

CoatingsPro™

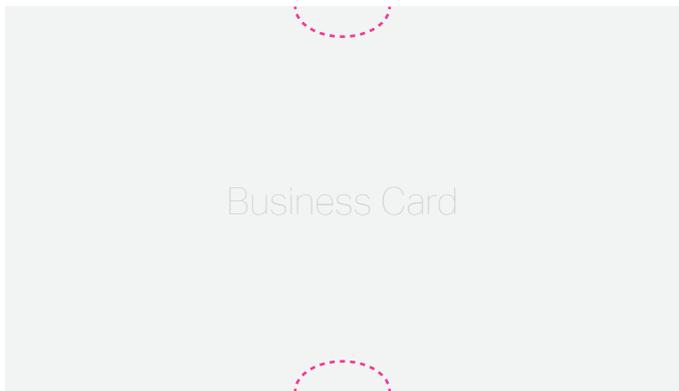
M A G A Z I N E



2017 MULTI-CHANNEL MEDIA OPPORTUNITIES

REAL solutions for the high-performance coatings Industry.
The right editorial environment for REAL ad results.

Published by
NACE
INTERNATIONAL



Business Card

CoatingsProTM

M A G A Z I N E

CoatingsPro Magazine covers the high-performance coatings industry with applied editorial that industrial and commercial contractors need to get the job done.

Solutions. Real-world solutions that can be applied to real-world coating challenges. That's what today's applicators are looking for and that's what *CoatingsPro Magazine* delivers—practical, useful information to meet the everyday needs of 27,000 coating professionals in 16 segments across the industrial and commercial markets.

CoatingsPro provides bi-monthly, in-depth coverage of the latest industry trends, technological breakthroughs, and new product introductions. It does so through a unique editorial and article style that readers of various job titles love and that can be applied directly to their daily work.

Published by NACE International, the Worldwide Corrosion Authority®, *CoatingsPro* is part of its media family of leading publications dedicated to the corrosion and protective coatings industries.

In the pages that follow, learn more about *CoatingsPro's* coverage of the industry—whether print or online. And learn why surrounding your messages with editorial that meets the industry's everyday needs will bring strong ad readership that can lead to the results you're looking for in a marketing vehicle.



“ I consider this the top magazine in the business as it contains the most useful articles—real articles about real problems with useful information. ”

CP subscriber, consultant

CoatingsPro EDITORIAL

Covering the coatings industry—the way coating professionals want it

CoatingsPro Magazine is unique in that it provides an in-depth look at the coatings industry by providing editorial that details practical applications—information that contractors can actually apply to real-world work. For this reason, it is the high-performance coatings industry's leading magazine for up-to-date information on products, services, tips, and techniques.

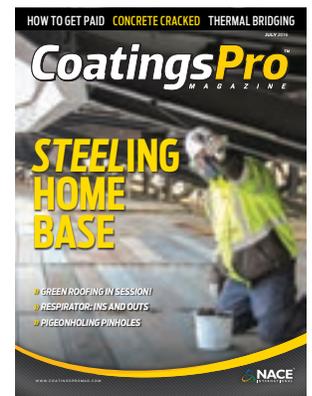
IN EACH ISSUE

Each issue of CoatingsPro delivers coverage of:

- The latest industry trends
- Technological breakthroughs
- Case studies that take readers to the job site from beginning to end, exposing a variety of applications from flooring to pipelines, bridges, and more
- New products, services, and solutions
- Training information
- Useful links to scores of in-depth industry resources

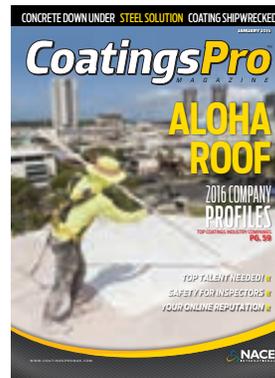
As it serves both the industrial and commercial markets, readers turn to it to stay current on coating developments occurring in all key industries:

- Floor coatings
- Pipeline coatings
- Water and wastewater
- Marine and shipyard
- Food and beverage
- Roofing and waterproofing
- Industrial building and maintenance
- Bridge structures
- Power generation



