



AMERICAN COATINGS
SHOW+
CONFERENCE

5–7 April, 2022
Indianapolis, IN
www.american-coatings-show.com



Advertising Opportunities

- ▶ Publications
- ▶ Rates & Sizes
- ▶ Discounts & Packages



Advertising Opportunities

AC
AMERICAN COATINGS
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► Publications PRINT



Closing date
PREVIEW:
**October 6,
2021**

AMERICAN COATINGS SHOW PREVIEW

► Pre-show newspaper and kick-off for the visitor marketing campaign!

- Publication date:** January 2022
- Print run:** approx. 35,000 copies PLUS digital distribution
- Distribution:**
- inserts in
CoatingsTech
Coatings World
European Coatings Journal
Farbe und Lack
 - distribution to all members of the ACA
 - digital version promoted through emailings to all former and potential attendees of the American Coatings Show as well as social media posts
- Digital data due:** November 3, 2021

AMERICAN COATINGS SHOW DAILY

► On-site newspapers distributed to all incoming visitors!

- Publication dates:** April 5–7, 2022 (3 issues)
- Print run:**
- No. 1: 4,500 copies
 - No. 2: 3,500 copies
 - No. 3: 3,000 copies
- Distribution:**
- exclusive show floor distribution
 - extensive hotel distribution
 - digital versions promoted through emailings to all former and potential attendees of the American Coatings Show as well as social media posts
- Digital data due:** March 4, 2022



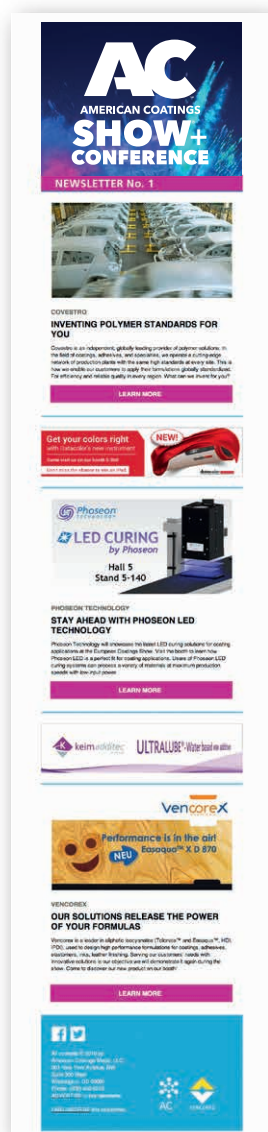
Closing date
DAILY:
**February 18,
2022**



Advertising Opportunities

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► Publications DIGITAL



AMERICAN COATINGS SHOW NEWSLETTER

- Official e-mail newsletter and countdown to the show!

Publication dates:

- No. 1: February 7, 2022
- No. 2: February 14, 2022
- No. 3: February 21, 2022
- No. 4: February 28, 2022
- No. 5: March 7, 2022
- No. 6: March 14, 2022
- No. 7: March 21, 2022
- No. 8: March 24, 2022
- No. 9: March 28, 2022
- No. 10: March 31, 2022
- No. 11: April 4, 2022
- No. 12: April 8, 2022

Mailing list:

approx. 15,000 recipients

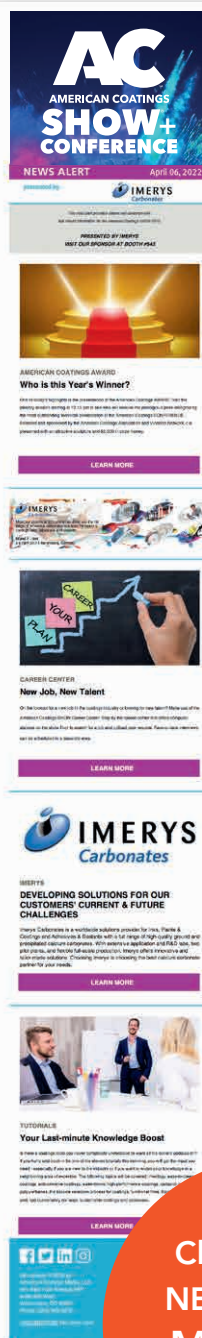
Distribution:

- all former show visitors and exhibitors
- all former conference attendees
- all pre-registered 2022 show visitors and conference attendees

Digital data due:

3 working days before publication date

Closing date NEWSLETTER:
5 working days before publication date



AMERICAN COATINGS SHOW NEWS ALERT

- Last-minute e-mail update for all show and conference attendees!

