

# ADVERTISING BROCHURE 2026

# AC

AMERICAN COATINGS

# SHOW+

# CONFERENCE

INDIANA CONVENTION CENTER  
Indianapolis, IN

**May 5-7, 2026**

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



# ADVERTISING OPPORTUNITIES

Closing date  
**AC SHOW**  
E-Preview:  
**February 6,  
2026**

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

## AC SHOW E-Preview



This pre-show e-publication offers a preview for attendees to prepare for the show. Benefit from the greatest possible market reach through an unmatched digital distribution!

**Publication date:** March 12, 2026

### Distribution:

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

**Digital data due: February 20, 2026**

### SPECIAL PACKAGE OFFER!

As an advertiser of the AC SHOW E-Preview you are also entitled to an exclusive text ad position in one of four exclusive direct e-blasts sent to all former and potential attendees of the show and conference in March 2026!

| Text ad types |                | Specifications                                                                                                                                                                                                                                  |
|---------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|               | Mailing date   |                                                                                                                                                                                                                                                 |
| <b>A</b>      | March 27, 2026 | <ul style="list-style-type: none"> <li>• headline: max. 70 characters</li> <li>• picture/logo: 600 x 240 px, max. 100 KB, JPEG, GIF (not animated)</li> <li>• CTA: max. 1 URL (not included in copy, for use as separate CTA button)</li> </ul> |
| <b>B</b>      | March 20, 2026 |                                                                                                                                                                                                                                                 |
| <b>C</b>      | March 13, 2026 | <ul style="list-style-type: none"> <li>• copy (C, D): max. 200 characters (incl. spaces)</li> </ul>                                                                                                                                             |
| <b>D</b>      | March 6, 2026  |                                                                                                                                                                                                                                                 |

## Ad Sizes & Rates

| Size                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | \$     | Included direct e-blast type |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|------------------------------|
| <b>Advertorial</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 10,300 | <b>A</b>                     |
| <ul style="list-style-type: none"> <li>• present your content in the AC SHOW E-Preview and earn the greatest audience attention on the first content pages of the E-Preview</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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 9,030  | <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>                                                                                                                                                                                                                                                                                                                                                                                                    |        |                              |
| <b>Half page ad</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5,510  | <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>                                                                                                                                                                                                                                                                                                                          |        |                              |
| <b>Slider ad</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 4,480  | <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>                                                                                                                                                                                                                                                                    |        |                              |
| <b>Billboard ad</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3,780  | <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>                                                                                                                                                                                                                                                                                                                       |        |                              |
| <b>Cover rectangle (top)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3,360  | <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>                                                                                                                                                                                                                                                                                                                                             |        |                              |
| <b>Cover rectangle (bottom)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 3,090  | <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>                                                                                                                                                                                                                                                                                                                                          |        |                              |
| <b>Flying circle ad</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 2,630  | <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>                                                                                                                                                                                                                                                                                                                                              |        |                              |

File formats E-Preview: MP4, PNG, JPEG, SVG; 150 dpi. Rates are subject to VAT where applicable. Non-AC SHOW 2026 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 newspaper is distributed daily to all visitors and conference attendees, offering last minute info and tips for the day and a chance to steer more visitors to your booth!

**Publication dates:** May 5-7, 2026 (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-mail and social media

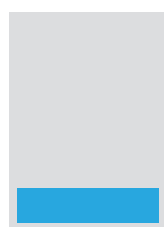
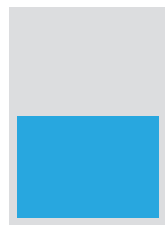
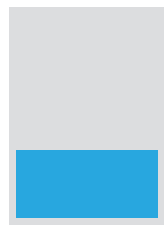
**Digital data due:** April 3, 2026