A sampling of articles and features found in recent issues of *CoatingsPro*

- Crew Throws a No-Hitter on Cardinals Stadium — For this local crew from Missouri, recoating the structural steel at St. Louis Cardinals baseball stadium has been a grand slam!
- Cost of Lost Tools
- Concrete Floor Haven
- Finish Line Approaching Fast! On Bridge Recoat — A few bumps on the road couldn't keep this contractor from completing the recoating of this 64-year old drawbridge.
- Respirator Ins and Outs
- Fracking on the High Seas
- Balancing Beam: Time, Skills, and a PFP System — Expansions at a petrochemical facility required a special passive fire protection coating applied in-shop and in the field
- Safety for Inspectors
- Pigeonholing Pinholes
- Concrete Coatings Kings — The rehab of a historic building in L.A. included the coating of a top level of the parking garage. Find out how these contractors handled the heat.
- Green Roofing in Session
- Variables in Roof Safety



DEPARTMENTS

Complimenting *CoatingsPro* articles/features are these helpful departments that keep readers informed of new products, safety issues, marketing techniques, ideas for increased profitability, and profiles of industry achievers:

- Safety Watch
- Notes From the Field
- Marketing Savvy
- Contractor's Corner
- Inspector's Corner
- Money Matters
- Industry News
- Profile
- New & Noteworthy
- Upcoming Events
- Training Opportunities
- Specifying Success

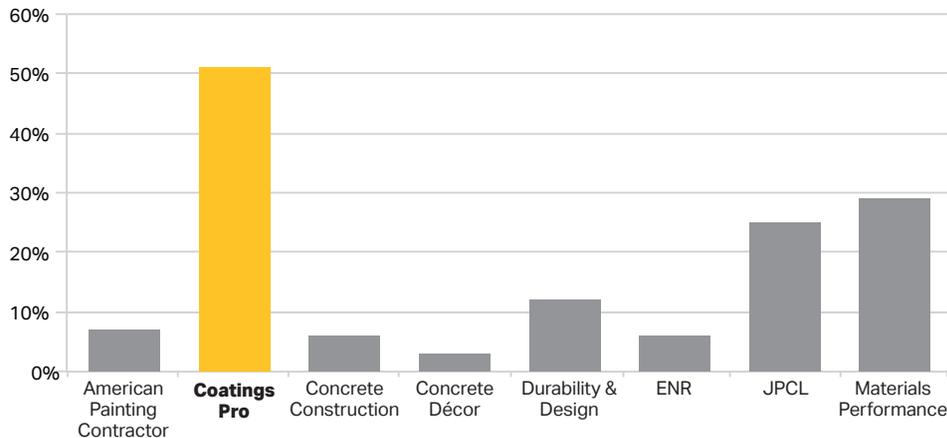
But don't take our word for how *CoatingsPro's* editorial is favored by the industry...readers and results from research speak for themselves, showing just how important the magazine is as a resource to coatings professionals.

“ *The articles describing applicators' experiences are interesting and contain useful information.* -Engineer
Good exposure to great products and unique technical problem solving. -Engineer
Thank you for the materials in each issue. These articles can be very helpful. -Technician/Technologies
I like reading CoatingsPro and being kept up to date. -Executive/Senior Management
Love this magazine. -Coatings Applicator
You do a great job of covering all aspects of coatings, materials, and equipment for the project. -Inspector
A must for all coating fields. -Coatings Inspector
A great resource for proven and new products. -Coatings Applicator
I love the real-life stories of how life is like in the real world, not just the lab. -Engineer
Very interesting articles. It's very useful to learn by the different case studies; helps me to recommend products or make decisions. -Coatings Inspector ”

CoatingsPro EDITORIAL ... continued

CoatingsPro—the favorite in the field.

READERS ANSWERS TO THE QUESTION:
Which publication do you read regularly?



What does this mean to those wishing to sell to this market? *CoatingsPro's* favored editorial content creates an environment that engages readers, helping to promote ad message readership and, reader action!

CoatingsPro—an environment that prompts reader action.

READERS ANSWERS TO THE QUESTION:

What actions have you taken during the past year as a result of advertisements or articles in *CoatingsPro*?

Bought products or services advertised	24%
Requested additional information from a company	24%
Recommended the purchase of these products	36%
Referred or passed along ad/article to someone else in the company	45%
Discussed ad/article with someone else in the company	55%
Visited advertiser's website	53%

Overall, **92%** of readers take some sort of **ACTION** as a result of ads/articles!

Again, while numbers speak loudly, so do our readers when asked about ads appearing in a particular issue. Their comments are further indication that **ads in the pages of *CoatingsPro* are not only being seen, but they are making an impact!**

Readers were given the opportunity to respond to ads in a particular issue of *CoatingsPro* they found to be of greatest interest and to describe the impact these ads had on awareness and/or perception of these companies. Here are some of their answers.