Publication dates:

- No. 1: April 5, 2022
- No. 2: April 6, 2022
- No. 3: April 7, 2022

Mailing list:

approx. 10,000 recipients

Distribution:

- 2022 show visitors, exhibitors, and conference attendees

Digital data due:

3 working days before publication date

Closing date NEWS ALERT:
March 11, 2022



Advertising Opportunities

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► Rates & Sizes PREVIEW & DAILY



TABLOID PAGE

10 3/4" x 15"

1st right-hand page*

- Preview \$ 9,100
- Daily \$ 8,230

Back cover*

- Preview \$ 8,520
- Daily \$ 7,710

ROP

- Preview \$ 7,830
- Daily \$ 7,080



RECTANGLE

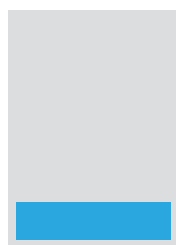
2 1/3" x 2 1/3"

Front page, top*

- Preview \$ 2,890
- Daily \$ 2,580

Front page mid*

- Preview \$ 2,600
- Daily \$ 2,330



TAIL PIECE

9 3/4" x 2 1/3"

Front page*

- Preview \$ 4,210
- Daily \$ 3,810

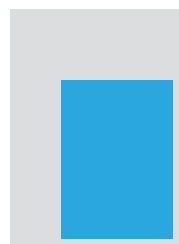


CORNER AD

3 1/3" x 3 1/3"

ROP, right-hand page

- Preview \$ 2,250
- Daily \$ 2,030

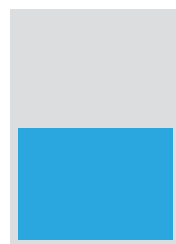


ISLAND PAGE

7" x 10"

ROP

- Preview \$ 6,340
- Daily \$ 5,740

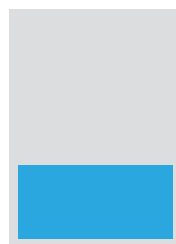


HALF PAGE

9 3/4" x 7" (horizontal)

ROP

- Preview \$ 4,750
- Daily \$ 4,300



ONE-THIRD PAGE

9 3/4" x 4 2/3" (horizontal)

ROP

- Preview \$ 3,950
- Daily \$ 3,580



ONE-QUARTER PAGE

4 3/4" x 7" (square)

ROP

- Preview \$ 3,260
- Daily \$ 2,950

Rates are per issue, full color (CMYK), and subject to VAT where applicable.

No charges for bleed, but only available for tabloid, half, 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.

Non-ACS 2022 exhibitors add 10% on total rate. Loose inserts are not available.

Special positions (*) cannot be canceled. Cancellation period for advertising orders:

6 weeks before publication.

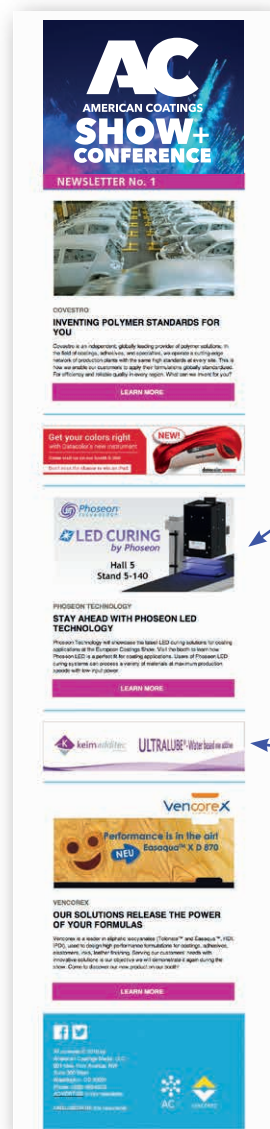
See
page 7 for
discounts and
packages!



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► Rates & Sizes NEWSLETTER



TEXT AD

LED CURING
by Phoseon

Hall 5
Stand 5-140

PHOSEON TECHNOLOGY
STAY AHEAD WITH PHOSEON LED TECHNOLOGY

Phoseon Technology will showcase the latest LED curing solutions for coating applications at the European Coatings Show. Visit the booth to learn how Phoseon LED is a perfect fit for coating applications. Users of Phoseon LED curing systems can process a variety of materials at maximum production speeds with low-input power.

[LEARN MORE](#)

Standardized layout: see sample.
Text: max. 400 characters (incl. spaces);
headline: max. 34 characters (incl. spaces).
Ad incl. product picture or company logo
(600 x 240 px, jpg, max. 100 KB) and link
to your homepage.

