

AC American Coatings SHOW 2016

Hosted by the American Coatings Association,
in collaboration with Vincentz Network.

Indiana Convention Center
Indianapolis, IN
April 12-14, 2016

www.american-coatings-show.com

Advertising Opportunities

PRINT ADVERTISING



American Coatings SHOW PREVIEW

Target your customers in the days leading up to the American Coatings SHOW. Brimming with concise information on exhibitors and concurrent events, tips on hotels, travel and deadlines, the American Coatings SHOW PREVIEW is an ideal tool for visitors preparing for this key event of the American coatings industry!

Publication date: January 2016

Print run: 75,000 copies

Distribution:

- ▶ inserts in the January issues of *Paint & Coatings Industry*, *Coatings World*, *CoatingsTech* and *European Coatings JOURNAL*
- ▶ distribution to all members of ACA
- ▶ mailings to all former and potential visitors of the American Coatings SHOW
- ▶ download available at www.american-coatings-show.com

Closing date: **November 5, 2015**

Digital data due: November 17, 2015



American Coatings SHOW DAILY

Ensure your customers' attention during the American Coatings SHOW. The show dailies will be published on all three days of the American Coatings SHOW with trends and reports of the events at the show. Each issue is an important signpost to your company's booth!

Publication dates: April 12-14, 2016 (3 issues)

Print run:

- No. 1: 4,000 copies
- No. 2: 4,000 copies
- No. 3: 3,000 copies

Distribution:

- ▶ exclusive SHOW floor distribution
- ▶ extensive hotel distribution
- ▶ downloads available at www.american-coatings-show.com

Closing date: **March 3, 2016**

Digital data due: March 15, 2016



Advertising Sizes and Rates

Size	Position	Width x Height (type area) inches	American Coatings SHOW PREVIEW \$/issue	American Coatings SHOW DAILY \$/issue
Tabloid page	1 st right-hand page*	10 ³ / ₄ x 15	8,200	7,270
	back cover*		7,690	6,770
	inner section		7,060	6,230
Header	front page (two available)*	2 ¹ / ₃ x 2 ¹ / ₃	2,490	2,240
Tail piece	front page*	9 ³ / ₄ x 2 ¹ / ₃	3,790	3,320
Corner ad	inner section, upper corner	3 ¹ / ₃ x 3 ¹ / ₃ (trim edges)	1,970	1,760
Island page	inner section	7 x 10	5,710	5,090
Half page (horizontal)	inner section	9 ³ / ₄ x 7	4,250	3,820
One-third page (horizontal)	inner section	9 ³ / ₄ x 4 ² / ₃	3,530	3,110
One-quarter page (square)	inner section	4 ³ / ₄ x 7	2,900	2,590

Rates are per issue, full color (CMYK), and subject to VAT where applicable. Non-AC SHOW 2016 exhibitors add 10% on total rate. Loose inserts are not available. Cancellation period for advertising orders: 8 weeks before publication. Special positions (*) cannot be canceled.

Discounts
ACS PREVIEW & DAILY:
3 ads → 5%
4 ads → 10%

Mechanical Requirements

Trim size: 10 ³/₄ x 15 inches

Bleed: No charges for bleed, but only available for tabloid, half, and one-third pages, tail pieces, and corner ads. Add ¹/₈ inch on each trim edge, critical matter must be kept at least a ¹/₂ inch from all trim edges.

Digital files: Please send your digital data (TIF, JPEG, EPS, or high-resolution PDF) for the advertisement via E-mail (max. 10 MB) to dave.weidner@vincentz.net

Tabloid page 10 ³ / ₄ x 15	Header 2 ¹ / ₃ x 2 ¹ / ₃	Tail piece 9 ³ / ₄ x 2 ¹ / ₃	Corner ad 3 ¹ / ₃ x 3 ¹ / ₃	Island page 7 x 10	Half page 9 ³ / ₄ x 7	One-third page 9 ³ / ₄ x 4 ² / ₃	One-quarter page 4 ³ / ₄ x 7



American Coatings Show News

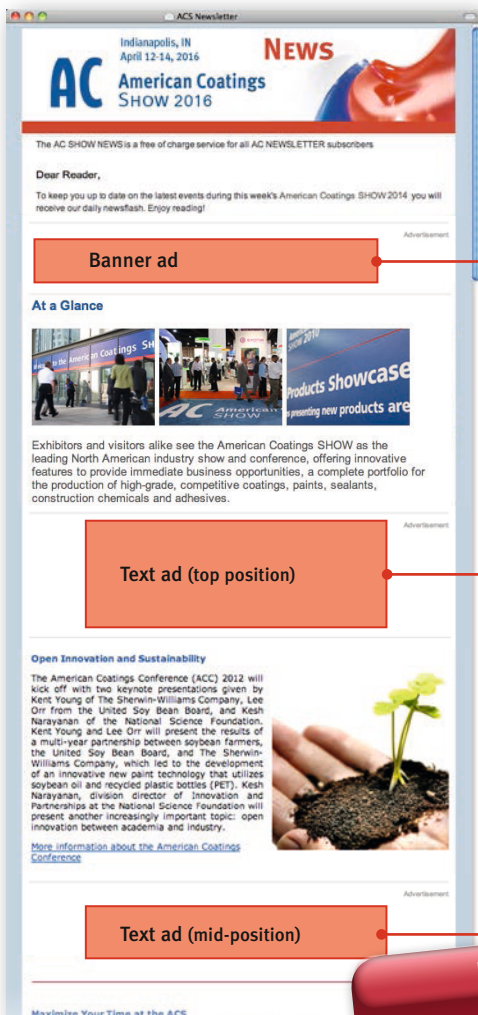
Reach out to 15,000 professionals in the American coatings industry and let them know you'll be in Indianapolis!