“ *Just enough information to get me to the next step in decision-making.* -Executive/Senior Management, regarding Axalta Coating Systems ad

I didn't know that they offered coatings.
-Chemist, regarding Chevron Phillips ad

Wetblasting. Very flexible unit. I'd like to check out its performance firsthand. -Coatings Inspector, regarding Clemco Industries ad

I bought their coating inspection equipment due to their ad.
-Coatings Inspector, regarding DeFelsko ad

May try this [advertised product] soon.
-Contractor, regarding Easycove ad

Additional application supplier that I hadn't looked at before. -Engineer, regarding Graco Inc. ad

Never heard of the company before. Would like to do more research. -QA/QC, regarding Omni-Tuff ad

New PPG product line I wasn't fully aware of.
-Engineer, regarding PPG Protective & Marine Coatings

Thinking about purchasing this the next time we need a pump. -Project Manager/Supervisor, regarding WIWA ad ”

Source: Harvey Research, March 2016 Readership Study



CoatingsPro CIRCULATION

Reaching 16 coatings market segments and 27,000 readers—making it the right choice for covering the industry with your messages

Coverage in both the **industrial and commercial** markets with 66% of *CoatingsPro* circulation comprised of coatings contractors

JOB FUNCTION

		READERS
Commercial Coatings	Coatings Contractor 66% (17,820)	11,620
Flooring Contractor		1,380
General Contractor		900
Structural Steel		860
Concrete Specialty		800
Sandblasting		800
Roofing Contractor		690
Spray Bedliner		440
Insulation Contractor		330
Engineer		4,590
Product/Equipment Supplier		1,890
Plant/Facility Management		540
Other	2,160	

TYPE OF COMPANY

		READERS
Surface Preparation	48%	12,960
High Performance/Extreme Environment Coatings	42%	11,340
Tank Coatings	40%	10,800
Inspection & Testing of Coatings	40%	10,800
Pipeline Coatings	40%	10,800
Floor Coatings	30%	8,100
Specification/Engineering/Consulting	27%	7,290
Structural Steel Work	25%	6,750
Facility Maintenance	23%	6,210
Waterproofing	20%	5,400
Other <i>(Architectural Design/ Specification, Bridge Steel Coating, Corrosion Engineering, Fireproofing, Flooring, Inspection, Manufacturing, Marine Coatings, Marketing, Oilfield Coatings, Process Consulting, Publishing, Regulatory Compliance & Inspection, Roof Coatings, Sandblaster, Stucco/ Drywall, Water Conveyance)</i>	17%	4,590
Concrete Work Other Than Floors	15%	4,050
Chemical/Equipment Manufacturing or Distribution	9%	2,430
Roofing Other Than Insulation	8%	2,160
Insulation, Walls	7%	1,890
Insulation, Roof	6%	1,620
Truck Bedliners	3%	810

An audience that buys or sells coatings products and services; 95% of *CoatingsPro* circulation uses or sells **one or more** of the following

PRODUCT USED/SOLD

		READERS
Coatings	74%	19,980
Testing Equipment	49%	13,230
Inspection Equipment	43%	11,610
Surface Preparation Equipment	42%	11,340
Abrasives	38%	10,260
Safety Equipment	37%	9,990
Application Equipment	37%	9,990
Spray Equipment	36%	9,720
Linings	28%	7,560
Adhesives	25%	6,750
Cathodic/Anodic Protection	24%	6,480
Contractor Services	23%	6,210
Materials, Ferrous	18%	4,860
Monitoring Equipment	17%	4,590
Chemical Inhibitors	16%	4,320
Materials, Non-Ferrous	15%	4,050
Concrete	13%	3,510
Data Recording and Management Equipment/ Software	13%	3,510
Insulation	12%	3,240
Mechanical Equipment/ Machinery	12%	3,240
Service Vendor	7%	1,890
Industry Organization	5%	1,350

The right circulation mix means reaching readers who can buy your advertised products and services

% OF AUDIENCE THAT PARTICIPATES IN PRODUCT DECISION-MAKING

27% Buy

32% Authorize

49% Specify

67% Recommend

Overall,

85% of *CoatingsPro*'s audience has a role/participate in making buying decisions!

The right editorial + the right audience = even greater reach for your ad messages

- The typical reader spends 33.5 minutes reading an issue of *CoatingsPro Magazine*
- Nearly 60% of all readers spend anywhere between 30 minutes and up to 2 hours reading the magazine
- And, they refer or pass it along to others in their companies

The typical reader shares issues with 1.7 colleagues for a

potential audience of 72,900

Source: Harvey Research, March 2016 Readership Study; Job Function, Publisher data

CoatingsPro 2017 SPECIAL SECTIONS

JANUARY

Company ProFILE

Increase brand awareness, highlight new products and/or services, and educate coatings professionals about what makes your company unique.

