

# PCI

Paint & Coatings Industry

## Attracting new customers all year is as easy as ...

1

Fill out the enclosed PCI directories order form to be listed in the Buyers Guide, Additives Handbook, Lab Directory and China Buyers Guide.

2

Select the directories of interest and an enhancement level. Or run display ads for maximum exposure.

3

Start receiving Requests for Proposals (RFP) or samples from interested prospects.

### PRINT

Reach 20,030 subscribers, the largest BPA-audited circulation in the paint and coatings industry.\*

#### Additives Handbook

June Issue  
Ad Close: May 5

#### China Buyers Guide

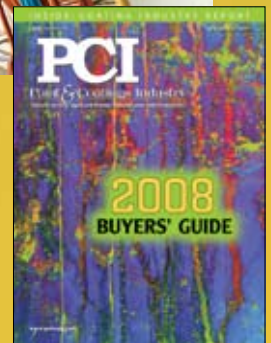
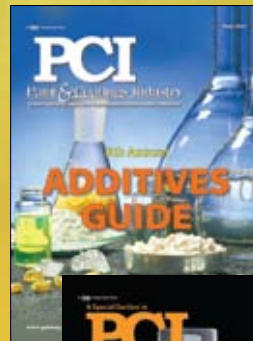
July China Issue  
Ad Close: June 20

#### Lab Directory

August Issue  
Ad Close: July 5

#### Buyers Guide

December Issue  
Ad Close: November 5



**ONE Listing Deadline: April 2, 2008**

### ONLINE – Buyers Guide Issue Only

[www.pcimag.com/buyersguide](http://www.pcimag.com/buyersguide)

Key word search, company detail page, and premium package available to increase your chances of being specified for a job.

Put your business here for only \$1,500.



Premium

Logo or Deluxe

Basic

\*June 2007 BPA Circulation Statement. PCI has 20,030 and Coatings World has 16,967. Coatings Tech is not audited, therefore, it has zero qualified circulation.

# PCI

## Paint & Coatings Industry

Buy a  
Buyers Guide  
Premium Listing  
& Get 1/2 off Listings  
in Other Directories

**Alnor Oil Co., Inc.**  
70 E. Sunrise Hwy.  
Valley Stream, NY 11581  
(516) 561-6146 Fax: (516) 561-6123  
vegoil.source@alnoroil.com  
www.alnoroil.com  
Ray Linke; Marjorie Klayman  
Vegetable oils.



**American Chemet Corp.**  
740 Waukegan Rd., Ste. 202  
Deerfield, IL 60015  
(847) 948-0800 Fax: (847) 948-0811  
sklatt@chemet.com  
www.chemet.com  
Skip Klatt, V.P.-Sales; Kim Klatt, V.P.-Intl.;  
W. W. Shropshire, Pres.  
Cuprous oxide for anti-fouling paint,  
preservatives, zinc oxide, cupric oxide.

SEE OUR AD ON PAGE 56



**Arch Chemicals, Inc., Biocides**  
1955 Lake Park Dr., Ste. 100  
Smyrna, GA 30080  
(800) 523-7391 Fax: (866) 705-0465  
sales@archbiocides.com  
www.archbiocides.com  
Mark Kenline, Global Bus. Dir.; Craig  
Waldron, Global Mkt. Mgr.  
Preservatives for dry film and wet state  
preservation; architectural paints,  
algaecides, antifoulants; marine paints.

SEE OUR AD ON PAGE 101

**List in the PCI Annual Buyers Guide and in  
PCI's targeted directories for maximum  
exposure throughout the year.**

Listing Deadline: April 2, 2008

### Basic

- Basic listing in print
  - 9 or fewer product categories
- Buyers Guide Only
- Listing online

### Logo

- Boldface basic listing in print
  - 4-color supplier logo in print
  - Unlimited product categories
- Buyers Guide Only
- Live Web Hot Link & Logo online
  - Targeted product logos are available for purchase

### Deluxe

- Boldface basic listing in print
  - 4-color supplier logo in print
  - Up to 3 Target Logos in print
- Buyers Guide Only:
- Live Web Hot Link & Logo online
  - Improved search ranking online



### Premium: Buyers Guide Only

- Boldface basic listing in print & 4-color logo in print and online
- Live Web Hot Link in online listing & Email Subject Line
- Up to 3 Target Logos in print
- Up to 3 Spec Sheets\* .pdf online OR NEW up to 3 Videos online
- Premium ranking and designation online

**Run 1/4 or larger display ads in any of our directory issues  
and receive a FREE Logo Listing or 1/2 off a Deluxe or Premium Listing  
in the corresponding directory.**

**To get your products listed, contact Andrea Kropp  
at (810) 688-4847 or [kroppa@pcimag.com](mailto:kroppa@pcimag.com).**

[www.pcimag.com](http://www.pcimag.com)