

THE MAGAZINE FOR COATINGS PROFESSIONALS



# *Coatings***Pro**

M A G A Z I N E

**MEDIA PLANNER 2011**

# DEFINING THE HIGH-PERFORMANCE COATINGS INDUSTRY

## Features

- Case Studies
- Job at a Glance
- Vendor Team
- Never Again

## Departments

- Safety Watch
- Notes from the Field
- Contractor's Corner
- Industry News
- ProFile
- New and Noteworthy
- Specifying Success
- Marketing Savvy
- Money Matters
- Upcoming Events

## Primary Market Segments\*

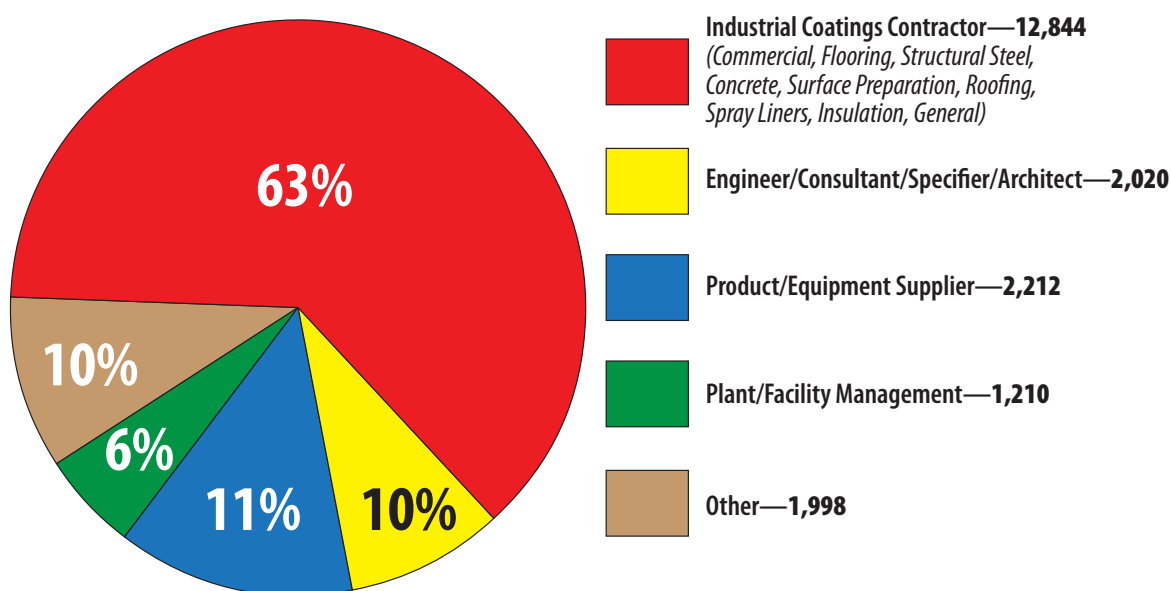
- Chemical/Equipment Manufacturing or Distribution
- Concrete
- Facility Maintenance
- Floor Coatings
- High-Performance/Extreme Environment Coatings
- Inspection & Testing of Coatings
- Insulation, Roof
- Insulation, Walls
- Pipeline Coatings
- Roofing Other Than Insulation
- Specification/Engineering Consulting
- Spray Liners
- Structural Steel Work
- Surface Preparation
- Tank Coatings
- Waterproofing

\*Results of the 2010 CoatingsPro reader survey. Respondents could indicate more than one primary area.

## CoatingsPro Audience

*CoatingsPro Magazine* serves the high-performance industrial coatings industry with information on experiences encountered in the field. Industry news and case studies offer practical and cost-effective solutions for contractors, applicators, specifiers, engineers, and industrial facility managers.

*CoatingsPro* is a bi-monthly magazine, reaching 20,000+ readers in 16 unique market segments of the coatings industry, and is the only coatings-related publication that creates an audience of new coatings professionals with each issue. Professionals enrolled in the NACE International Coating Inspector Program (CIP), the world's largest and most recognized coating inspection certification, receive *CoatingsPro*, expanding readership each year.