This half page, Company ProFILE includes:

- 200-word company description
- Photo or logo

Rate: \$1,650 (agency discount does not apply)

FEBRUARY

Surface Prep Supplement

This focused supplement on Surface Prep is the perfect location to maximize your marketing dollars. Advertisers receive a two-page spread – one for an ad and one for editorial provided by you – to give products and services the attention they deserve.

Polybagged with March 2017 issue

Supplement advertisers receive:

- Full-page ad
- Full-page article including
 - Headline
 - Photo (optional)
 - 500-word article (600 words w/out photo)
 - Company logo
 - Contact info

Rate: \$3,465 (agency discount does not apply)



APRIL

Safety Supplement

This supplement targets the all-important topic of safety, delving into safety equipment and suppliers. The ideal spot for letting readers delve into your products and services, it provides a full-page article, with content controlled by you, placed opposite your full-page ad.

Polybagged with May 2017

Supplement advertisers receive:

- Full-page ad
- Full-page article including
 - Headline
 - Photo (optional)
 - 500-word article (600 words w/out photo)
 - Company logo
 - Contact info

Rate: \$3,465 (agency discount does not apply)

JUNE

SourceBOOK

This is the annual "book" that coatings professionals rely on for up-to-date, trusted information on suppliers of coatings-related products and services. It receives significant bonus distribution at industry events and tradeshow year-round —providing more exposure at no additional cost.

SourceBOOK advertisers receive:

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

Rate: See CP Advertising Rates

JULY

Product Spotlight

Dedicated to promoting coatings industry products and equipment, this feature is a cost-effective way to reach a well-qualified, targeted audience of potential buyers.

This one-fourth page space (3.25" x 4.5") includes:

- An 80-word product description
- 1 product photo or logo
- Complete company and/or sales contact information

Rate: \$750 (agency discount does not apply)

AUGUST

Equipment Supplement

Profile in more detail your industry equipment to equipment buyers. You receive a full-page article where you control the content, which is placed opposite your full-page ad. It's like getting two for one!

Polybagged with September 2017

Supplement advertisers receive:

- Full-page ad
- Full-page article including
 - Headline
 - Photo (optional)
 - 500-word article (600 words w/out photo)
 - Company logo
 - Contact info

Rate: \$3,465 (agency discount does not apply)

SEPTEMBER

FloorSpace

Ads get better readership when they are surrounded by related content. If you sell flooring then don't miss this opportunity to include your message in this special section in the September issue focused exclusively on flooring.

This one-third page space (6.875" x 3") includes:

- A 120-word product and/or company description
- A photo
- Company logo
- Complete company and/or sales contact information

Rate: \$1,050 (agency discount does not apply)

OCTOBER

Roof Coating Supplement – NEW

Focusing on topics related to roof coatings/SPF and materials used in roof coating applications, this supplement provides the ideal editorial environment for those wishing to reach roof coatings and SPF contractors and product specifiers. You'll stretch ad dollars with an insertion in this supplement as it is distributed at key industry events and gives you space to tell your story beyond purchased ad space.

Polybagged with November 2017

OCTOBER ...continued

Supplement advertisers benefit with:

- Full-page ad
- Full-page article including
 - Headline
 - Photo (optional)
 - 500-word article (600 words w/out photo)
 - Company logo
 - Contact info

Rate: \$3,465 (agency discount does not apply)

NOVEMBER

WebSHOTS

Featured on *coatingspromag.com* and designed to drive traffic to your website, an image of your site will be exposed to an audience of more than 27,000 decision-making applicators, facility managers, specifiers, and architects.

This one-fourth page image of (3.25" x 4.5") includes:

- Screen shot of your website
- Your web address
- 30-word website description
- Complete contact information

Rate: \$500 (agency discount does not apply)

DECEMBER

Concrete Covered Supplement

Double your message's effectiveness: surround your company and products with editorial pertaining to coatings and related materials in concrete construction, both new and rehab. And do so with a full-page article, developed by you, placed opposite your full-page ad.

Polybagged with January 2018

Advertisers in the supplement receive:

- Full-page ad
- Full-page article including
 - Headline
 - Photo (optional)
 - 500-word article (600 words w/out photo)
 - Company logo
 - Contact info

Rate: \$3,465 (agency discount does not apply)

Special Section closing dates coincide with issue closing dates. See editorial calendar.

coatingspromag.com

EDITORIAL FOCUS: Just as *CoatingsPro Magazine* is dedicated to the high-performance industrial and commercial coatings industry, so too is its digital companion. Both offer content and applied-information with real-world solutions found in print and online at *coatingspromag.com*.

