



The Worldwide Corrosion Authority

media opportunities **2016**

CoatingsPro
M A G A Z I N E



CoatingsPro provides real-world information to a real-world industry with a unique style of articles that readers at all levels love. *CoatingsPro* takes an in-depth look at the coatings industry through case studies, exposing a variety of applications. Our readers turn to us to stay informed of new products, safety issues, marketing techniques, and ideas for increased profitability. We cover over 16 coatings market segments to over 26,800 readers making us the right choice for getting your message to the coatings audience.

CIRCULATION: 26,800+

READERSHIP

PRODUCTS USED OR SOLD		
PRODUCT		READERS
Coatings	74%	19,536
Testing Equipment	49%	12,936
Inspection Equipment	41%	10,824
Surface Preparation Equipment	40%	10,560
Abrasives	38%	10,032
Safety Equipment	38%	10,032
Application Equipment	37%	9,768
Spray Equipment	36%	9,504
Linings	28%	7,392
Adhesives	25%	6,600
Cathodic/Anodic Protection	23%	6,072
Contractor Services	21%	5,544
Materials, Ferrous	18%	4,752
Chemical Inhibitors	15%	3,960
Materials, Non-Ferrous	15%	3,960
Monitoring Equipment	15%	3,960
Concrete	13%	3,432
Insulation	13%	3,432
Data Recording and Management Equipment/Software	12%	3,168
Mechanical Equipment/Machinery	11%	2,904
Industry Organization	4%	1,056
Service Vendor	4%	1,056

PRIMARY JOB FUNCTION		
PRODUCT		READERS
Commercial Coatings	43%	11,536
Flooring Contract	5%	1,374
Structural Steel	3%	860
General Contractor	3%	844
Sandblasting	3%	751
Concrete Specialty	3%	698
Roofing Contract	3%	685
Spray Bedliner	2%	445
Insulation Contractor	1%	332
Engineer	17%	4,497
Product/Equipment Supplier	8%	2,016
Plant/Facility Management	2%	616
Other	8%	2,194

Coatings Contractor 65%

COMPANY INFORMATION	
TYPE	READERS
Surface Preparation	48%
High Performance/Extreme Environment Coatings	44%
Tank Coatings	41%
Inspection & Testing of Coatings	41%
Pipeline Coatings	40%
Floor Coatings	31%
Specification/Engineering/Consulting	28%
Structural Steel Work	26%
Facility Maintenance	23%
Waterproofing	21%
Other (Architectural Design/Specification, Bridge Steel Coating, Corrosion Engineering, Fireproofing, Flooring, Inspection, Manufacturing, Marine Coatings, Marketing, Oilfield Coatings, Process Consulting, Publishing, Regulatory Compliance & Inspection, Roof Coatings, Sandblaster, Stucco/Drywall, Water Conveyance)	18%
Concrete Work Other Than Floors	16%
Chemical/Equipment Manufacturing or Distribution	9%
Roofing Other Than Insulation	8%
Insulation, Roof	7%
Insulation, Walls	7%
Truck Bedliners	6%

ACTIVE

86% of Readers Have a Role in Product Decisions

Authorize

Recommend

Buy/Specify



2.6

Readers per copy

68,640 Potential Reading Audience

ENGAGED



56% of readers spend 45+ minutes reading each issue

Our average reader spends 34.2 minutes per issue

RESPONSIVE

92% have taken one or more of the following actions



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
DEADLINE	SPACE: 11-13-15 MATERIALS: 11-20-15	SPACE: 12-11-15 MATERIALS: 12-18-15	SPACE: 1-15-16 MATERIALS: 1-22-16	SPACE: 2-19-16 MATERIALS: 2-26-16	SPACE: 3-18-16 MATERIALS: 3-25-16	SPACE: 4-22-16 MATERIALS: 4-29-16	
EDITORIAL CONTENT	Concrete Surfaces Roofing Applications Epoxy Applications Steel Coatings SPF: Exploring the Technology		Polyurea Applications Oil and Gas Industry Marine Applications Intumescent Coatings		Bridge Applications Wastewater/Water Concrete Coatings SPF: Commercial Structures	SourceBOOK 2016	
	SPECIAL SECTION Company ProFILES see pg 20	TARGETED SUPPLEMENT Surface Prep see pg 20		TARGETED SUPPLEMENT Safety see pg 20			
FREE ADVERTISING STUDY ISSUE			FREE AD-Q STUDY By Harvey Research				
BONUS DISTRIBUTION	SSPC World of Concrete International Roofing Expo	Polybagged with March 2016	Polyurea Development Association (PDA) Roofing Consultants Institute CORROSION 2016 International Concrete Repair Institute Spring Convention Workboat Maintenance & Repair NACE Corrosion Risk Management Conference Coating Society of the Houston Area Annual Tradeshow	Polybagged with May 2016	American Institute of Architects Convention International Bridge Conference ACE16 (AWWA) MEGARUST Western Roofing WEFTEC NACE Concrete Service Life Extension	SourceBOOK 2016 is a reprinted supplement that is distributed at all industry shows attended and hosted by NACE and CoatingsPro.	