## CoatingsPro Geographic Breakdown

New England	935
Middle Atlantic	2,252
East North Central	2,629
West North Central	1,307
South Atlantic	3,493
East South Central	927
West South Central	4,028
Mountain	1,176
Pacific	3,239
U.S. Territories/APO/FPO	110
<b>Domestic Total:</b>	<b>20,096</b>
<b>International Total:</b>	<b>188</b>
<b>TOTAL</b>	<b>20,284</b>

# 2011 COATINGS<sup>PRO</sup> EDITORIAL CALENDAR

ISSUE	ISSUE THEME	TRADE SHOW DISTRIBUTION
<b>January 2011</b> <i>Closes 11/12/10</i> <i>Materials 11/19/10</i>	Roof Applications Concrete Surfaces Polyurea Applications Green Coatings <b>Special Section: Company ProFILES</b>	<ul style="list-style-type: none"> <li>• World of Concrete (WOC)</li> <li>• Polyurea Development Association (PDA)</li> <li>• International Roof Expo (IRE)</li> <li>• Greencoat (SSPC)</li> </ul>
<b>March 2011</b> <i>Closes 1/14/11</i> <i>Materials 1/21/11</i>	Pipelines Oil and Gas Industry Epoxy Applications Green Roofs	<ul style="list-style-type: none"> <li>• CORROSION 2011</li> <li>• ICRI 2011 Spring Convention</li> <li>• Roof Consultants Institute (RCI)</li> </ul>
<b>SourceBOOK</b> <i>Closes 2/25/11</i> <i>Materials 3/4/11</i>	<b>Special Issue: CoatingsPro SourceBOOK Annual Directory</b>	<ul style="list-style-type: none"> <li>• All shows listed</li> </ul>
<b>May 2011</b> <i>Closes 3/18/11</i> <i>Materials 3/25/11</i>	Bridges Steel Tanks Intumescent Coatings Marine Coatings <b>Special Section: WebSHOTS</b>	<ul style="list-style-type: none"> <li>• ACE 11 American Water Works Association (AWWA)</li> <li>• International Bridge Conference (IBC)</li> <li>• American Institute of Architects (AIA)</li> <li>• Mega Rust</li> <li>• Western Roofing Expo (WSRCA)</li> </ul>
<b>July 2011</b> <i>Closes 5/13/11</i> <i>Materials 5/20/11</i>	Food-Safe Coatings Below-Grade Waterproofing Theatrical Coatings Quality Control & Inspection <b>Special Section: Product Spotlight</b>	
<b>September 2011</b> <i>Closes 7/15/11</i> <i>Materials 7/22/11</i>	Coatings for Wet Environments Flooring Applications Secondary Containment Wastewater Industry <b>Special Section: FloorSPACE</b>	<ul style="list-style-type: none"> <li>• NACE Corrosion Technology Week 2011 (CTW)</li> <li>• Polyurethanes 2010 (API)</li> <li>• U-TECH North America</li> <li>• Construct 2011 (CSI)</li> </ul>
<b>November 2011</b> <i>Closes 9/16/11</i> <i>Materials 9/23/11</i>	Marine Applications Powerplant Coatings Roofing Applications Tanks and Chambers	<ul style="list-style-type: none"> <li>• International Workboat Show (WBS)</li> <li>• POWER-GEN International</li> </ul>

## Inspect This!

Published three times per year (March, July, and November), *InspectThis!* is distributed with *CoatingsPro Magazine*, keeping NACE Coating Inspector Program (CIP) participants and others in industrial coatings informed on technologies and trends in the field of coating inspection. This industry-specific newsletter reaches over 20,000 coatings professionals. For rates, specifications, and ad material details, please contact your sales representative.



## SPECIAL ISSUES AND SECTIONS

*CoatingsPro Magazine* is the only high-performance coatings publication that offers Company ProFILEs, WebSHOTS, Product Spotlight, FloorSPACE, and MarketPlace special sections, creating a unique destination in the magazine for buyers.