The site—increasingly global in its coverage—also features exclusive digital-only content; case histories and white papers; and a video page offers linking to exclusive online-only content.

Plus, *coatingspromag.com* gets a viewership boost from monthly and weekly e-newsletters sent to CP's circulation list and select titles—newsletters that drive industry professionals to online articles and that month's digital edition.*

VISITORS: 42,242 visitors – *up 49% since 2015!*; 112,019 page views – *up 27% since 2015!*; and 56,179 sessions – *up 42% since 2015!* (Google Analytics July 1, 2015 – June 30, 2016)

The screenshot shows the CoatingsPro website interface. At the top, there is a navigation bar with links for HOME, SUBSCRIBE, ARTICLES, SAFETY, RESOURCES, VIDEOS, ADVERTISE, and CONTACT US. Below the navigation bar, there is a section titled "IN THIS ISSUE: JULY 2016" with a featured article "Arctic Chill: Coating a Warehouse in Frigid Temps" by Stephanie Marie Chizik. Below this, there are several smaller article teasers. The "INDUSTRY NEWS" section lists several recent news items. The "TOP ARTICLES" section features two articles: "The Events Must Go On: Coating Canadian Venue" and "Tour-Ready Floor at Meat Production Facility". On the right side of the website, there are several advertisement spots, including a "RECEIVE A FREE SUBSCRIPTION" offer, a "SKYSCRAPER" ad, a "WHITE PAPER" ad, and an "MPU" ad.

LEADERBOARD—728 x 90
RATE: \$2,625

CORNER TEASE 100 x 75
PRIMARY AD 800 x 600
PAGE PEEL
RATE: \$3,150

*Ads depicted are not actual size
 Rates are per month with
 a 3-month commitment*

RATE: \$2,100

SKYSCRAPER – 160 x 600

WHITE PAPER
RATE: \$2,940

MPU
300 x 250
RATE: \$1,050

* For schedule and pricing of **CoatingsPro E-Newsletters and videos**, consult your Account Executive.

Inspect This! Newsletter

EDITORIAL FOCUS: Published three times a year, this newsletter is dedicated to coating inspectors certified by the NACE Coating Inspector Program. Polybagged with *CoatingsPro* and electronically distributed to its readers, the editorial keeps those in this field informed of the latest industrial coatings technologies and trends.

Content features include government & industry news; technical briefs; coatings-related reports & standards; coatings technical committees & activities; education and training updates; and coatings course schedules.

CIRCULATION: An audience of 37,000 including NACE Coating Inspector Program participants and related professionals.



2017 ADVERTISING RATES

RATES						
Four-Color	1X	3X	6X	9X	12X	15X
Full page	2,815	2,670	2,445	2,305	2,245	2,165
2/3 page	2,545	2,420	2,235	2,085	2,010	1,960
1/2 island	2,305	2,190	2,015	1,890	1,815	1,775
1/2 page	2,085	1,985	1,830	1,735	1,650	1,605
1/3 page	1,890	1,790	1,660	1,565	1,490	1,455
Two-Color	1X	3X	6X	9X	12X	15X
Full page	2,380	2,265	2,070	1,925	1,860	1,805
2/3 page	2,160	2,050	1,875	1,750	1,680	1,640
1/2 island	1,950	1,855	1,715	1,580	1,525	1,485
1/2 page	1,765	1,675	1,555	1,470	1,395	1,360
1/3 page	1,600	1,515	1,405	1,330	1,260	1,235
Black/White	1X	3X	6X	9X	12X	15X
Full page	1,990	1,890	1,735	1,590	1,535	1,490
2/3 page	1,800	1,715	1,565	1,460	1,400	1,370
1/2 island	1,635	1,550	1,440	1,355	1,270	1,240
1/2 page	1,475	1,400	1,300	1,225	1,155	1,120
1/3 page	1,340	1,265	1,175	1,105	1,055	1,035
Special Position	1X	3X	6X	9X	12X	15X
Cover 4	3,900	3,700	3,390	3,315	3,245	3,155
Cover 2	3,625	3,440	3,150	3,080	3,005	2,945
Cover 3	3,235	3,065	2,845	2,715	2,615	2,555

