

**THE "BOOK" THAT COATINGS PROFESSIONALS  
RELY ON FOR SUPPLIER INFORMATION.**

**ADVERTISE & BE TOP-OF-MIND ALL YEAR LONG.**

The *SourceBOOK* is relied upon by *CoatingsPro* readers and coatings professionals for up-to-date, trusted information on industry's equipment, product, and service manufacturers, suppliers, and providers.

Overall, 86% of *CoatingsPro*'s audience participates in product decision making. Put your company at the fingertips of those who use this as their go-to guide for sourcing and making purchase decisions on product/service solutions that help get the coatings job done.

(Source: Harvey Research, March 2017 Readership Study)



**Be in this important directory with an advertisement and, for a limited time, RECEIVE A FREE AD UPGRADE!**

- Purchase a 1/2-page island ad – get a full-page ad!
- Purchase a 1/3-page ad – get a 1/2-page horizontal ad!

**PLUS, advertisers receive a premium directory listing, which includes:**

- Company logo and description
- Unlimited bolded category listings
- 20 highlighted listings
- 20 name listings in the brand reference index

**The *SourceBOOK* connects everyone in the coatings industry!**

- It is delivered to 28,419 industrial and commercial coatings professionals across 16 segments, and
- It is distributed at all industry shows at which *CoatingsPro* participates throughout the calendar year and many conferences attended or hosted by NACE.

**Rates:** See current *CoatingsPro* display ad rates

**Deadlines:** Space: 4/27/18; Materials: 5/4/18

▶ **A FREE Basic Directory Listing** is available to all who serve the industry; remember to enter or update yours at [coatingspromag.com/sourcebook](http://coatingspromag.com/sourcebook)

**CROSS-MEDIA  
BONUS**

The *SourceBOOK* is also featured online at [coatingspromag.com](http://coatingspromag.com)

## CoatingsPro SourceBOOK 2018

With the **SourceBOOK**, there's lots of ways to be top-of-mind, all year long among coatings professionals.

- ▶ **ADVERTISE** and receive listing enhancements and a free ad upgrade (see page 1)
- ▶ **SPONSOR** a category showcase or a section in the **SourceBOOK**; underscore your company as an industry leader
- ▶ **ENHANCE YOUR LISTING**; pick from bold listings that "pop" your company's listing in up to 20 categories to the inclusion of your logo and listings in an unlimited number categories
- ▶ **GET YOUR FREE LISTING!** Enter or update your free basic free listing at [coatingspromag.com/sourcebook](http://coatingspromag.com/sourcebook)

*Whichever option you choose, just be sure you're included!*



For advertising information, contact **NACE International Sales.**

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