

# AC

AMERICAN COATINGS

# SHOW+

# CONFERENCE

Indianapolis, IN  
[www.american-coatings-show.com](http://www.american-coatings-show.com)

**April 30 - May 2, 2024**

ADVERTISING OPPORTUNITIES 2024 →

- ▶ **AC SHOW** E-Preview
- ▶ **AC SHOW** Daily
- ▶ **AC SHOW** Newsletter
- ▶ **AC SHOW** News Alert



# ADVERTISING OPPORTUNITIES

Closing date  
**AC SHOW**  
E-Preview:  
**February 2,  
2024**

**AC**  
AMERICAN COATINGS  
**SHOW+**  
CONFERENCE

## ► AC SHOW E-Preview



Pre-show e-publication and kick-off for attendees to get prepared for the show. Benefit from the highest possible market reach through an unmatched digital distribution!

**Publication date:** March 5, 2024

### Distribution:

- direct e-mailings to all former and potential show and conference attendees
- social media campaigns
- via US coatings magazines, i.e. CoatingsTech, Coatings World, and Paint & Coatings Industry (PCI)

**Digital data due: February 16, 2024**

### SPECIAL PACKAGE OFFER!

As an advertiser of the AC SHOW E-Preview you are also entitled to an exclusive text advertisement position in one of four exclusive direct e-blasts sent to all former and potential attendees of the show and conference in the course of March 2024!

Text ad types		Specifications	
	Mailing date		
<b>A</b>	March 28, 2024	• headline: max. 70 characters	• copy (A, B): max. 400 characters (incl. spaces)
<b>B</b>	March 21, 2024	• picture/logo: 600 x 240 px, max. 100 KB, JPEG, GIF (not animated)	
<b>C</b>	March 14, 2024	• CTA: max. 1 URL (not included in copy, for use as separate CTA button)	• copy (C, D): max. 200 characters (incl. spaces)
<b>D</b>	March 7, 2024		

## Ad Sizes & Rates

Size	\$	Included direct e-blast type
<b>Advertorial</b>	10,000	<b>A</b>
<ul style="list-style-type: none"> <li>• present your own content in the AC SHOW E-Preview and earn highest attention from the audience on the first content pages of the e-publication</li> <li>• presented as individual content item in table of contents</li> <li>• copy: max. 2,000 characters (total of headline, body, spaces, and CTA)</li> <li>• picture: 1,366 px wide</li> <li>• video: max. 3 min length</li> <li>• alternative to video: picture gallery: max. 5 pictures, each 1,366 px wide</li> <li>• CTA incl. URL link</li> </ul>		
<b>Full page ad</b>	8,600	<b>A</b>
<ul style="list-style-type: none"> <li>• 1,366 x 768 px + mobile: 600 x 1,200 px</li> <li>• not animated • incl. URL link</li> </ul> → EXAMPLE		
<b>Half page ad</b>	5,250	<b>B</b>
<ul style="list-style-type: none"> <li>• position: upper right corner + mobile: mid-way through editorial</li> <li>• 300 x 600 px (provide 600 x 1,200 px)</li> <li>• not animated • incl. URL link</li> </ul> → EXAMPLE		
<b>Slider ad</b>	4,350	<b>B</b>
<ul style="list-style-type: none"> <li>• position: between first and second paragraph of article</li> <li>• 1,366 x 500 px + mobile: 300 x 600 px (provide 600 x 1,200 px)</li> <li>• slide or fade • animated, max. 3 pictures</li> <li>• incl. URL link</li> </ul> → EXAMPLE		
<b>Billboard ad</b>	3,600	<b>C</b>
<ul style="list-style-type: none"> <li>• position: between first and second paragraph of editorial</li> <li>• 1,366 x 500 px + mobile: 300 x 600 px (provide 600 x 1,200 px)</li> <li>• incl. URL link</li> </ul> → EXAMPLE		
<b>Cover rectangle (top)</b>	3,200	<b>C</b>
<ul style="list-style-type: none"> <li>• position: left side of cover page, top position</li> <li>• 300 x 200 px (provide 600 x 400 px)</li> <li>• not animated • incl. URL link</li> </ul> → EXAMPLE		
<b>Cover rectangle (bottom)</b>	3,000	<b>D</b>
<ul style="list-style-type: none"> <li>• position: left side of cover page, bottom position</li> <li>• 300 x 200 px (provide 600 x 400 px)</li> <li>• not animated • incl. URL link</li> </ul> → EXAMPLE		
<b>Flying circle ad</b>	2,500	<b>D</b>
<ul style="list-style-type: none"> <li>• position: upper right corner</li> <li>• 300 x 300 px (circle) + mobile: 600 x 600 px (circle)</li> <li>• not animated • incl. URL link</li> </ul> → EXAMPLE		

