

**APL News** is sent out monthly, with 1 Ad space of 90w x 728h (100% SOV)

AD RATE	List	Discount packages are available.
<b>APL News</b>	\$1,100	Tailored by request.

**Paint Matters** is sent out bi-weekly, with 2 Ad spaces of 300w x 250h

AD RATE	List	Discount packages are available.
<b>APL News</b>	\$1,100	Tailored by request.



Files accepted:  
JPEG, GIF, PNG, 50k or less.  
No Animated files.  
Web link address required.  
CLICK for more info or visit:  
[paintinfo.com/MPInews](http://paintinfo.com/MPInews)



Special bundle offers available, Contact Us for details

## Deadlines

### Artwork

Artwork due a minimum of 3 business weeks prior to scheduled start or send date.

### Changes

One free creative change per month on online ads, additional are chargeable.

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