

AC

AMERICAN COATINGS

SHOW+

CONFERENCE

Indianapolis, IN
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



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 5, 2024

Distribution:

- direct emails 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 ad position in one of four exclusive direct e-blasts sent to all former and potential attendees of the show and conference in March 2024!

| Text ad types | | Specifications |
|---------------|----------------|---|
| | Mailing date | |
| A | March 28, 2024 | <ul style="list-style-type: none"> • headline: max. 70 characters • picture/logo: 600 x 240 px, max. 100 KB, JPEG, GIF (not animated) • CTA: max. 1 URL (not included in copy, for use as separate CTA button) |
| B | March 21, 2024 | |
| C | March 14, 2024 | <ul style="list-style-type: none"> • copy (C, D): max. 200 characters (incl. spaces) |
| D | March 7, 2024 | |

Ad Sizes & Rates

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

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 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: 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-mail and 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 st 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

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

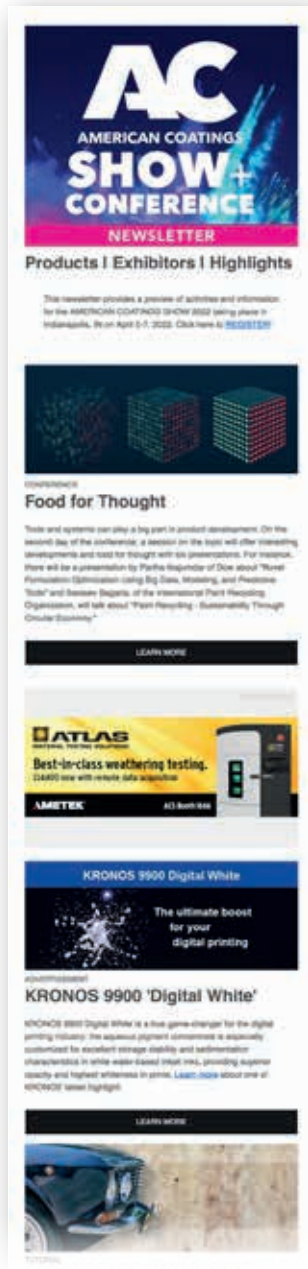
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ADVERTISING OPPORTUNITIES



► AC SHOW Newsletter



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

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 \$ |
|------------------|--|----------------------------|------------------------|------------------------|-------------|
| Text ad | <ul style="list-style-type: none"> • headline: max. 70 characters (incl. spaces) • copy: max. 400 characters (incl. spaces) • picture/logo: 600 x 240 px, max. 100 KB, JPEG • link (max. 1 URL) to your homepage | 2,200 | 2,400 | 2,600 | 2,800 |
| Banner ad | <ul style="list-style-type: none"> • 600 x 220 px, incl. link, max. 100 KB, JPEG, GIF (not animated) | 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 SHOW News Alert



Timely 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

See
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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

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