

# Advertising Opportunities at a Glance

## Print

*CoatingsTech* remains committed to providing our industry-leading content to readers in multiple formats, and many readers prefer print, especially for the in-depth peer-reviewed technical articles that set us apart from other publications. We will work with you to build a powerful strategic campaign to deliver your advertising messages.



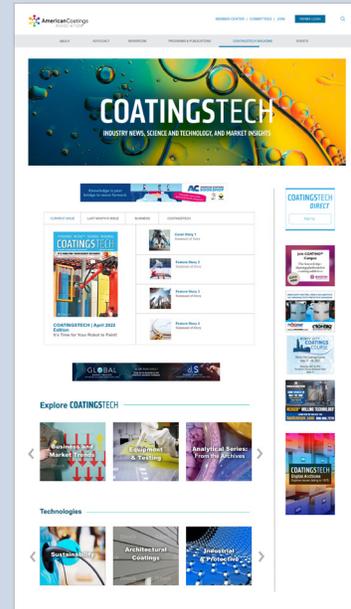
## Digital/Mobile

*CoatingsTech* is a leader in digital publishing. Our readers leverage the 24/7 worldwide accessibility and depth of knowledge in our digital editions and archives. The online magazine is available anywhere, anytime. Our responsive design format is ideal for viewing on all digital devices, including computers, tablets, and smartphones.



## paint.org

The ACA website, [www.paint.org](http://www.paint.org), is a powerful hub of industry content and information about the wide range of ACA programs. It is an essential resource for the industry.



## CoatingsTech Direct e-newsletter

The *CoatingsTech Direct* e-newsletter, distributed every other week, reports on timely industry news and provides expanded coverage beyond regular issues of *CoatingsTech*. It reaches more than 8,000 highly engaged readers and the first issue of each month delivers the digital issue of *CoatingsTech*.



## ACA Webinars

The popular ACA webinar series is expanding in 2023 to include technical webinars. These exclusive one-hour sessions provide participants a unique opportunity to connect with top industry experts. Advertisers who choose to sponsor a webinar will be able to reach a diverse audience that spans the globe.



**80%**  
of *CoatingsTech*  
readers say  
they are  
involved in  
the decision-  
making process.