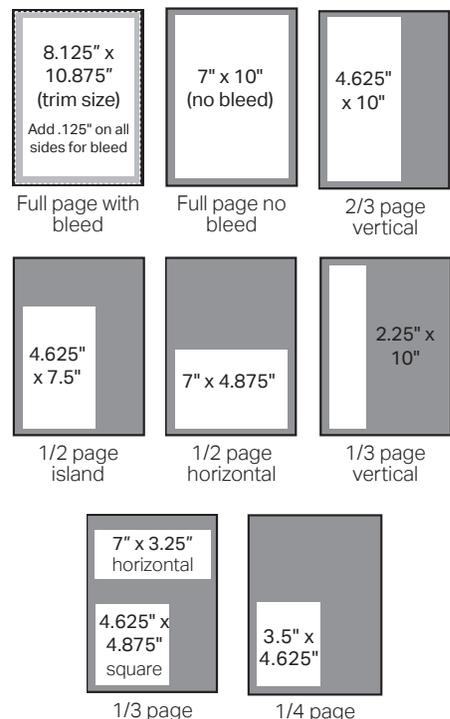
ISSUES / CLOSING DATES

	INSERTIONS	MATERIALS
March	2-1-2017	2-6-2017
July	6-1-2017	6-6-2017
November	10-2-2017	10-6-2017

Rates cited are gross rates. A 15% agency discount is afforded to all recognized agencies and to advertisers that supply electronic prepress-ready art that requires no modification. Advertisers with schedules in *CoatingsPro Magazine* may realize the same frequency discount rate when advertising in *Inspect This!* i.e., a six-time advertiser in *CoatingsPro* may select the six-time rate from the *Inspect This!* rate card when advertising in a single issue of *Inspect This!*

Ad SPECIFICATIONS

Trim size of the publication is 8.125" x 10.875"



CoatingsPro 2017 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
DEADLINE	Space: 11-11-16	Space: 12-09-16	Space: 1-13-17	Space: 2-17-17	Space: 3-17-17	Space: 4-21-17
	Materials: 11-18-16	Materials: 12-16-16	Materials: 1-20-17	Materials: 2-24-17	Materials: 3-24-17	Materials: 4-28-17
EDITORIAL CONTENT	Concrete Surfaces		Concrete Technology		Bridge Applications	
	Roofing Applications		Oil and Gas Industry		Wastewater/ Water	
	Epoxy Applications		Marine Applications		Concrete Coatings	
	Steel Surfaces		Building Envelope		Green Coatings/ Sustainability	
	SPF: Exploring the Technology					
	SPECIAL SECTION	SPECIAL SUPPLEMENT		SPECIAL SUPPLEMENT		SPECIAL ANNUAL EDITION
	Company ProFILES	Surface Prep Supplement		Safety Supplement		SourceBOOK
FREE ADVERTISING STUDY ISSUE			<i>FREE AD-Q STUDY</i> <i>By Harvey Research</i>			
BONUS DISTRIBUTION		Polybagged with March 2017		Polybagged with May 2017		
SHOW DISTRIBUTION	SSPC WOC IRE		PDA RCI CORROSION 2017 ICRI Spring Convention WorkBoat Maintenance & Repair		AIA IBC AWWA Mega Rust Western Roofing NACE Concrete Service Life Extension Conference FRSA	SourceBOOK 2017 is a reprinted supplement that is distributed at all industry shows attended and hosted by NACE and CoatingsPro.

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

	Space: 5-12-17	Space: 6-16-17	Space: 7-21-17	Space: 8-18-17	Space: 9-15-17	Space: 10-20-17	DEADLINE
	Materials: 5-19-17	Materials: 6-23-17	Materials: 7-28-17	Materials: 8-25-17	Materials: 9-22-17	Materials: 10-27-17	
	Coatings and the World of Entertainment Intumescent Coatings SPF: Commercial Structures Food and Beverage		Flooring Insulation Coatings Working w/ Polyurethanes Coatings for Wet Environment		Green Roofs Coated Concrete Steel Coatings Power Plants		EDITORIAL CONTENT
	SPECIAL SECTION	SPECIAL SUPPLEMENT	SPECIAL SECTION	SPECIAL SUPPLEMENT	SPECIAL SECTION	SPECIAL SUPPLEMENT	
	Product Spotlight	Equipment Supplement	FloorSpace	Roof Coating Supplement	WebSHOTS	Concrete Supplement	
							FREE ADVERTISING STUDY ISSUE
		Polybagged with September 2017		Polybagged with November 2017		Polybagged with January 2018	BONUS DISTRIBUTION
	NACE Central Area Conference CORCON 2017 EUROCORR		WJTA-IMCA CONSTRUCT NACE Corrosion Technology Week FMMS WEFTEC NACE Northern Area Eastern Conference		ICRI Fall Convention NACE Western Area Conference International WorkBoat Show POWER-GEN International NACE Nuclear Power Plant Coatings Symposium	WOC 2018	SHOW DISTRIBUTION

2017 MECHANICAL SPECIFICATIONS

Materials

All ads must be provided in electronic format. For any file formats other than the following, please contact the publisher.

