

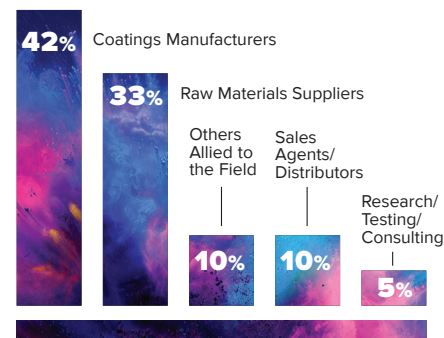
CoatingsTech

CoatingsTech is the first choice for professionals in the paint and coatings industry.

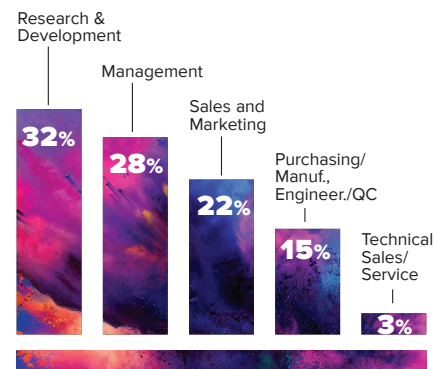
The flagship publication of the American Coatings Association, and the most respected trade magazine in the industry—*CoatingsTech*—can help you reach key decision-makers. Our more than 13,000 subscribers include ACA corporate and professional members and paid subscribers from around the globe.

And in 2020, there is no better place than *CoatingsTech* to debut your new products, services, and technologies. As the Official Magazine of the industry's premier buying event—the American Coatings Show—*CoatingsTech* will offer direct access to this influential audience. Through our multiple platforms—print, digital, e-newsletter, and newly redesigned website—your message will reach industry decision-makers searching for what's new in the industry pipeline. *CoatingsTech* is the ONLY magazine that will be distributed at the American Coatings Conference—guaranteeing you direct access to the technology directors, chemists, formulators, purchasing agents, and business leaders who attend.

Distribution by Business/Industry*



Distribution by Job Function*



ACA members manufacture over 90% of the total national volume of coatings

In 2020, partner with *CoatingsTech* to take advantage of exciting show opportunities and exclusive bonus distribution, along with powerful new advertising opportunities throughout the year.

Through *CoatingsTech*, your message will impact the full spectrum of coatings industry professionals:

Circulation (print & digital): 13,000+

Frequency: 11x per year

100% Qualified Circulation: ACA corporate and individual members and paid subscribers

Geographic Reach (print & digital):

Over 86 countries

For over 90 years, *CoatingsTech* continues to be the power that delivers!

*ACA internal data, reporting on total audience gross number. No attempt has been made to eliminate any duplications. Circulation includes ACA members, qualified print subscribers, qualified digital-only subscribers, requested subscriptions.

Advertising Opportunities at a Glance

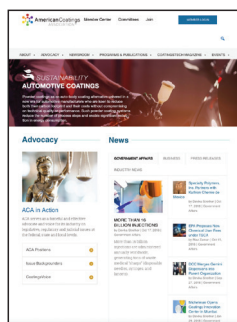
Build your promotional campaigns using the full range of print and digital advertising and lead-generating offerings

Print *CoatingsTech* sets the standard for editorial excellence in areas of importance to coatings professionals, engaging readers and prompting them toward action. As the industry's only peer-reviewed magazine, *CoatingsTech* covers the spectrum of coatings and allied industries, focusing on traditional and emerging technologies. *CoatingsTech* delivers access to over 13,000 key industry professionals—the people who have the most direct impact on purchasing. Check our editorial calendar for topics that fit your advertising message, and let us work with you to build a powerful strategic campaign.

Digital Reach our readers any time, any place with your ad on *CoatingsTech*'s digital issue. A wide variety of digital enhancements, such as videos, blow-ins, leaderboards, etc., add interest and excitement and build on the message of your print ad. Our cross-platform digital issue puts *CoatingsTech* at our readers' fingertips.



Website ACA's website, paint.org, has long been a valued resource for the industry. Now, the power of ACA has expanded with the launch of its newly redesigned website. The site offers a wealth of information for the industry, attracting greater attention and traffic to your banner ad.



CoatingsTech Direct e-Newsletter

CoatingsTech Direct biweekly e-newsletter keeps a finger on the pulse of the industry, expanding the coverage of the magazine with a focus on the latest industry highlights, event previews, and article links. Offered twice monthly, one issue each month delivers the digital issue of *CoatingsTech* to over 5,000 highly engaged readers.

Official Magazine



American Coatings Show and American Coatings Conference

If it is visibility at the coatings industry's 2022 must-attend event that you want, there is no better way to support your ACS exhibit than by advertising in the Official Show Magazine, *CoatingsTech*. Get maximum exposure and drive traffic to your booth.

EXCLUSIVE: *CoatingsTech* is the only trade publication available EVERYWHERE throughout the American Coatings Show and American Coatings Conference—from the Conference attendees' Welcome Packet to distribution at main Show entrances. This valuable bonus distribution guarantees additional reach without additional cost.