### MarketPlace

MarketPlace is included in every issue of *CoatingsPro*, and offers an affordable alternative to traditional classified advertising that promotes products, equipment, employment opportunities, or services. Contact your sales representative for mechanical specifications and pricing.



### Company ProFILE

Company ProFILE features your company's story and helps brand your company in addition to display advertising. The half-page ProFILE contains a 200-word description, 1-2 photos, company logo, and complete contact information.

**Space Close: November 12, 2010**



### SourceBOOK 2010

*CoatingsPro Magazine's* annual *SourceBOOK* is the directory for the protective coatings industry, cross-referenced by industry categories and company listings. Basic listings are free and are available in both print and online.

**Space Close: February 25, 2011**



### WebSHOTS

WebSHOTS is a special section designed to drive additional traffic to your Website, and will be featured on [www.coatingspromag.com](http://www.coatingspromag.com) with a direct link to your site. WebSHOTS is a one-fourth page ad that includes a screen shot of your Website, Web address, 30-word description, and complete contact information.

**Space Close: March 18, 2011**



### CP Product Spotlight

This is the only opportunity in 2011 to be featured in this high-profile section dedicated exclusively to promoting coatings industry products and equipment. The Product Spotlight section is valuable to buyers when making purchasing decisions. Each Spotlight is a quarter-page, contains an 80-word description, one product photo or logo, and complete contact information.

**Space Close: May 13, 2011**



### FloorSPACE

The September issue of *CoatingsPro* focuses on floor coatings. FloorSPACE is a special section promoting flooring products to the largest audience of decision-makers in the coatings industry. This one-third page ad includes a 120-word company description, logo, photo, and complete contact information.

**Space Close: July 15, 2011**



## 2011 COATINGS PRO RATES

<b>4-color</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>15X</b>
Full page	4,280	4,065	3,665	3,460	3,365	3,300
2/3 page	3,665	3,500	3,180	3,005	2,930	2,890
1/2 island	3,270	3,130	2,870	2,720	2,660	2,625
1/2 page horizontal	3,030	2,905	2,670	2,550	2,490	2,460
1/3 page	2,505	2,420	2,245	2,170	2,120	2,095
1/4 page	2,370	2,255	2,065	1,920	1,900	1,830
<b>2-color</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>15X</b>
Full page	3,515	3,300	2,900	2,695	2,600	2,540
2/3 page	2,900	2,735	2,440	2,420	2,170	2,125
1/2 island	2,505	2,365	2,105	1,955	1,900	1,860
1/2 page horizontal	2,270	2,140	1,910	1,785	1,745	1,695
1/3 page	1,740	1,655	1,480	1,405	1,360	1,330
1/4 page	1,530	1,450	1,330	1,255	1,225	1,180
<b>Black/white</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>15X</b>
Full page	3,040	2,830	2,430	2,220	2,125	2,065
2/3 page	2,430	2,260	1,945	1,770	1,695	1,655
1/2 island	2,035	1,890	1,630	1,480	1,425	1,390
1/2 page horizontal	1,795	1,670	1,435	1,310	1,255	1,220
1/3 page	1,270	1,180	1,010	930	885	860
1/4 page	1,070	980	810	730	685	660
<b>Special positions</b>	<b>1X</b>		<b>3X</b>		<b>6X</b>	
Cover 4	5,040		4,775		4,680	
Cover 2	4,890		4,635		4,350	
Cover 3	4,680		4,435		4,230	
<b>Special positions</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>15X</b>
Center spread	15%	15%	10%	10%	10%	10%
Guaranteed position	15%	10%	10%	10%	10%	10%
Bleed	10%	Free	Free	Free	Free	Free

# SPECIFICATIONS

**For advertising information, contact:**

**Tracy Sargent**  
+1 281-228-6299  
tracy.sargent@nace.org

**General Policies:** The items and conditions of this rate card shall be deemed incorporated in every insertion order or space contract tendered to *CoatingsPro Magazine* and shall supersede any inconsistent statements in such order or contract unless modified by written agreement and signed by the publisher. All ad copy is subject to the approval of the publisher, and publisher reserves the right to refuse copy, which, in their sole opinion, may be libelous, unfair or indecent. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from unauthorized use of any names, photographs, images, sketches or words protected by copyright or trademark law, or use of any other intellectual property not owned by the advertiser in connection with the advertising. Advertisers and their agents agree to indemnify and protect the publisher from such claims, including legal expenses, that may arise as a result of printing and publishing an advertisement.