Preferred file format: PDF/X-1a:2001

Acceptable file formats include

- ▶ **Portable Document Format (.pdf)**—please embed all graphics and fonts and provide as a high-resolution (300 dpi or higher) file. When exporting the PDF, select "Use Document Bleed" but DO NOT select crop marks, bleed marks, registration marks, or page information.
- ▶ **Tagged Image File (.tif)**—please provide ad at 100% size (including bleed if applicable) at 300 dpi grayscale (for black/white ads) or CMYK (for 4-color process). Spot color ads cannot be provided in a .tif file.
- ▶ **Encapsulated Postscript (.eps)**—please embed all graphics, convert text to paths, and export at high resolution (300 dpi or higher). Be sure to include the bleed.
- ▶ **Adobe Photoshop Data File (.psd)**—please convert text to paths. File must be high resolution (300 dpi or higher).

All fonts should be Postscript Type 1, 2, 3, or OpenType fonts. All graphics should either be embedded or included on the disk with the ad and fonts—please state whether the file is Macintosh™ or Windows™ PC. Adobe InDesign™ is the page layout software used to create *CoatingsPro*. **No Quark Xpress™, Microsoft Word, or Microsoft PowerPoint files can be accepted as final art—please provide the ad as a PDF with bleed. Converting ads from an unsupported file format will incur additional charges.**

Include a black/white laser proof of non-color ads and a color laser proof of color ads for all electronic files. **The publisher cannot guarantee that an ad will appear as the advertiser requires if a proof is not provided.**

File Sizes

Files less than 6 MB may be emailed. Larger files should be sent an FTP (File Transfer Protocol) site or to the publisher on disk.

Bleeds

Publication trim size is 8.125" x 10.875".

To accommodate for trim off, add an extra .125" of bleed on all sides of the ad. Live matter should be kept at least .25" from the trimmed edges. On spreads, allow for a .5" gutter.

Ad creation & revision services

All ads requiring changes at the publisher will be billed to the advertiser for a fee of \$100 per hour (one-hour minimum charge). Advertiser must provide appropriate art and text one week prior to materials due date. Extensive changes may preclude advertiser from qualifying for an agency discount.

Customized Reprint Services

Reprints of magazine articles and ads can be used as an effective marketing tool geared toward customers and prospects, and they are an effective way to inform employees of product news within your company. Reprints also can be used as handouts at trade shows and company meetings, as well as sales aids for your field representatives.

CoatingsPro reprints will be sent to you in PDF file format that can be used at your discretion and is labeled as "reprinted with permission."

Reprint contact:

Daniela Freeman; +1 281-228-6287;
daniela.freeman@nace.org

Closing Dates

See editorial calendars on page 14 & 15 for closing dates.

Contact the publisher for information regarding materials requiring production work.

Cancellations must be in writing and are not accepted after the closing date.

Send all insertion orders, & materials to:

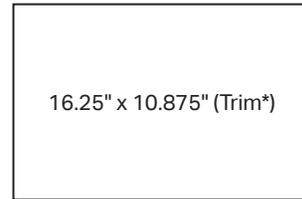
Brenda Nitz
NACE International
15835 Park Ten Place
Houston, Texas 77084, USA
+1-281-228-6219
brenda.nitz@nace.org

CoatingsPro FTP site (case sensitive):

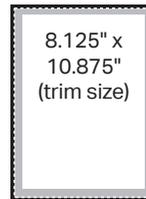
Server/Hostname: ftp.coatingspromag.com
Username: cpadclient@coatingspromag.com
Password: coatingspro

Ad SPECIFICATIONS

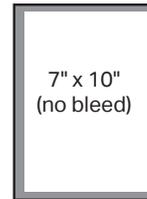
Publication trim size of *CoatingsPro Magazine*:
8.125" x 10.875"



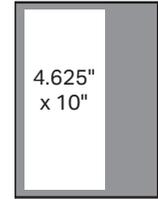
Two-page spread, bleed
Add .125" on all sides for bleed



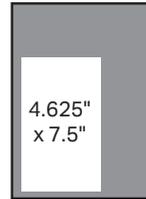
Full page with bleed
Add .125" on all sides
for bleed