File formats E-Preview: MP4, PNG, JPEG, SVG; 150 dpi. Rates are subject to VAT where applicable. Non-AC SHOW 2024 exhibitors add 50% on total rate. Cancellation period for advertising orders: 6 weeks before publication date.

See  
last page for  
discounts and  
contacts!



# ADVERTISING OPPORTUNITIES



## ► AC SHOW Daily



The official show newspapers distributed to all incoming visitors and conference attendees offering last minute info and tips for the day.  
Final chance to steer more visitors to your booth!

**Publication dates:** April 30 – May 2, 2024 (3 issues)

**Print run:** No. 1: 4,000 copies  
No. 2: 4,000 copies  
No. 3: 3,000 copies } **plus** digital distribution

**Distribution:**

- exclusive show floor distribution
- extensive hotel distribution
- digital versions promoted through e-mailings as well as social media

**Digital data due:** **March 29, 2024**

Closing date  
**AC SHOW Daily:**  
**March 15, 2024**

## Ad Sizes & Rates

Size	Position	No. 1 or 2 \$/issue	No. 3 \$
Tabloid page	1 <sup>st</sup> right-hand page*	9,050	8,600
	back cover*	8,500	8,100
	ROP	7,800	7,400
Rectangle	front page, top position*	2,850	2,700
	front page, mid position*	2,550	2,400
Tail piece	front page*	4,200	4,000
Corner ad	upper corner, ROP	2,250	2,150
Island page	ROP	6,300	6,000
Half page (horizontal)	ROP	4,750	4,500
One-third page (horizontal)	ROP	3,950	3,750
One-quarter page (square)	ROP	3,250	3,100

## Specifications

<b>TABLOID PAGE</b> 10 3/4" x 15"	<b>RECTANGLE</b> 2 1/3" x 2 1/3"	<b>TAIL PIECE</b> 9 3/4" x 2 1/3"	<b>CORNER AD</b> 3 1/3" x 3 1/3"
<b>ISLAND PAGE</b> 7" x 10"	<b>HALF PAGE</b> 9 3/4" x 7"	<b>ONE-THIRD PAGE</b> 9 3/4" x 4 2/3"	<b>ONE-QUARTER PAGE</b> 4 3/4" x 7"

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-AC SHOW 2024 exhibitors add 50% on total rate. Loose inserts are not available.  
Special positions (\*) cannot be canceled. Cancellation period for advertising orders: 6 weeks before publication date.

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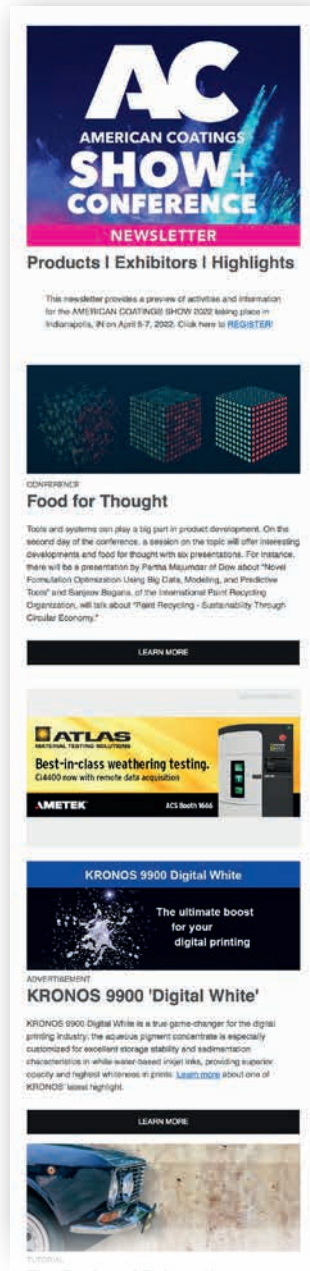




# ADVERTISING OPPORTUNITIES



## ► AC SHOW Newsletter



Official e-newsletter from the leading US coatings event and digital countdown to the Indianapolis show. Appetizer show news and exhibitor highlights - all in a nutshell!