2016 EDITORIAL CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	DEADLINE
SPACE: 5-13-16 MATERIALS: 5-20-16	SPACE: 6-17-16 MATERIALS: 6-24-16	SPACE: 7-15-16 MATERIALS: 7-22-16		SPACE: 9-16-16 MATERIALS: 9-23-16	SPACE: 10-14-16 MATERIALS: 10-21-16	
Coatings and the World of Entertainment Green Coatings/ Sustainability Tanks and Chambers Food and Beverage		Flooring Insulation Coatings Working With Polyurethanes Coatings for Wet Environments		Green Roofs Secondary Containment Steel Tanks Power Plants		EDITORIAL CONTENT
SPECIAL SECTION	TARGETED SUPPLEMENT	SPECIAL SECTION		SPECIAL SECTION	TARGETED SUPPLEMENT	
Product Spotlight see pg 21	Equipment see pg 21	FloorSPACE see pg 21		WebSHOTS see pg 21	Concrete Covered see pg 21	
					NEW for 2016	FREE ADVERTISING STUDY ISSUE
NACE Central Area Conference EUROCORR Corrosion Technology Week	Polybagged with September 2016	CONSTRUCT Fleet Maintenance & Modernization Symposium POLYURETHANES (API) ICAA NACE Eastern Area Conference RCI NACE Northern Area Eastern Conference 10th Annual Oilfield Engineering With Polymers Corrosion & Prevention 2016 (ACA)		WJTA-IMCA International Concrete Repair Institute Fall Convention FABTECH NACE Western Area Conference Workboat Show International POWERGEN International NACE Nuclear Power Plant Coatings Symposium	Polybagged with January 2017	BONUS DISTRIBUTION

JANUARY



Company ProFILE

(Space Deadline: November 13)

Here's a high ProFILE opportunity for exposure to over 26,800 coatings professionals. Increase brand awareness, highlight new products and/or services, and educate our readers about your specialty.

Specs:

1/2 page ad: 7" X 4.875"

Send us:

- 200-word description
- 1-2 photos

Rates starting at \$1,050

FEBRUARY



Surface Prep Supplement

(Space Deadline: December 11)

Our Targeted Supplement on Surface Prep is the perfect location to get the most bang for your buck. A full-page article is placed opposite your full-page ad, and you control the content! It's like getting two for one!

Polybagged with March 2016

With this Supplement you receive:

- Full page ad
- Full page article
 - » Headline
 - » 600-word article text
 - » Optional Photo
 - » Company Logo
 - » Contact Information

Rates starting at \$3,465

APRIL



Safety Supplement

(Space Deadline: February 19)

Our Targeted Supplement on Safety Equipment and Suppliers is the perfect location to get the most bang for your buck. A full-page article is placed opposite your full-page ad, and you control the content! It's like getting two for one!

Polybagged with May 2016

With this Supplement you receive:

- Full Page Ad
- Full Page Article
 - » Headline
 - » 600-word article text
 - » Optional Photo
 - » Company Logo
 - » Contact Information

Rates starting at \$3,465

JUNE



SourceBOOK

(Space Deadline: April 22)

SourceBOOK is the annual publication that coatings professionals rely on for up-to-date, trusted information on suppliers of coatings-related products and services. This publication delivers a significant amount of bonus distribution (more exposure, no additional cost) at industry events and tradeshow year-round.

With SourceBOOK you receive:

- Basic listing—Free
- Bold listing—\$205
- Logo listing—\$425

Rates starting at \$205

2016 SPECIAL SECTIONS

JULY



Spotlight

(Space Deadline: May 13)

Dedicated to promoting coatings industry products and equipment, Spotlight is a cost-effective way to reach a well-qualified, targeted audience of buyers.

