CoatingsTech provides you with unique insight into the ever-changing and exciting world of coatings. With our exclusive access to industry leaders in both technology and business, we are committed to leading the way into the future. As ACA’s flagship publication, our continued focus is on the technical and market advances that impact your business. We will always provide you with the most reliable, advanced, market-driven information you need to succeed in the coatings industry.

With the highest quality content, presented on the most innovative multimedia platforms, CoatingsTech will help you reach formulators, chemists, purchasing agents, and more—in short, the most influential, highly engaged decision makers in the industry.

As the only paid circulation publication for the coatings industry, our ACA members and subscribers span the range of coatings professionals—from the board room to the bench to the field. We reach decision makers at the companies manufacturing more than 90% of the coatings in North America, and far into the global market.

The next generation of coatings is here. And the next generation of digital access is here—through CoatingsTech.

We hope you take advantage of our boldly designed print and game-changing digital editions, valuable web portal, and bonus distribution—and place your products and services in the most exciting and targeted publication in the industry.

CoatingsTech will help you reach formulators, chemists, purchasing agents, and more—in short, the most influential, highly engaged decision makers in the industry.
WHY PARTNER WITH COATINGSTECH?

The days of ‘one-size-fits-all’ media are over.

With CoatingsTech, you have an array of innovative custom solutions. Whether you are looking for leads, an opportunity to share expertise, increased market share—or all of the above—the CoatingsTech Sales Team will customize a program that ensures success. Our media platforms—print, digital, and online—bring the latest in coatings information to the industry using the most innovative technology in the industry.

INFLUENCE

No other industry publication has the support and reach of the American Coatings Association. The official publication of the ACA—and of the American Coatings Show—CoatingsTech is the leading resource for key decision makers of the industry. With ACA, CoatingsTech has exclusive access to the most up-to-date research on market trends, as well as important insights from the industry’s regulatory experts. As the only peer-reviewed magazine in the industry, CoatingsTech continues to set the standard, engaging readers, and prompting them towards action every month.

INNOVATION

CoatingsTech has evolved beyond a print magazine with a basic digital companion. We use cutting-edge technology to enhance the reading experience for the digital audience. CoatingsTech’s futuristic approach allows for customized, interactive branding that includes videos, slide shows, voice-overs, and hotspots. Publication trends predict a continued increase in readership on mobile devices. CoatingsTech brings the future into today with a state-of-the-art mobile app that repurposes content with the modern reader in mind. This gives your company the ability to target an audience who wants content on the go, accessible at any time, any where.

REACH

ACA’s website, paint.org offers a wealth of information for the industry. The site, and in particular, the new CoatingsTech area, draws constant traffic as it provides information about ACA’s programs, legislation, and industry news. Your banner ad’s visibility on the site is an effective, high-impact branding and marketing opportunity.

ACA Website
PAINT.ORG
Banner Advertising

The ACA website serves as the best resource for coatings professionals. A responsively designed site, paint.org optimizes your ads for viewing on any desktop or mobile device, increasing your overall ad exposure across platforms. By featuring your banner ad on the ACA website, you can create brand awareness and maximize your ad impact and lead generation.

### BANNER AD SPECIFICATIONS

**AD PROPERTIES:** RGB, 72 dpi  
**FILE TYPE:** GIF, animated GIF or JPEG (name files with appropriate extension)  
**FILE SIZE:** Maximum 100K

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Rates are based on gross rate  
*Split schedules — add 15%*
**Show Packages:** At the major industry events in 2017, CoatingsTech will provide bonus distribution and Show Packages to bring the greatest ROI through print, digital, web, and email promotions. Contact our Sales Team—Carolyn Ward (cward@paint.org) and Nicole Vaziri (nvaziri@paint.org) for details.

**“Focus Issues”:** Some topics are just too big to cover in one or two articles. In 2017, CoatingsTech will offer several "Focus" issues that provide in-depth, expert analysis and interviews on topics of importance. Contact our Editorial Team for details on participating—publications@paint.org.

**Plan now to be part of these Special Issues:**

**January**

**Focus Issue:** Automotive Coatings

CoatingsTech provides an unprecedented and provocative look at the future of automotive coatings, including OEM and Refinish.

**Bonus Distribution:**

- Waterborne Symposium February 19–24 New Orleans, LA
- IPPIC Annual Meeting February 27–March 2 Victoria, BC
- Preshow Issue: European Coatings Show April 7–10 Nuremberg, Germany

**February**

**Focus Issue:** Distributors

CoatingsTech offers the industry’s most comprehensive directory of distributors and independent sales agents, highlighting territories served and principals represented.

**March**

CoatingsTech serves as the industry’s inside guide to major coatings events. Program highlights, award-winning technology, and exhibit spotlights are among the features.

**Bonus Distribution:**

- CoatingsTech Conference Sponsored by ACA March 20–22 Cleveland, OH
- Corrosion 2017 March 26–20 New Orleans, LA
- SHOW Issue: European Coatings Show April 7–10 Nuremberg, Germany

**April**

Spotlighting innovative work on Interior Architectural coatings, the issue provides insight into the challenges of corrosion prevention. Exclusive market data and analysis are offered.