**Commissions and Discounts:** Advertising agency commission on display advertising is 15% of gross billing to recognized agencies of record on space, color and position only, provided the account is paid within 60 days from the date of invoice.

**Rate Policy:** Advertisers will be invoiced on the first of the month of the cover date of each issue at the rate specified in the Space Order. Advertisers will be short-rated or credited if, within their contract period, they use an amount of space or number of insertions that earn a rate different from rate at which they have been billed. Publisher reserves the right, on 60-day notice, to revise rates on all advertising contracts. Advertisements will not be accepted from one advertiser to run under another advertiser's contract. Rates and specifications for inserts, gatefolds, cards and other special units are available upon request.

**Cancellations and Changes:** The publisher is not responsible for ad cancellations submitted after the published Space Closing Date, nor for ad changes or corrections submitted after the Material Closing date for any given issue. The publisher cannot be held responsible for changes or additions to key numbers or illustrations unless proofs of same are pasted on original copy and supplied in writing via fax or mail. All positions are accepted as run-of-book unless a guaranteed special position has been specified and acknowledged in the Space Order contract at prevailing rates.

**Payment Policy:** All payments are due within 30 days of invoice date. The publisher reserves the right to hold the advertising agency and the advertiser jointly liable for all payments. No further ads will be run for advertisers or agencies whose accounts are more than 60 days overdue. For accounts more than 60 days overdue, the agency discount no longer applies.

**Foreign Accounts:** All advertising placed will be invoiced on the fixed U.S. dollars indicated in the signed Space Order. For accounts without established credit, either (a) payment must accompany advertising material or, (b) a Letter of Credit must be established in your behalf payable through our bank.

**Combined frequency discounts** are available with concurrent advertising or with multiple insertions in the same issue. Please contact ad sales rep for more details.

**Special units & online advertising:** *CoatingsPro Magazine* offers gatefold covers, center-spreads, inserts, bellybands and other special units. Contact your ad sales rep for print ad information and Website advertising opportunities.

**Display advertising sales:** Tracy Sargent, Sales Manager, +1 281-228-6299 • e-mail: tracy.sargent@nace.org

**Accepted Media:** CD-Rom, FTP-uploaded files, or e-mailed files. Please Stuff all FTP or e-mailed files. Please send Zip files to FTP only.

## Delivery of Ad Materials

### Express Delivery

*CoatingsPro Magazine*  
4501 Mission Bay Dr., Ste 2G  
San Diego, CA 92109  
+1 858-768-0828

**E-mail** (files up to 2 MB)  
adservice@coatingspromag.com

**FTP** (unlimited file size, case-sensitive)  
ftp.coatingspromag.com  
user id: cpadclient@coatingspromag.com  
password: coatingspro

**Fax:**  
+1 858-272-0622

## Accepted File Formats

- EPS, TIFF, PDF (see notes). Native files: QuarkXPress (up to 7.x), Adobe InDesign (CS4), Adobe Photoshop (CS4), Adobe Illustrator (CS4). Native files must include all support files and fonts.
- Film may be provided at additional charge for scanning: RRED, 133LS.

*CoatingsPro Magazine* is printed DTP on a web offset press, binding is saddle-stitched.

- EPS files should be exported from Acrobat, TIFF files from Photoshop. Exporting an EPS file from Acrobat 4, or saving as an EPS in Acrobat 5-7, insures that all fonts will be embedded in the EPS file. Do not embed EPS files within another EPS file. Nesting EPS files can cause output errors.
- Acrobat Distiller and supplied job options can be used to create PDFs. Distiller job options for *CoatingsPro Magazine* may be requested by e-mail adservice@coatingspromag.com. PDF/X1 files are also accepted.

