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**

**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!

**Ad Sizes & Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>$</th>
<th>Included direct e-blast type</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertorial</strong></td>
<td>10,000</td>
<td>A</td>
</tr>
</tbody>
</table>
| • 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                   |
| • 1,366 x 768 px + mobile: 600 x 1,200 px  
• not animated  
• incl. URL link |

| Half page ad          | 5,250 | B                   |
| • 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                   |
| • 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                   |
| • 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                   |
| • 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                   |
| • 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                   |
| • position: upper right corner  
• 300 x 300 px (circle) + mobile: 600 x 600 px (circle)  
• not animated  
• incl. URL link |

**Text ad types**

<table>
<thead>
<tr>
<th>Mailing date</th>
<th>Specifications</th>
</tr>
</thead>
</table>
| A March 28, 2024 | • 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)  
• copy (A, B): max. 400 characters (incl. spaces) |
| B March 21, 2024 | • 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)  
• copy (C, D): max. 200 characters (incl. spaces) |
| C March 14, 2024 | • 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)  
• copy (C, D): max. 200 characters (incl. spaces) |
| D March 7, 2024  | • 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)  
• copy (C, D): max. 200 characters (incl. spaces) |

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. Cancelation period for advertising orders: 6 weeks before publication date.
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

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**Ad Sizes & Rates**

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

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**Specifications**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TABLIOID PAGE</td>
<td>RECTANGLE</td>
<td>TAIL PIECE</td>
</tr>
<tr>
<td>10¾” x 15”</td>
<td>2¾” x 2½”</td>
<td>9¾” x 2½”</td>
</tr>
<tr>
<td>ISLAND PAGE</td>
<td>HALF PAGE</td>
<td>ONE-THIRD PAGE</td>
</tr>
<tr>
<td>7” x 10”</td>
<td>9¾” x 7”</td>
<td>9¾” x 4½”</td>
</tr>
<tr>
<td>ONE-QUARTER PAGE</td>
<td></td>
<td>4¼” x 7”</td>
</tr>
</tbody>
</table>

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See last page for discounts and contacts!
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

Digital data due: 3 business days before publication date

Ad Sizes, Rates & Specifications

<table>
<thead>
<tr>
<th>Size</th>
<th>Specifications</th>
<th>No. 1, 2, or 8 $/issue</th>
<th>No. 3 or 4 $/issue</th>
<th>No. 5 or 6 $/issue</th>
<th>No. 7 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text ad</td>
<td>• headline: max. 70 characters (incl. spaces)</td>
<td>2,200</td>
<td>2,400</td>
<td>2,600</td>
<td>2,800</td>
</tr>
<tr>
<td></td>
<td>• copy: max. 400 characters (incl. spaces)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• picture/logo: 600 x 240 px, max. 100 KB, JPEG</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• link (max. 1 URL) to your homepage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner ad</td>
<td>• 600 x 220 px, incl. link, max. 100 KB, JPEG (not animated)</td>
<td>1,800</td>
<td>2,000</td>
<td>2,200</td>
<td>2,400</td>
</tr>
</tbody>
</table>

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!
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

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

Closing date AC SHOW News Alert: March 29, 2024

See last page for discounts and contacts!

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 Discounts**

**Series Discounts**

<table>
<thead>
<tr>
<th></th>
<th>E-Preview / Daily</th>
<th>Newsletter / News Alert</th>
</tr>
</thead>
<tbody>
<tr>
<td>3x ads</td>
<td>5%</td>
<td>2x ads</td>
</tr>
<tr>
<td>4x ads</td>
<td>10%</td>
<td>3x ads</td>
</tr>
</tbody>
</table>

**Volume Discounts**

<table>
<thead>
<tr>
<th>Total Advertising Volume*</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; $ 10,000 = 3%</td>
</tr>
<tr>
<td>&gt; $ 15,000 = 5%</td>
</tr>
<tr>
<td>&gt; $ 20,000 = 8%</td>
</tr>
<tr>
<td>&gt; $ 25,000 = 10%</td>
</tr>
<tr>
<td>&gt; $ 30,000 = 12%</td>
</tr>
</tbody>
</table>

*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.

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**Advertising Contacts**

For inquiries from North America & 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