**Publication dates:** No. 1 + 2: April 1 + 8, 2024  
No. 3 + 4: April 15 + 18, 2024  
No. 5 + 6: April 22 + 25, 2024  
No. 7: April 29, 2024  
No. 8: May 3, 2024

**Mailing list:** approx. 12,000 - 15,000 recipients

**Distribution:**

- all former and potential show attendees and exhibitors
- all former and potential conference attendees
- all pre-registered show and conference attendees

Closing date  
**AC SHOW**  
Newsletter:  
5 business  
days before  
publication  
date

**Digital data due:** 3 business days before publication date

## Ad Sizes, Rates & Specifications

Size	Specifications	No. 1, 2, or 8 \$/issue	No. 3 or 4 \$/issue	No. 5 or 6 \$/issue	No. 7 \$
<b>Text ad</b>	<ul style="list-style-type: none"> <li>• headline: max. 70 characters (incl. spaces)</li> <li>• copy: max. 400 characters (incl. spaces)</li> <li>• picture/logo: 600 x 240 px, max. 100 KB, JPEG</li> <li>• link (max. 1 URL) to your homepage</li> </ul>	2,200	2,400	2,600	2,800
<b>Banner ad</b>	<ul style="list-style-type: none"> <li>• 600 x 220 px, incl. link, max. 100 KB, JPEG, GIF (not animated)</li> </ul>	1,800	2,000	2,200	2,400

Rates are per issue and subject to VAT where applicable.  
Non-AC SHOW 2024 exhibitors add 50% on total rate.  
Cancellation period for advertising orders: 6 weeks before publication date.  
Order of ad placement: first-come, first-served. Limited availability!

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# ADVERTISING OPPORTUNITIES

**AC**  
AMERICAN COATINGS  
**SHOW+**  
CONFERENCE

## ► AC SHOW News Alert



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

**Publication dates:** No. 1: April 30, 2024  
No. 2: May 1, 2024  
No. 3: May 2, 2024

**Mailing list:** approx. 15,000 recipients

**Distribution:** all registered show and conference attendees

**Digital data due:** April 12, 2024

Closing date  
**AC SHOW**  
News Alert:  
March 29,  
2024

## Exclusive Sponsorship Package (max. 3 available)



### COMPANY LOGO

- max. 600 px wide, max. 100 KB, JPEG



### + BANNER AD

- 600 x 220 px
- incl. link to your homepage
- max. 100 KB, JPEG

Make sure to keep the majority display on mobile devices in mind when creating your artwork!



### + TEXT AD

- headline: max. 70 characters (incl. spaces)
- copy: max. 400 characters (incl. spaces)
- picture/logo: 600 x 240 px, max. 100 KB, JPEG
- link to your homepage

**\$ 3,700** per sponsorship package

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Rates are per issue and subject to VAT where applicable.  
Non-AC SHOW 2024 exhibitor's sponsorship orders cannot be accepted.  
Sponsorship orders cannot be canceled.



# ADVERTISING OPPORTUNITIES



## ► AC SHOW Advertising Discounts

### Series Discounts

E-Preview / Daily	Newsletter / News Alert
3x ads = 5% 4x ads = 10%	2x ads = 3% 3x ads = 5% 4x ads = 10% 6x ads = 15%

### Volume Discounts

Total Advertising Volume*				
> \$ 10,000 = 3%	> \$ 15,000 = 5%	> \$ 20,000 = 8%	> \$ 25,000 = 10%	> \$ 30,000 = 12%

*\* Only applies to offerings from this media kit. Series and volume discounts are alternative offerings and cannot be combined, the more favorable one will be automatically applied.*



## Advertising Contacts

For inquiries from North America & UK  
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For inquiries from other countries  
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