**Bonus Distribution:**

- SSCT Annual Meeting April 30–May 3 Sarasota, FL
- Preshow Issue: Eastern Coatings Show May 15–18 Atlantic City, NJ

**May**

**Focus Issue:** Green Coatings

This special issue is ACA’s 4th annual guide to “all things green.” Features examine the technologies, regulations, and products that demonstrate the industry’s commitment to sustainability. Once again, CoatingsTech offers its popular “Cool New Products Guide.”

**Show Issue:**

- Eastern Coatings Show May 15–18 Atlantic City, NJ

**June**

In June, important challenges facing formulators are examined, including infrastructure improvements, achieving low VOC, and finding solutions to the difficult issues facing developers of marine coatings.

**July**

**Focus Issue:** Distributors

CoatingsTech offers the industry’s most comprehensive directory of distributors and independent sales agents, highlighting territories served and principals represented.

**August**

Featuring the latest innovations in Concrete Coatings, the August issue also highlights advances in coatings manufacturing, weathering and durability, and preservatives.

**Bonus Distribution:**

- ACA Fall Meetings Dates/Location TBD
- Preshow Issue: Western Coatings Show October 15–18 Las Vegas

**September**

The September issue focuses on the important area of Protective Coatings, and profiles some new coating applications that are shaping the transportation coatings industry.

**Bonus Distribution:**

- ACA Fall Meetings Dates/Location TBD
- Preshow Issue: Western Coatings Show October 15–18 Las Vegas

**October**

Focusing on the presentations, exhibits, and major happenings of the Western Coatings Show, the issue also profiles new resin and binder technologies, novel waterborne systems, and sustainable solutions

**Bonus Distribution:**

- Preshow Issue: Western Coatings Show October 15–18 Las Vegas

**November/December — 2018 CoatingsTech Buyers Guide**

Highlight your products and services in the industry’s most referenced print Buyers’ Guide. Advertisers in this issue receive high-impact, value-added benefits.
# 2017 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>TOPICS</th>
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<th>AD PLACEMENT DEADLINE</th>
<th>INDUSTRY EVENTS/BONUS DISTRIBUTION</th>
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<td>• Pigments/Colorants</td>
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<td>FEBRUARY</td>
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<td>• CoatingsTech Conference/ECS Preview</td>
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<td>• UV/EB Technologies</td>
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<td>• Corrosion Prevention</td>
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<td>• Western Coatings Preshow</td>
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<td>• Transportation Coatings</td>
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To ensure timely coverage of the market, the Editorial Calendar may be subject to change.
2017 Display Ad Rates

Effective January 2017 (all rates shown in USD)

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PRINT ADVERTISING POLICIES

PREMIUM RATES:
- Second and Third Cover—Add 15%
- Fourth Cover—Add 25%
- Guaranteed Placement—Add 10%

COLOR:
PMS colors will be converted to process unless advertiser specifies otherwise. PMS rates quoted upon request.

COMMISSION AND CASH DISCOUNT:
Agency commission: 15% allowed to recognized agencies on charges for space, color, and position. No agency commission for insert handling or binding, reprints, or other mechanical charges.

ADVERTISEMENT POLICY:
Insertion instructions must be supplied for every advertisement. All copy is subject to the approval of the publisher. Publisher reserves the right to place the word “advertisement” with copy that resembles editorial matter.

CANCELLATION POLICY:
No cancellations will be accepted after closing date. Cancellations must be made in writing. Advertisers will be invoiced the full cost of the advertisement for space reserved when no ad materials or instructions are received prior to the materials deadline.

FOR QUESTIONS:
Contact Cathy Banks, ACA Production Manager, 202.719.3693; cbanks@paint.org.

PUBLICATIONS SPECIFICATIONS

TRIM SIZE: 8" x 10.75"
BLEED SIZE: 8.25" x 11" (includes 1/8" on 4 sides)
NO crop marks are preferred; if included, they must be outside the bleed area.

SEND AD MATERIALS TO: CTproduction@paint.org

FOR ADVERTISING RATES, CONTACT:
Carolyn Ward, ACA Director of Advertising
704.660.6530  | cward@paint.org
Interactive DIGITAL Editions on Your Tablet or Phone

The must-read publication for industry personnel is available in an eye-catching, user-friendly tablet and phone edition. Offered for download in the Apple Store and Google Play, the app format offers a more interactive experience, increasing reader engagement with CoatingsTech content.

Discover new ways to attract readers with your products by using the full range of dynamic digital opportunities, such as:

- live links
- video
- interactive graphics
- slide shows
- audio overlays
- hot spots
- scrollable frames

CoatingsTech offers a number of digital advertising opportunities, including:

- **STANDARD LINK-ENABLED**
  - Every advertisement in the print edition of CoatingsTech will be included in the digital edition at no additional cost, and no new materials are required for standard advertising in this edition.
  - Standard, link-enabled digital ads allow readers to view your ad in HD with remarkable clarity. Hot links direct readers to your website or send an e-mail from within the magazine.