**Fonts:** If you supply an EPS as instructed above, all fonts will automatically be embedded into your file. If supplying a native application file, all screen and printer fonts must be included in a designated folder.

**Graphics:** All screened graphics (CMYK or grayscale) should have an effective resolution of 300 dpi. All bitmap graphics (line art) should have an effective resolution of 600 dpi.

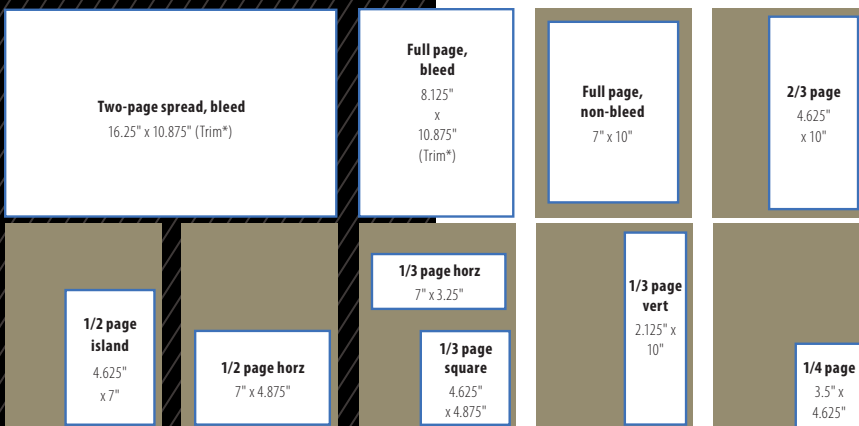
**Note:** When you enlarge a graphic, you are changing the effective resolution. For example, a 300 dpi graphic placed at 200% will have an effective resolution of only 150 dpi.

**Color:** Colors should be correctly defined as four-color process. All RGB, LAB and index colors must be converted to CMYK. Materials sent in PMS or RGB formats will be separated into CMYK at additional cost to the advertiser. Two-color ads must be composed of process colors; if specific PMS or metallic ink is required, contact sales rep for rate premium.

**Additional Notes:** A color laser proof, output at 100%, with clearly defined color breaks and other important layout information must be supplied with every digital ad in order to assure correct printing.

- Any ad that is designed to bleed should extend at least 0.125" past the trim.
- On full page ads, all vital copy (text or images) should be no closer than 0.25" to the trim.
- Make sure all colors in the color palette are correctly defined as four-color process. All RGB, LAB and Index colors must be converted to CMYK or the appropriate spot color.
- Do not use rules less than 0.25 point. (May not appear in the final product.)

*All ads requiring changes at the publisher will be billed to the advertiser at prevailing rates; extensive changes may preclude advertiser from qualifying for an agency discount.*



**\*Full bleed ads: add an additional 0.125" bleed to each edge**

CoatingsProMag.com expands the geographic readership of the magazine, reaching coatings industry decision-makers worldwide. Contact your sales representative for information on combination packages and customizing your online advertisements.

### Material Specifications

- GIF, JPG, and animated GIF images are accepted
- Header ad (728 x 90 pixels)
- Featured sponsor ad (300 x 250 pixels)
- CoatingsPro supporter ad (125 x 125 pixels)
- Footer ad (460 x 60 pixels)

The screenshot shows the CoatingsPro website homepage with several ad placements highlighted in red boxes:

- Header Ad (728 x 90 pxl):** Located at the top of the page, above the navigation bar.
- Featured Sponsor Ad (300 x 250 pxl):** A large red box on the right side of the page, partially overlapping the main content area.
- CoatingsPro Supporter Ad (125 x 125 pxl):** A small red box located in the right-hand sidebar area.
- Footer Ad (460 x 60 pxl):** A red box at the bottom of the page, containing contact information for CoatingsPro Magazine.

Website Ad Rates	
Header Ad	Weekly Rate: \$500
Featured Sponsor Ad	Weekly Rate: \$500
CoatingsPro Supporter Ad	Weekly Rate: \$150
Footer Ad	Weekly Rate: \$250

# CoatingsPro™

M A G A Z I N E

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THE CORROSION SOCIETY