- No. 1-4 (February 7-28, 2022)
\$ 1,850
- No. 5+6 (March 7+14, 2022)
\$ 1,950
- No. 7-10 (March 21-31, 2022)
\$ 2,150
- No. 11 (April 4, 2022)
\$ 2,450
- No. 12 (April 8, 2022)
\$ 1,850

BANNER AD

keimadditec **ULTRALUBE®-Water based wax additives**

600 x 220 px, incl. link to your homepage,
jpg, max. 100 KB. Make sure to keep the
main display on mobile devices in mind
when creating your artwork!

- No. 1-4 (February 7-28, 2022)
\$ 1,350
- No. 5+6 (March 7+14, 2022)
\$ 1,450
- No. 7-10 (March 21-31, 2022)
\$ 1,650
- No. 11 (April 4, 2022)
\$ 1,950
- No. 12 (April 8, 2022)
\$ 1,350

Rates are per issue and subject to VAT where applicable.
Non-ACS 2022 exhibitors add 10% on total rate.
Cancellation period for advertising orders: 6 weeks before publication date.
Order of placement per newsletter: first-come, first-served. Limited availability.

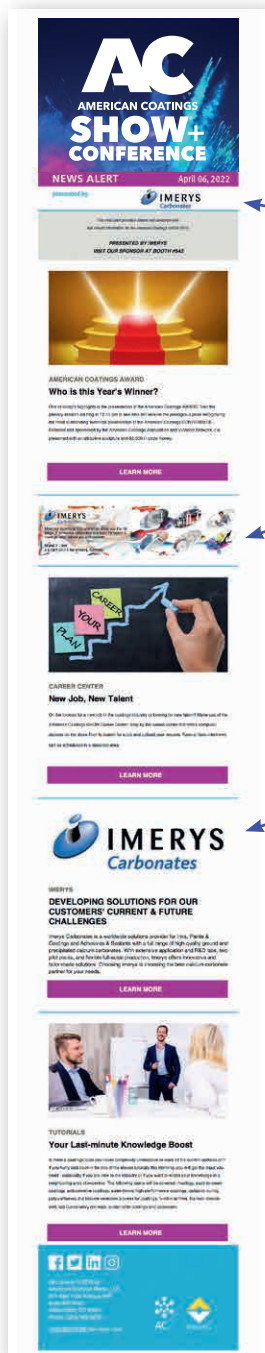
See
page 7 for
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► Rates & Sizes **NEWS ALERT**



EXCLUSIVE SPONSORSHIP

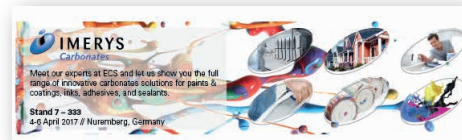
includes

COMPANY LOGO



max. 600 px wide, jpg, max. 100 KB

+ BANNER AD



600 x 220 px, incl. link to your homepage, jpg, max. 100 KB. Make sure to keep the main display on mobile devices in mind when creating your artwork!

+ TEXT AD



Standardized layout: see sample.
Text: max. 400 characters (incl. spaces);
headline: max. 34 characters (incl. spaces).
Ad incl. product picture or company logo (600 x 240 px, jpg, max. 100 KB) and link to your homepage.

- \$ 3,300 per sponsorship/issue (package consists of logo, text, and banner ad)

Rates are per issue and subject to VAT where applicable.
Non-ACS 2022 exhibitor's sponsorship orders cannot be accepted.
ACS News Alert sponsorship orders cannot be canceled.

See
page 7 for
discounts and
packages!



Advertising Opportunities



► Discounts & Packages

Discounts

PREVIEW / DAILY

3 x = 5%
4 x = 10%

NEWSLETTER / NEWS ALERT

2 x = 3%
3 x = 5%
4 x = 10%
6 x = 15%
9 x = 20%
12 x = 30%

Packages

PACKAGE 1

1 x Preview / Daily
+1 x Newsletter / News Alert
= 2%

PACKAGE 2

2 x Preview / Daily
+2 x Newsletter / News Alert
= 4%

PACKAGE 3

3 x Preview / Daily
+3 x Newsletter / News Alert
= 6%

PACKAGE 4

4 x Preview / Daily
+4 x Newsletter / News Alert
= 12%

Regular and package discounts are alternative options and cannot be combined.

Advertising Contacts

For inquiries from the U.S., Canada, UK
Dave Weidner
Phone 603-556-7479
dave.weidner@vincentz.net

For inquiries from other countries
Anette Pennartz
Phone +49-511-9910-240
anette.pennartz@vincentz.net