- **PREMIUM**
  Premium enhancements capture and retain the attention of all readers. Choose from several options such as video, photo galleries, slideshows, or interstitial ads (placed next to related feature articles in digital version). Available to full-page advertisers only.

- **CUSTOM**
  Custom enhancements offer a higher level of interactivity. Our design team will work with you to customize advertisements or to repurpose previously created digital ads for our magazine. Available to full-page advertisers only.

- **SMART PHONE WELCOME BANNER**
  In each issue, one advertiser may contract for placement on the CoatingsTech digital “Welcome Banner” screen. This high-profile advertisement appears as the digital issue launches on subscribers’ smart phones.

### 2017 DIGITAL RATES

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<td>Add 25% to print rate</td>
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</table>

**Digital Welcome Banner** $1200 gross/$1020 net

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**FOR ADVERTISING RATES, CONTACT:**
Carolyn Ward, ACA Director of Advertising
704.660.6530  |  cward@paint.org

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**DIGITAL DELIVERY EMAIL**

Each month, the digital issue of CoatingsTech is emailed to all ACA members and subscribers. Banners offered on the Digital Delivery Email provide a direct link to your URL.

Space is reserved on a first-come, first-served basis, so contact Carolyn Ward or Nicole Vaziri today for pricing and specs on this powerful delivery tool.
CoatingsTech offers you a “quality over quantity” audience. CoatingsTech readers come from leading companies around the globe, including:

Benjamin Moore & Company
The Valspar Corporation
The Sherwin Williams Company
Ellis Paint Company
PPG Industries
Aexcel Corporation
Dunn-Edwards Corporation
Air Products & Chemicals
Troy Corporation
Arch Chemicals
Dow Coating Materials
AkzoCoating Systems
Coronado Paint Co., Inc.
Barr Brands International
G.C. Brandt, Inc.
Burgess Pigment
AlkNeobel Inc.
BYK-Gardner USA
California Products Corp.
Arkema Coatings Resins
Camger Coating Systems
The ChemQuest Group
Archway Sales
Jotun Paints
The Chemark Consulting Group
Chromaflo Technologies
CIMP Coatings, Inc.
BYK USA
Evonik Corporation
BrandtTechnologies, LLC
COATEX, Inc.
Nexeo Solutions
Coatings Research Group
Fine Paints of Europe
Sun Chemical Corporation
BASF Corporation
Columbia Paint Corporation
Argex Titanium
Comex Group
Ashland, Inc.
Cristal
Davis Paint Company
Mobile Paint Mfg.
Jamestown Coating Technologies
DynaChem, Inc.
Dowd and Guild Inc.
RPM International Inc.
Covestro
Bona US
Rockwood Pigments
Eastman Chemical Company
Ansa Coatings Limited
Chidley & Peto Company
TMS Manufacturing
Egyptian Lacquer Mfg.
XIM Products
Alberdingk Boley
Farwest Paint Mfg.
Fitz Chem Corporation
GEO Specialty
Buckman
Yenkin-Majestic Industries
Hallman/Lindsey Paints
Delta Laboratories, Inc.
American Chemet Corp.
HALO Div. ICL Performance
He Bei Chen Hong Paint Company
Dixie Chemical Company
Heucotech Ltd.
Elements Specialties
Wooster Brush Company
Hirshfield’s Paint Mfg.
C.E. Bradley Laboratories
HORN
Induron Coatings
INSL-X Products Corporation
Ponderosa Paint Co.
Janssen PMP
U.S. Paint Corporation
PCCR USA
Jones-Blair Company
Wacker Chemical
Kelly-Moore Paint Company
KW Container
Lintech International
Brady-Palmer Label Corp.
Forrest Technical Coatings
Lord Corporation
Lubrizol Advanced Materials
Tnemec Company
Behr Process Corp.
Allnex USA Inc.
BWAY Corporation
Chase Products Company
Marcus Paint Company
Century Industrial Coatings
Brenntag North America
Cargill Industrial
Chemours
Miami Chemical
Boulder Imaging, Inc.
McCullough & Associates
NB Coatings
3M
Nordox AS
O’Leary Paint Co.
Oak Printing
Waterfox Coatings Corp.
Clarkian Corporation
Orr & Boss
BrynDana International
Patcham USA LLC
Celanease
Farrow & Ball Inc.
Gaco Western LLC
Polyglas USA
Kelley Technical Coatings
Quest Specialty Chemicals
Barton Solvents, Inc.
Hentzen Coatings
Richard’s Paint Mfg. Co.
Seymour of Sycamore
Invotec LLC
Silberline
Myriant Corporation
Southern Diversified Products
TCR Industries
True Value Manufacturing
Chicago Aerosol LLC
UNIVAR USA
Coopers Creek Chemical Corp.
Universal Chemicals & Coatings
Vogl Paint

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