




2020 Editorial Topics for Liquid and Powder Coatings

Issue/Ad Closing	Emphasis and Special Topics in Print	Additional Marketing Opportunities <small>(Special rates for advertisers in these issues.)</small>	Show and Conference Bonus Distribution
SPECIAL EDITION Ad Closing Dec. 20	2020 Coatings Supplier Handbook <ul style="list-style-type: none"> 13th Annual Corporate Profile Edition 	<ul style="list-style-type: none"> Free Corporate Profile to match your ad size Supplier of the Week in Insider News Advertisers in the CSH will receive a 25% discount on any size ad in January or February. 	<ul style="list-style-type: none"> Sent to key coatings decision makers and distributed at many shows and conferences in 2020.
JANUARY Ad Closing Dec. 5	<ul style="list-style-type: none"> Additive Technology Low-VOC Technology Architectural Coatings (Interior/Exterior/Concrete) Pigments/Colorants/Dispersions 	<ul style="list-style-type: none"> Virtual Brochure eBlast (with leads) MUST SEE Products and Services eBlast (with leads) 	
FEBRUARY Ad Closing Jan. 6	<ul style="list-style-type: none"> Resin Developments Waterborne Technology Smart/Self-Healing Coatings UV/EB Technology and Equipment 	RadTech Show Package <i>Gold, Silver and Bronze Packages that Include</i> <ul style="list-style-type: none"> Print Ad MUST VISIT eBlast (with leads) Exhibit-in-Print and Online Ad in Show Daily eNewsletter Pre-show LinkedIn Post Coverage in Daily Show eNewsletter Laminated ad to display at your booth 	<ul style="list-style-type: none"> 47th Annual Waterborne Symposium, February 16-21, New Orleans Smart Coatings, Feb. 26-28, Orlando RadTech UV+EB, March 9-11, Orlando
MARCH Ad Closing Feb. 5	<ul style="list-style-type: none"> ACS Pre-Show Coverage Industrial Coatings Specialty/Performance Chemicals Bio-Based/Sustainable Technology Manufacturing/Testing/Curing Equip. 	ACS Double Issue Show Package <i>Gold, Silver and Bronze Packages that Include</i> <ul style="list-style-type: none"> Print Ad MUST VISIT eBlast (with leads) Exhibit-in-Print and Online Ad in Show Daily eNewsletter Pre-show LinkedIn Post Coverage in Daily Show eNewsletter Laminated ad to display at your booth 	<ul style="list-style-type: none"> Middle East Coatings Show, March 9-11, Dubai American Coatings Show, March 31-April 2, Indianapolis
APRIL Ad Closing Mar. 4	<ul style="list-style-type: none"> Binder Technology Additive Developments Pigments/Colorants/Dispersions Special Purpose Coatings (Marine, Traffic Marking, Industrial Maintenance) 	<ul style="list-style-type: none"> April MUST SEE Products and Services eBlast (with leads) 	<ul style="list-style-type: none"> PaintExpo, April 21-24, Karlsruhe, Germany World Adhesive and Sealant Conference, April 20-22, Chicago
MAY Ad Closing Apr. 6	<ul style="list-style-type: none"> Nanotechnology Automotive Coatings Low-VOC Technology Manufacturing/Testing/Curing Equip. 	<ul style="list-style-type: none"> MUST SEE Products and Services eBlast (with leads) 	<ul style="list-style-type: none"> DSCT FOCUS, May 7, Plymouth, MI Sink or Swim, June 2-3, Independence, OH
JUNE Ad Closing May 5	<ul style="list-style-type: none"> 2020 Additives Directory Additives editorial, and directory of additives suppliers and distributors 	<ul style="list-style-type: none"> Free logo listing for ¼-page or larger June advertisers MUST SEE Products and Services eBlast (with leads) 	<ul style="list-style-type: none"> SSCT Annual Meeting, June 7-10, St. Petersburg, FL

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JULY Ad Closing June 5	<ul style="list-style-type: none"> · The Global Top 10 and PCI 25 · Monomers/Oligomers · Pigments/Colorants/ Dispersions · Antimicrobials/Biocides/ Fungicides 	<ul style="list-style-type: none"> · Advertisers with ½-page and larger ads are sponsors of the PCI 25: Logo in the PCI 25 Sneak Peek eBlast; Logo on PCI website thanking all sponsors; Recognition as a sponsor in the print article · MUST SEE Products and Services eBlast (with leads) 	
AUGUST Ad Closing July 6	<ul style="list-style-type: none"> · Binder Technology · Bio-Based/Sustainable Technology · Manufacturing/Testing/ Curing Equip. · Transportation Coatings (Aerospace, Automotive, Rail, Marine) · CTT Pre-Show Coverage 	<ul style="list-style-type: none"> · Equipment Guide – ¼-page or larger equipment advertisers receive a free logo listing · Virtual Brochure eBlast (with leads) · MUST SEE Products and Services eBlast (with leads) 	
SEPTEMBER Ad Closing Aug. 5	<ul style="list-style-type: none"> · Additives · Powder Coatings · Green Technology · Architectural Coatings (Interior/Exterior/Concrete) · Powder Coating Summit Pre-Show Coverage 	<p>CTT Show Package <i>Gold, Silver and Bronze Packages that Include</i></p> <ul style="list-style-type: none"> · Print Ad · MUST VISIT eBlast (with leads) · Exhibit-in-Print and Online · Ad in Show Daily eNewsletter · Pre-show LinkedIn Post · Coverage in Daily Show eNewsletter · Laminated ad to display at your booth 	<ul style="list-style-type: none"> · CTT, September 8-10, Chicago, IL · Powder Coating Summit, September 22-25, Columbus, OH 
OCTOBER Ad Closing Sept. 7	<ul style="list-style-type: none"> · Distributors · Wood Coatings · Pigments/Colorants/ Dispersions · Low-VOC/Waterborne Technology 	<ul style="list-style-type: none"> · Distributor profiles – ½-page or larger distributor advertisers receive a free corporate profile to match their ad size · MUST SEE Products and Services eBlast (with leads) 	<ul style="list-style-type: none"> · TiO₂ World Summit/Pigment and Color Science Forum
NOVEMBER Ad Closing Oct. 5	<ul style="list-style-type: none"> · Resin Developments · Emerging Technology · Manufacturing/Testing/ Curing Equip. · Industrial/Direct-to-Metal/ Corrosion Control 	<ul style="list-style-type: none"> · Emerging Technology Profile · Promote your new technology in PCI's November EMERGING TECHNOLOGIES issue with a ½-page profile featuring a 200-word description, photo and/or logo. · MUST SEE Products and Services eBlast (with leads) 	<ul style="list-style-type: none"> · TZMI Congress · ChinaCoat, Guangzhou, China
DECEMBER Ad Closing Nov. 5	<p>2021 Buyers' Guide in Print and Online</p>	<ul style="list-style-type: none"> · Advertisers receive free Directory listing in print and at www.pcmag.com/buyersguide 	
SPECIAL EDITION Ad Closing Jan 6.	<p>2021 Coatings Supplier Handbook</p> <ul style="list-style-type: none"> · 14th Annual Corporate Profile Edition 	<ul style="list-style-type: none"> · Free Corporate Profile to match your ad size 	<ul style="list-style-type: none"> · Sent to key coatings decision makers and distributed at many shows and conferences in 2021.