



Paint & Coatings Industry

Globally Serving Liquid and Powder Manufacturers and Formulators

RETURN FORM BY:

April 18, 2008

2008 DIRECTORIES ORDER FORM

PAID LISTING QUESTIONNAIRE
Supplier/Manufacturer Sections

Account No: Web
Page: 1 of: 3

Sales/Mktg. Mgr.

Please correct the contact and mailing information for the Person Responsible for Updating this Listing.

Impact buyers for the next year, multiple times, multiple ways. Now with one form you can list your company in the PCI Buyers Guide in print and online (December 2008) and in the Additives Handbook (June 2008), the Lab Directory (August 2008) and our NEW China Buyers Guide Edition (July 2008). ENSURE YOUR LISTING STANDS OUT & BUYERS CALL YOU - FILL OUT THE FORM AND SELECT YOUR LISTING OPTIONS ON THE FINAL PAGE OF THIS ORDER FORM TODAY!

Please complete this form, sign, date and return. To ensure accuracy, please clearly print or type any changes or additions to the listing information that follows. If you are not the correct person, please forward this form to that individual.

PUBLISHED COMPANY INFORMATION

Company:

Division:

Address:

City:

State/Province:

Zip/Postal Code:

Country: UNITED STATES

Phone:

Fax:

Email:

Web/Home Page:

PUBLISHED CONTACT INFORMATION

List key contacts and their titles. Please limit to two. The first two names will be used if more are provided.

Your listing will NOT be processed without the following information:

Please sign and return all pages of this form by April 18, 2008 in the envelope provided or by fax to Andrea Kropp at 248-244-3942.

Name: Title:
Signature: Date:
Email:\* Fax:\*

\*PCI is moving to an online listing form and future listing notifications will be sent via email. By providing your fax number you are giving PCI permission to fax you with questions concerning this or future listings. If you do not wish to receive faxes, please leave the fax field blank. All other fields required.

Occasionally, listed companies receive special email offers from relevant organizations. If you do not wish to receive such offers, please check here.



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## 2008 DIRECTORIES ORDER FORM

Account No: Web  
Page: 2 of: 3

**Deadline: April 18, 2008**

### GENERAL PRODUCT LINES

List general product lines only (no trade names). Individual products are itemized under Product Codes below. Limit of 20 words or less. Longer descriptive wording will be edited.

### DISTRIBUTORS (Optional-Buyers Guide Listing Only)

Receive five (5) distributor listings at no additional charge with your listing in the December Buyers Guide. List company name, web site and phone number only. You may purchase additional distributor listings for \$20 each. Include \$\_\_\_\_\_ (\$20 X # of Distributors over 5) in your total amount on the payment page for extra Distributor listings.

### ASIAN BRANCH FOR CHINA BUYERS GUIDE EDITION ONLY

For the China Edition, you may provide different listing/contact information for an Asian branch to appear as your main listing. If applicable, write in below with the following info: Company Name, Address, City, State, Zip, Country, Phone, Fax, Email, Web and Up to 2 Contact Names.

### PRODUCT LISTING SECTION

A BASIC LISTING INCLUDES UP TO 9 PRODUCT CATEGORY SELECTIONS.

Refer to the enclosed Product Heading list for the complete list of product codes and headings available. All codes will appear in the December Buyers Guide. For the targeted directories, codes apply as follows: Additives Handbook Codes 00150-10000; Lab Directory Codes 32200-44400. For the China Edition, your listings will appear under generic product headings such as: Pigments, Manufacturing Equipment, Lab Equipment, Polymers/Resins, etc.

If Product Codes/Headings appear below, they are from your previous listing in PCI's Directories. To add product categories, write-in Code Numbers and Headings below. To delete a product category "X" out the code number.

#### ENHANCE YOUR LISTINGS WITH TARGET LOGOS:

To Purchase Target Logos with your listing and make it really stand out, please designate each product code you would like to upgrade. If you purchased logos last year, they are already pre-marked for you with a "CL":

Color Logos are \$100 each. Write a "CL" on the line to the right of each Product Category to indicate your Target Logo placements.

\*\*Premium or Deluxe Listings: Receive 3 Target Logos at no additional charge.\*\*

CODE NUMBER/DESCRIPTION	INDICATE LOGO	CODE NUMBER/DESCRIPTION	INDICATE LOGO
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### 2008 DIRECTORIES ORDER FORM

Sales/Mktg. Mgr.

#### PCI Directories Order Form

**Ensure buyers can find you in 2008!** List in the *PCI* Annual Buyers Guide (in print & online) and in *PCI*'s targeted directories for maximum exposure throughout the year.

