



ISSUE/AD CLOSING	EMPHASIS AND SPECIAL TOPICS IN PRINT	ADDITIONAL MARKETING OPPORTUNITIES (Discounted rates for advertisers in these issues.)	SHOWS AND CONFERENCES
Special Edition CLOSING DEC. 23 Ad Materials Due Jan. 17	2012 Coatings Supplier Handbook · Fifth Annual Corporate Profile Edition	· Corporate Profile to match your ad size.	· To be mailed to key coatings decision makers and distributed at many of the shows and conferences in 2012.
January AD CLOSING DEC. 5 Ad Materials Due Dec 13	· Additives · Nanotechnology · Powder Coatings · Pigments/Colorants	· 50% off one-month Website advertising upon launch of PCI's re-designed website in early 2012. (Includes: Web ad, podcast, PCI TV)	· SSPC 2012 Jan. 30-Feb. 2, Tampa
February AD CLOSING JAN. 5 Ad Materials Due Jan. 13	· Polymers · Waterborne Technology · Architectural Coatings · Manufacturing/Lab Equipment	· NEW! MUST SEE · Products & Services e-Blast · Supplier Virtual Coatings Brochure	· Smart Coatings, February 22-24, Orlando · 39th Annual Waterborne Symposium, February 13 -17, New Orleans · Pittcon Conference/Expo, March 11-15, Orlando
March AD CLOSING FEB. 3 Ad Materials Due Feb. 13	· Adhesives · Corrosion Resistance · Sustainable Technology · Rheology Control and Measurement	· Green Showcases 1/8-page ad in print and online	· SSCT Annual Meeting, March 11-14, St. Augustine, FL · Middle East Coatings Show, March 12-14, Dubai
April AD CLOSING MAR. 5 Ad Materials Due March 13	· Additives · Pigments · UV-Cure · Wood Coatings	Double Issue Package for ACS Advertisers in April and May receive: · Free Exhibit in Print and Online · Guaranteed coverage in PCI's Daily Show E-Newsletter · Guaranteed Tweet and Facebook post before the show · 1/2 off a custom e-Newsletter or Podcast	· ASC Spring Convention, April 15-17, Denver · PaintExpo, April 17-20, Karlsruhe, Germany · RadTech UV & EB Technology Expo & Conference, April 30-May 2, Chicago
May AD CLOSING APR. 4 Ad Materials Due April 12	· Polymers · Additives · Industrial Coatings · Equipment/Components/Media	Double Issue Package for ACS Advertisers in April and May receive: · Guaranteed coverage in PCI's Daily Show e-Newsletter · Guaranteed Tweet and Facebook post before the show · 1/2 off a custom e-Newsletter or Podcast	· American Coatings Show and Conference, May 7-10 Indianapolis (April and May issue distribution)
June AD CLOSING MAY 4 Ad Materials Due May 14	· Additives Handbook · Color Technology · Automotive Coatings	· Directory listing for additives suppliers	· FATIPEC, June 4-6, Lausanne, Switzerland (March issue distribution) · Sink or Swim Symposium, June 4-5, Independence, OH
July AD CLOSING JUNE 5 Ad Materials Due June 13	· The Global Top 10 and PCI 25 · Antimicrobials · Processing/Mat'l Handling/Packaging · Green Technology	· NEW! MUST SEE · Products & Services e-Blast · Green Showcase 1/8-page ad in print and online	
August AD CLOSING JULY 3 Ad Materials Due July 13	· Nanotechnology · Lab/Testing Equipment · Architectural Coatings · Low-VOC Technology	· Supplier Virtual Coatings Brochure · 1/2-page Testing Technologies Profile	
September AD CLOSING AUG. 3 Ad Materials Due Aug. 13	· Polymers · Additives · Distributors · Industrial Coatings	· Distributor Profile Profile to match your ad size	· CTT, September 11-12, Oak Brook, IL · Asia Pacific Coatings Show, September 19-20, Indonesia · Polyurethanes 2012 Technical Conference, September 11-12, Atlanta · Coat Expo China (tbd) · World Adhesive & Sealant Conference, September 18-21, Paris
October AD CLOSING SEPT. 5 Ad Materials Due Sept. 13	· Pigments · Wetting Agents · Waterborne Technology · Wood Coatings	· Green Showcase 1/8-page ad in print and online	· ASC Fall Convention, October 7-9, Louisville · The Future of Pigments (tbd) · North African Coatings Congress, October 17-18, Casablanca, Morocco
November AD CLOSING OCT. 5 Ad Materials Due Oct. 12	· Emerging Technology · Polymers · Equipment	· NEW! MUST SEE · Products & Services e-Blast · 1/2-off Emerging Technology write-up	· CHINACOAT, November 28-30, Guangzhou, China
December AD CLOSING NOV. 5 Ad Materials Due Nov. 13	· 2013 Buyers' Guide in Print and Online	· Directory listing in print and online at www.pcimag.com/buyersguide	
Special Edition AD CLOSING DEC. 21 Ad Materials Due Jan. 17	2013 Coatings Supplier Handbook · Sixth Annual Corporate Profile Edition	· Corporate Profile to match your ad size.	· To be mailed to key coatings decision makers and distributed at many of the shows and conferences in 2013.