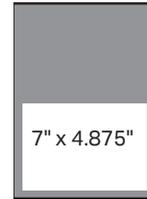
Full page no
bleed



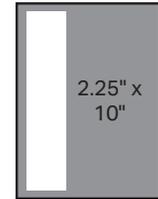
2/3 page
vertical



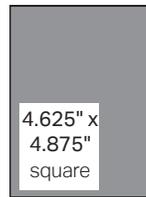
1/2 page
island



1/2 page
horizontal



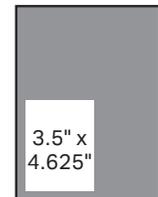
1/3 page
vertical



1/3 page
square



1/3 page
horizontal



1/4 page



CoatingsPro

2017 ADVERTISING RATES

DISPLAY ADVERTISING RATES						
Four-Color	1X	3X	6X	9X	12X	15X
Full page	5,305	5,035	4,540	4,290	4,170	4,090
2/3 page	4,540	4,335	3,940	3,720	3,635	3,580
1/2 island	4,055	3,880	3,555	3,365	3,300	3,250
1/2 page horizontal	3,760	3,600	3,315	3,160	3,085	3,050
1/3 page	3,110	2,995	2,785	2,690	2,625	2,595
1/4 page	2,940	2,795	2,560	2,380	2,350	2,270
Two-Color	1X	3X	6X	9X	12X	15X
Full page	4,350	4,090	3,595	3,340	3,225	3,150
2/3 page	3,595	3,395	3,030	2,995	2,690	2,630
1/2 island	3,110	2,935	2,610	2,425	2,350	2,305
1/2 page horizontal	2,815	2,655	2,375	2,215	2,165	2,100
1/3 page	2,160	2,055	1,840	1,745	1,685	1,655
1/4 page	1,905	1,795	1,655	1,560	1,515	1,465
Black/White	1X	3X	6X	9X	12X	15X
Full page	3,775	3,510	3,020	2,750	2,630	2,560
2/3 page	3,020	2,805	2,415	2,195	2,100	2,055
1/2 island	2,525	2,340	2,025	1,840	1,765	1,725
1/2 page horizontal	2,225	2,070	1,780	1,630	1,560	1,505
1/3 page	1,575	1,465	1,255	1,155	1,095	1,070
1/4 page	1,335	1,220	1,005	910	850	820
Special Positions	1X	3X	6X	9X	12X	15X
Cover 2: inside front	6060		5745		5390	
Cover 3: inside back	5800		5495		5245	
Cover 4: back cover	6250		5915		5800	
Special Positions	1X	3X	6X	9X	12X	15X
<i>Sold only to advertisers with full-page ads using four-color process</i>						
Center spread	16,330	11,665	9,990	9,440	8,645	
Guaranteed position	5,670	5,385	4,855	4,590	4,465	

MARKETPLACE					
Four-Color	3X	6X	Black/White	3X	6X
1/6 page	1,625	3,000	1/6 page	1,215	2,250
1/9 page	1,425	2,640	1/9 page	1,068	1,980
1/12 page	1,053	1,950	1/12 page	789	1,464
Two-Color	3X	6X	1 inch text only	390	720
1/6 page	1,458	2,700			
1/9 page	1,284	2,376			
1/12 page	948	1,785			

GENERAL POLICIES



Advertising agencies and advertisers assume liability for content of advertisements printed and assume responsibility for any claims that are made against the Publisher. The Publisher reserves the right to reject any advertisement that is not consistent with the objectives of NACE International. Display and classified advertising are included as an educational service to readers, and products and/or services mentioned carry no implied or real endorsement from NACE. The Publisher will not be bound by any condition, printed or otherwise, appearing in contracts, orders, or copy instructions that conflict with the provisions of its rate card or with the policies of the Publisher and NACE. The Publisher is not liable for delays in the delivery and/or non-delivery in the event of conditions outside the Publisher's control.

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. Publisher reserves the right to change editorial content and bonus distribution without prior notification.

PAYMENT POLICY

All payments are due upon receipt of invoice. 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. 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.

CANCELLATIONS AND CHANGES

Cancellations must be in writing and are not accepted after published closing date. The Publisher can create or revise ads under certain conditions for a fee of \$100 per hour (one-hour minimum charge). Advertiser must provide appropriate art and text one week prior to materials due date.

AGENCY COMMISSION

A 15% commission on display advertising based on paid invoices is available to recognized agencies. NOTE: Non-display advertising, such as classified advertisements, and *CoatingsPro* MarketPLACE advertisements are non-commissionable.

RATES

All rates listed are in U.S. dollar (USD). Contract frequency rates are based on the total number of insertions within a 1-year period. Billing adjustments will be made if frequency is increased or if rate is not earned. Advertising in the print versions of the magazines cannot be combined with the online version for frequency discounts. Rates are monthly and are considered net. Terms and conditions are subject to change.

NACE INTERNATIONAL
The Worldwide Corrosion Authority.

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