







Material deadlines: The submission deadline for many (but not all) ad products is the 15th of the month prior. Our production manager will confirm the specs and deadlines with you once your order is placed.

Coat It! Podcast microphone illustration credit: Ukususha / iStock via Getty Images Plus

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Special Issues & Directories	Voices from the Top eBook  • Articles by Ranked Companies • Sponsored articles	Equipment Directory • Industrial • Resins • Equipment • Sustainability	 • Additives • Wood • Materials of Concern • Pigments	Distributor Issue • Distribution • Powder • Low-VOC • Resins	 • Direct-to-Metal • Sustainability • Equipment • Additives	CASE eBook • Articles and market overviews about coatings, adhesives, sealants and elastomers • Sponsored articles Buyers' Guide Print Digest • Buyers' Guide listings, with ads and company profiles
eMagazine, Website, Social Media						
Focus On eMagazine + eBlast NEW FOR 2026!		Sustainability	Pigments	Resins	Additives	
Newsletters	Insider News (weekly)	Typical topics include industry news, market reports, company news, new technologies, and featured columns and articles.				
	PCInnovations (monthly)	Additives	Architectural	Digitalization/AI	Industrial	Pigments Corrosion
	Finishing Today (monthly)	Batteries	Refinishing	Corrosion	Architectural	Paint Shop Sustainability
Podcast						
Editorial Webinars NEW FOR 2026!				Editorial Webinar		
Additional Marketing Opportunities	• eBook Sponsorship • Must See	• CTT Show Packages • Must See • Premium Listing Logos	• Must See • NEW FOR 2026! Multi-Sponsored Video eBlast	• Bonus Company Profile for Distributor Advertisers • Must See	• Must See	• eBook Sponsorship • Must See • Full-Page Ad and Full-Page Profile • Basic Listing • Discounted Deluxe and Premium Listings
Show Tie-In			Coatings Trends & Technologies Sept. 15-17 / Lombard, IL	Pacific Northwest CoatingsFest		

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