

ADVERTISE IN COATINGS+ PROGRAMS

Join us for this exciting final year of SSPC's popular annual event, Coatings+, composed of protective, marine, and industrial coatings programming with Technical Sessions and Workshops focusing on surface preparation, application, coating formulation, testing, inspection, and green coatings solutions.

Promote event participation, drive people to your exhibitor profile, and be top-of-mind with attendees through the various conference programs brought to you by *CoatingsPro Magazine*, the official publication for Coatings+. Advertising in the programs is an excellent opportunity to get directly in the hands of coatings professionals and increase brand awareness before and during Coatings+.

ADVANCE PROGRAM

The Advance Program, in the July 2021 issue of *CoatingsPro Magazine*, gives the coatings industry an advance look at exhibitors, symposia, meetings, forums, lectures, and networking events at Coatings+. Don't miss the opportunity to announce your presence at Coatings+.

- + Distributed to 30,000 *CoatingsPro Magazine* readers
- + Advertisers in the July issue, who are also exhibitors, receive a free listing logo in the Advance Program

Deadlines:

- + Space: May 21, 2021
- + Materials: May 28, 2021

Advertising specifications and rates: Refer to [2021 CoatingsPro Media Kit](#)

PROGRAM PREVIEW

Ramp up your pre-show marketing and visibility by promoting your booth in the Program Preview in the November 2021 issue of *CoatingsPro Magazine*. Be front and center when attendees start to plan their schedules for Coatings+.

- + Distributed to 30,000 *CoatingsPro Magazine* readers
- + Includes onsite distribution to attendees/exhibitors at Coatings+

Deadlines:

- + Space: September 17, 2021
- + Materials: September 24, 2021

Advertising specifications and rates: Refer to [2021 CoatingsPro Media Kit](#)

CONFERENCE FINAL PROGRAM

The official guide to Coatings+

Promote your booth or other offers during the show with this issue. It is distributed at Coatings+ to 1,500—2,000 attendees who receive and refer to in order to navigate the conference throughout the week. Be a part of the official conference program through a variety of ad options:

Ad	Description	Rate*
Four-Color, Full-Page Section Intro Ad	Placed left-facing the first page of a new section. These ads are limited in quantity and available for specific sections on a first-come, first-served basis.	\$2,260
Four-Color, Full-Page Cover Ad	Positions available on a first-come, first-served basis: <ul style="list-style-type: none"> • Inside Front Cover (cover 2) • Inside Back Cover (cover 3) • Back Cover (cover 4) 	\$2,550
Four-Color, Full-Page Ad	Placed throughout the program at the discretion of the publisher.	\$1,740

*All rates above are NET

Deadlines:

- + Space: October 27, 2021
- + Materials: November 2, 2021

Specifications for Final Program

- + Full page, 4 color ad with bleed
- + Trim Size: 8.125" X 10.875"
- + Bleed: add .125" on all sides for bleed
- + Live Area is 7" X 10"
- + Allow space for tab overlay on both sides of your ad.
- + Samples to right show trim size, 8.125" X 10.875"
- + Preferred file format: hi-res, 300 dpi or higher PDF
- + No crop marks



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