PRE-SHOW ISSUES

Starting three months before the American Coatings SHOW, the bi-weekly American Coating SHOW NEWS keeps the industry up to date on all information about the American Coatings SHOW and CONFERENCE.

Publication dates:

January 20, 2016 February 17, 2016 March 16, 2016
February 3, 2016 March 2, 2016 March 30, 2016



Banner ad

- top position
- incl. a link to your homepage
- ad size: 468 x 60 pixels
- ad file: JPEG, GIF (not animated), max. 100 KB

\$1,030 per issue

Text ad (top position)

- incl. a picture/logo (160 pixels wide)
- incl. a link to your homepage
- max. 500 characters

\$820 per issue

Text ad (mid-position)

- incl. a picture/logo (80 pixels wide)
- incl. a link to your homepage
- max. 250 characters

\$720 per issue

Text ad (top position)

Text ad (mid-position)

Discounts ACS NEWS PRE-SHOW ISSUES:

2 ads → 3% 5 ads → 10%
3 ads → 5% 6 ads → 12%
4 ads → 8%

SHOW ISSUES

During the American Coatings SHOW, the e-newsletter will switch to a daily frequency with a limited offer of 5 exclusive advertising packages also including lead generation!

Publication dates (daily):

April 11-15, 2016

Each of the 5 exclusive American Coatings SHOW NEWS packages contains:

Banner ad

- published in all 5 issues during the American Coatings SHOW
- incl. a link to your homepage
- ad size: 468 x 60 pixels
- ad file: JPEG, GIF (not animated), max. 100 KB

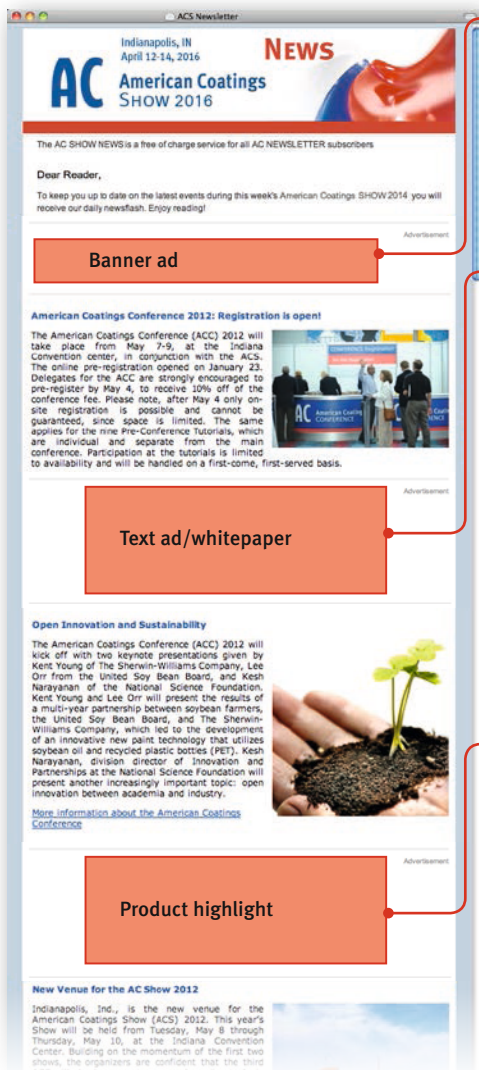
Text ad/whitepaper

- published in 1 issue in the week of the American Coatings SHOW
- incl. a picture/logo
- incl. a link to your whitepaper, only available for download after the user submits contact data
- automatic e-mail alert containing all user contact data from every download
- picture/logo file: 160 pixels wide, JPEG, GIF (not animated), max. 100 KB
- text: max. 500 characters

Product highlights

- total of 2 product highlights published in 2 different issues in the week of the American Coatings SHOW
- incl. a picture/logo
- incl. a link to your homepage
- picture/logo file: 160 pixels wide, JPEG, GIF (not animated), max. 100 KB
- text: max. 500 characters

\$4,150 per package
(only 5 packages available)



Text ad/whitepaper

Product highlight

Closing date & digital data due:

5 working days prior to publication

Rates are subject to VAT where applicable.
Non-AC SHOW 2016 exhibitors add 10% on total rate.
Cancellation period for advertising orders:
8 weeks before publication.

Advertising Contact

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