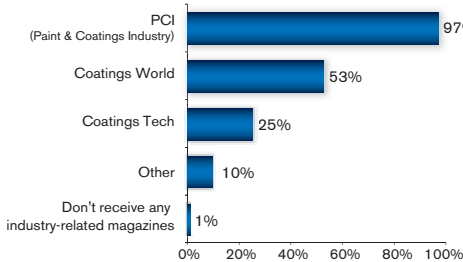
See our online calendar at www.pcimag.com for a more complete listing of 2012 events.

ISSUE/AD CLOSING	EMPHASIS AND SPECIAL TOPICS IN PRINT	ADDITIONAL MARKETING OPPORTUNITIES	SHOWS AND CONFERENCES
February CLOSES JAN. 20 Ad Materials Due Jan. 20	<ul style="list-style-type: none"> · Additives · Pigments · Wood Coatings · Lab Testing/Instrumentation 		<ul style="list-style-type: none"> · 39th Annual Waterborne Symposium, February 13 -17, New Orleans
April AD CLOSING MAR. 19 Ad Materials Due Mar. 19	<ul style="list-style-type: none"> · Polymers · Low-Energy Curing · Powder Coatings · Emerging Technology 		<ul style="list-style-type: none"> · RadTech UV & EB Technology Expo & Conference, April 30-May 2, Chicago · American Coatings Show and Conference, May 7-10, Indianapolis
June AD CLOSING MAY 18 Ad Materials Due May 18	<ul style="list-style-type: none"> · Additives · Equipment · Nanotechnology · Industrial Coatings 	* Company Profile: Equipment	
July AD CLOSING JUNE 20 Ad Materials Due June 20	<ul style="list-style-type: none"> · Color · The Global Top 10 · Green Technology · Buyers' Guide 	* Company Profile: Pigments	<ul style="list-style-type: none"> · CTT (tbd) · Asia Pacific Coatings Show, September 19-20, Indonesia · Coat Expo China (tbd)
September AD CLOSING AUG. 21 Ad Materials Due Aug. 21	<ul style="list-style-type: none"> · Low-VOC · Polymers · Antimicrobials · Architectural Coatings 	* Company Profile: Polymers	
November AD CLOSING OCT. 19 Ad Materials Due Oct. 19	<ul style="list-style-type: none"> · Polymers · Additives · Corrosion Resistance · Automotive Coatings 	* Company Profile: Additives	<ul style="list-style-type: none"> · CHINACOAT, November 28-30, Guangzhou, China

Company Profiles are marketing services for 1/2-page or larger advertisers.

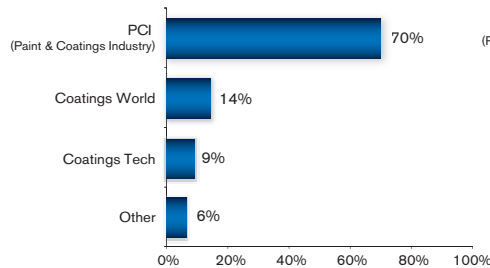
Industry Magazine Subscriptions*

Which of the following coatings industry magazines do you receive personally addressed to you? (Multiple responses allowed)



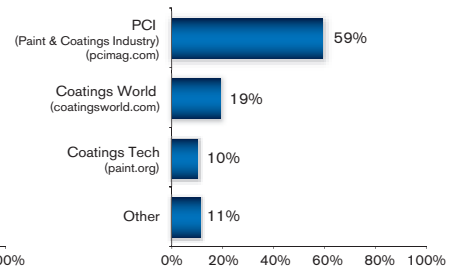
Most Useful Industry Magazine*

Which one magazine is most useful to you in your coatings industry work?



Most Useful Industry Website*

Which one website is most useful to you in your coatings industry work?



*PCI 2011 Reader Preference/Profile Study. This independent study was conducted among subscribers of PCI Magazine.

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