Closing date  
**AC SHOW Daily:**  
March 20,  
2026

### Ad Sizes & Rates

| Size                        | Position                         | No. 1 or 2<br>\$/issue | No. 3<br>\$ |
|-----------------------------|----------------------------------|------------------------|-------------|
| 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       |
| 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><br>10 3/4" x 15"                                                | <b>RECTANGLE</b><br>2 1/3" x 2 1/3"                                                  | <b>TAIL PIECE</b><br>9 3/4" x 2 1/3"                                                  | <b>CORNER AD</b><br>3 1/3" x 3 1/3"                                                   |
|                                                                                     |  |  |  |
|                                                                                     | <b>HALF PAGE</b><br>9 3/4" x 7"                                                      | <b>ONE-THIRD PAGE</b><br>9 3/4" x 4 2/3"                                              | <b>ONE-QUARTER PAGE</b><br>4 3/4" x 7"                                                |

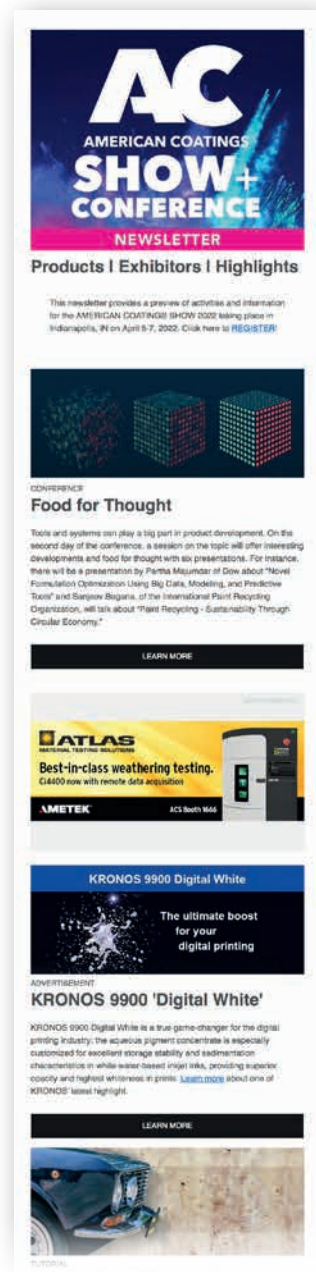
Rates are per issue, full color (CMYK), and subject to VAT where applicable.  
No charges for bleed, but only available for tabloid, half, one-third pages, tail pieces, and corner ads.  
Add 1/8 inch on each trim edge, critical matter must be kept at least a 1/2 inch from all trim edges.  
Non-AC SHOW 2026 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



The official event e-newsletter presents a digital countdown to the Indianapolis show featuring show news and exhibitor highlights!

**Publication dates:**

- No. 1: April 13, 2026
- No. 2: April 16, 2026
- No. 3: April 20, 2026
- No. 4: April 23, 2026
- No. 5: April 27, 2026
- No. 6: April 28, 2026
- No. 7: April 29, 2026
- No. 8: April 30, 2026
- No. 9: May 1, 2026
- No. 10: May 4, 2026

**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

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

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

### Ad Sizes, Rates & Specifications

| Size             | Specifications                                                                                                                                                                                                                                             | No. 1 or 2<br>\$/issue | No. 3 or 4<br>\$/issue | No. 5, 6, 7, 8, or 9<br>\$/issue | No. 10<br>\$ |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|------------------------|----------------------------------|--------------|
| <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> | 2,800                  | 3,000                  | 3,400                            | 3,800        |
| <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>                                                                                                                                        | 2,500                  | 2,700                  | 3,000                            | 3,500        |

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Rates are per issue and subject to VAT where applicable.  
Non-AC SHOW 2026 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!



## ADVERTISING OPPORTUNITIES

### AC SHOW News Alert

Timely e-mail update for all show and conference attendees!

**Publication dates:** No. 1: May 5, 2026  
No. 2: May 6, 2026  
No. 3: May 7, 2026

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

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

**Digital data due:** **April 17, 2026**

Closing date  
**AC SHOW**  
News Alert:  
**March 31,**  
**2026**

### Exclusive Sponsorship Package

(max. 1 package per News Alert)



#### 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

**\$ 4,400** per sponsorship package

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Rates are per issue and subject to VAT where applicable.  
Non-AC SHOW 2026 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%<br>4x ads = 10% | 2x ads = 3%<br>3x ads = 5%<br>4x ads = 10%<br>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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