**Please checkmark the directories in which you would like to list. Then select your options. (See explanation of options below.) You must at least select the basic option to be listed.**

**My company will be running a ¼ page or larger display ad in the:**

**Buyers Guide**     **Additives Handbook**     **China Buyers Guide**     **Lab Directory**

Select your listing option below. You will receive a FREE Logo Listing or ½ off Deluxe or Premium listing in the corresponding directory.

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Buyers Guide:</b>       | Published in the December 2008 issue of <i>PCI</i> & online at <a href="http://www.pcimag.com/buyersguide">www.pcimag.com/buyersguide</a> ALL YEAR!    |
| Non-Advertiser Rates:                               | <input type="checkbox"/> Premium \$1500 <input type="checkbox"/> Deluxe \$500 <input type="checkbox"/> Logo \$250 <input type="checkbox"/> Basic \$125 |
| <input type="checkbox"/> <b>Additives Handbook:</b> | Published in June 2008 – Print Only (your additives products with code numbers 00150-10000 appear in May)  |
| Non-Advertiser Rates:                               | <input type="checkbox"/> Deluxe \$600 <input type="checkbox"/> Logo \$300 <input type="checkbox"/> Basic \$200   |
| <input type="checkbox"/> <b>China Buyers Guide:</b> | Published in July 2008 – Print Only (your listing will appear under generic product codes only-Pigments, Manufacturing Equip., etc.)                   |
| Non-Advertiser Rates:                               | <input type="checkbox"/> Deluxe \$400 <input type="checkbox"/> Logo \$200 <input type="checkbox"/> Basic \$100   |
| <input type="checkbox"/> <b>Lab Directory:</b>      | Published in August 2008 – Print Only (your products with code numbers 32200-44400 appear in August)   |
| Non-Advertiser Rates:                               | <input type="checkbox"/> Deluxe \$400 <input type="checkbox"/> Logo \$200 <input type="checkbox"/> Basic \$100   |

**Buy a Buyers Guide Premium & Get ½ Off Listings in Other Directories**

**Add Target Logos to Your Listing Package and Make Your Product Listings Stand Out**

**Target Logos – \$100 each**    **YES!! I want to order additional paid Target Logos.**  
**# OF LOGOS:**    *If I order a Deluxe or Premium Package I get 3 Target Logos at no additional charge.*  
 \_\_\_ Dec. Buyers Guide    \_\_\_ Additives Handbook    \_\_\_ Lab Directory    \_\_\_ China Buyers Guide  
*Please see page 2 of the order form to mark the categories you would like upgraded with a logo.*

**Explanation of Options – For samples & details see the enclosed color flyer or contact Andrea Kropp**

**PREMIUM: BEST PRINT & ONLINE COMBO**

- Boldface basic listing in print & color logo in print and online
- Live Web Hot Link in online listing & Email Subject Line
- Up to 3 Target Logos (print)
- A link to YOUR product literature on the Virtual Brochure at [www.pcimag.com/brochure](http://www.pcimag.com/brochure)
- Premium ranking and designation online

**LOGO LISTING**

- Color logo in SUPPLIER section in print
- **Buyers Guide Only:** Unlimited number of product categories, Live Web Hot Link & Logo in online listing & Improved search ranking online

**DELUXE: LISTINGS, LINK & LOGOS**

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

**BASIC LISTING**

- Basic listing in print
- Limit of 9 product categories
- Listing online with **Buyers Guide Only**

**Questions?**  
Contact Andrea  
at 810-688-4847 or  
[kroppa@pcimag.com](mailto:kroppa@pcimag.com)

**Submit ad materials for Logos & Spec Sheets to [kroppa@pcimag.com](mailto:kroppa@pcimag.com).**

**Logos: TIFF, JPG, EPS format at 300 dpi wide. Virtual Brochure: .PDF(s) with 20 MB file size**

**Prepayment Required – please fill in payment information:**

Method of Payment, Please Checkmark (**Payment Must Accompany Order.**)

Check (Payable to BNP Media in U.S. Funds – Mailed to Darlene Dipzinski) Check # \_\_\_\_\_

AMEX     Visa     MasterCard     Diners Club

Card #                 Exp. Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email for credit card receipt \_\_\_\_\_

**TOTAL AMOUNT:**  
\$ \_\_\_\_\_

All prices are net and non-commissionable. Credit Card payments will appear on your statement as BNP Media. NOTE TO COMPANIES OUTSIDE OF THE U.S. AND CANADA: PAYMENT PREFERRED ON A CREDIT CARD. CHECKS MUST BE IN U.S. FUNDS AND DRAWN ON A U.S. BANK.