# 2020 CoatingsTech Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE/DEADLINES</th>
<th>TOPICS</th>
<th>ADVERTISING BONUS OPPORTUNITIES</th>
<th>INDUSTRY EVENTS/ BONUS DISTRIBUTION</th>
</tr>
</thead>
</table>
| JANUARY         | • Waterborne Technologies  
                 • Accelerated Weathering  
                 • Polyurethanes  
                 • ACS FIRST LOOK | • ACS 2020 Ad Discount Packages!  
                 • Exhibitor Cover Spotlight Logo/Link  
                 • ACS Featured Suppliers in CoatingsTech Direct and paint.org | • Waterborne Symposium |

| FEBRUARY SPECIAL ISSUE | AMERICAN COATINGS SHOW PRESHOW ISSUE | ACS 2020 Ad Discount Packages!  
  • Functional Coatings  
  • Antimicrobial Technologies  
  • Interior Architectural Coatings | • American Coatings Show & Conference 2020 Preshow Issue  
  • CORROSION Conference & Expo  
  • Smart Coatings Symposium |

| MARCH SPECIAL ISSUE | AMERICAN COATINGS SHOW AT-SHOW ISSUE | ACS 2020 Ad Discount Packages!  
  • Enhancing Productivity  
  • New Product Blueprinting  
  • Emerging Technologies | • American Coatings Show & Conference 2020 At-Show Issue  
  • EXCLUSIVE Conference Distribution  
  • ACA Board of Directors Meeting |

| APRIL | Automotive Coatings  
  • Additives Update  
  • Adhesives/Sealants  
  • Laboratory & Testing Equipment | Sustainability Forum on paint.org  
  • CoatingsTech Direct Featured Product |

| MAY SPECIAL ISSUE | 7th GREEN/ SUSTAINABLE COATINGS  
  • Energy Saving Technologies  
  • Sustainable Solutions  
  • ACS WRAP-UP | ACS 2020 Post-Show Cover Spotlight Logo/Link  
  • "Green Coatings" Spotlight | Southern Society Annual Meeting |

| JUNE | Exterior Architectural Coatings  
  • DTM Technologies  
  • Low-VOC Advances  
  • Manufacturing Equipment | Discounted White Paper Placement in CoatingsTech Direct and paint.org |

| JULY SPECIAL ISSUE | POWDER COATINGS  
  • DISTRIBUTORS GUIDE  
  • Pigments/Colorants/TiO₂  
  • UV/EB | | |

| AUGUST | • EXCLUSIVE: State of the Industry  
  • Wood Coatings  
  • Corrosion Prevention  
  • Packaging/Material Handling | Wood Coatings Product Review on paint.org |

| SEPTEMBER | Marine Coatings  
  • Industrial Finishes  
  • Biofouling & Microbial Protection  
  • Novel Materials | ACA Fall Meetings  
  ACA Board of Directors Meeting |

| OCTOBER | Renewable/Biobased Coatings  
  • Resins & Binders  
  • Specialty Chemicals  
  • Analytical Techniques | CoatingsTech Direct Featured Product |

| NOVEMBER/DECEMBER SPECIAL ISSUE | 2021 COATINGSTECH BUYERS GUIDE | | |

Note: Editorial refers to submitted feature articles. Press releases can be submitted by the 15th of the month prior to the month of issue.
Exclusive Advertising & Editorial Opportunities

ACS 2020 SHOW ISSUES

JANUARY
Special Issue: ACS FIRST LOOK
CoatingsTech sets the stage for the industry’s most important event with early details on the American Coatings Conference and Show. Look for Preshow planning tips and highlights of what will be new at the 2020 event. Innovative articles on Waterborne Coatings, Accelerated Weathering, and Polyurethanes round out the issue.

FEBRUARY
Special Issue: ACS PRESHOW
Discover emerging trends and technologies to be discussed at the ACC. Your ad can help drive traffic to your booth. Issue highlights include the latest in Functional Coatings, Architectural Coatings, and Antimicrobial Technologies.

MARCH
SPECIAL ISSUE: ACS AT-SHOW ISSUE
The most visible issue of the year! CoatingsTech will be seen everywhere at the ACS—in the Welcome Packets for Conference attendees, at the Exhibit entrances—guaranteed the widest distribution of all trade publications at the event.

CoatingsTech offers exclusive access to the industry’s premier event. Program highlights, cutting-edge technology, and exhibit spotlights are among the features. At ACS 2020, the must-read articles will focus on Enhancing Productivity and the Customer Blueprint.

ACS PACKAGES
Start the new year strong with our most comprehensive discount SHOW PACKAGES. Contact Carolyn Ward for your customized advertising program.

APRIL
Special Issue: Green/Sustainable Coatings
ACA’s 7th annual guide focuses a spotlight on green technologies, particularly in the area of Energy-Savings. Also highlighted are the technologies, regulations, and products that demonstrate the industry’s commitment to sustainability.

MAY
Keep the momentum of ACS going with your advertisement in this issue!
Featured is the most complete ACS coverage of any industry publication. A popular highlight is the Cool New Products feature, spotlighting the innovative products and services that captured the attention of ACS 2020 attendees. This issue will also examine the latest in Automotive Coatings, Additives, and Adhesives and Sealants.

JUNE
An important update on Wood Coatings will be the focus of the issue. Additional topics include Low-VOC technologies and advances in DTM coatings.

JULY
Special Issue: Powder Coatings and Distributors Guide
This highly anticipated issue will focus on two important, diverse aspects of the industry. Feature articles will examine new opportunities available with powder coatings. Also in the issue will be the industry’s most comprehensive directory of distributors and sales agents.

AUGUST
Featuring the latest innovations in Corrosion Prevention, the August issue also provides insights into advances in Pigments/Colorants and TiO₂, and UV/EB technologies.

SEPTEMBER
The September issue focuses on the important area of Marine Coatings, and profiles global coatings initiatives that are shaping the marine coatings industry. Additional highlights include advances in coatings manufacturing, and emerging technologies.

OCTOBER
Spotlighting innovative work on Interior Architectural Coatings, the issue also provides insight into Additives, new Resin Technologies, and Industrial Finishes.

NOVEMBER/DECEMBER
2021 CoatingsTech Buyers’ Guide
Highlight your products and services in the industry’s most referenced Buyers’ Guide. Advertisers in this issues—published in print and searchable digital formats—receive high-impact, value-added benefits at no additional charge.