Specs:

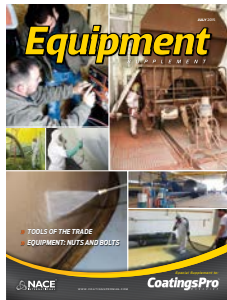
1/4 page ad: 3/25" X 4.5"

Send us:

- 80-word product description
- 1 product photo or logo
- Complete contact info

Rates starting at \$425

AUGUST



Equipment Supplement

(Space Deadline: June 17)

Our Targeted Supplement on Industry Equipment is the perfect location to get the most bang for your buck. A full page article is placed opposite your full page ad, and you control the content! It's like getting two for one!

Polybagged with September 2016

With this Supplement you receive:

- Full page ad
- Full page article
 - » Headline
 - » 600-word article text
 - » Optional Photo
 - » Company Logo
 - » Contact Information

Rates starting at \$3,465

SEPTEMBER



FloorSpace

(Space Deadline: July 15)

Cover the buying field with your message. FloorSpace is a special section focused solely on flooring.

Specs:

1/3 page ad: 6.875" X 3"

Send us:

- 120-word company description
- 1 photo
- Company Logo
- Complete contact information

Rates starting at \$725

NOVEMBER



WebSHOTS

(Space Deadline: September 16)

Featured on coatingspromag.com, WebSHOTS is designed to drive additional traffic to your web site. Expose your site to an audience of over 26,800 applicators, facility managers, specifiers, and architects—all decision-makers!

Specs:

1/4 page ad: 3/25" X 4.5"

Send us:

- Screen shot of your website
- Web address
- 30-word website description
- Complete contact information

Rates starting at \$375

DECEMBER



Concrete Covered Supplement

(Space Deadline: October 14)

Our new Targeted Concrete Supplement covers topics that pertain to coatings and related materials in concrete construction - both new and rehab. A full page article is placed opposite your full page ad, and you control the content!

Polybagged with January 2017

With this Supplement you receive:

- Full page ad
- Full page article
 - » Headline
 - » 600-word article text
 - » Optional Photo
 - » Company Logo
 - » Contact Information

Rates starting at \$3,465

DISPLAY ADVERTISING RATES

Four-Color	1X	3X	6X	9X	12X	15X
Full page	5,050	4,795	4,325	4,085	3,970	3,895
2/3 page	4,325	4,130	3,750	3,545	3,460	3,410
1/2 island	3,860	3,695	3,385	3,205	3,145	3,095
1/2 page horizontal	3,580	3,430	3,155	3,010	2,940	2,905
1/3 page	2,960	2,850	2,650	2,560	2,500	2,470
1/4 page	2,800	2,660	2,440	2,265	2,240	2,160
Two-Color	1X	3X	6X	9X	12X	15X
Full page	4,145	3,895	3,425	3,180	3,070	3,000
2/3 page	3,425	3,235	2,885	2,850	2,560	2,505
1/2 island	2,960	2,795	2,485	2,310	2,240	2,195
1/2 page horizontal	2,680	2,530	2,260	2,110	2,060	2,000
1/3 page	2,055	1,955	1,750	1,660	1,605	1,575
1/4 page	1,815	1,710	1,575	1,485	1,445	1,395
Black/White	1X	3X	6X	9X	12X	15X
Full page	3,595	3,345	2,875	2,620	2,505	2,440
2/3 page	2,875	2,670	2,300	2,090	2,000	1,955
1/2 island	2,405	2,230	1,930	1,750	1,680	1,645
1/2 page horizontal	2,120	1,970	1,695	1,550	1,485	1,435
1/3 page	1,500	1,395	1,195	1,100	1,045	1,020
1/4 page	1,270	1,160	955	865	810	780
Special Positions	1X		3X		6X	
Cover 4	5,950		5,635		5,525	
Cover 2	5,770		5,470		5,135	
Cover 3	5,525		5,235		4,995	
Special Positions	1X	3X	6X	9X	12X	15X
Center spread	15%	15%	10%	10%	10%	10%
Guaranteed position	15%	10%	10%	10%	10%	10%
Bleed	10%	Free	Free	Free	Free	Free

MARKETPLACE

Four-Color	3X	6X
1/6 page	1,625	3,000
1/9 page	1,425	2,640
1/12 page	1,053	1,950
Two-Color	3X	6X
1/6 page	1,458	2,700
1/9 page	1,284	2,376
1/12 page	948	1,785
Black/White	3X	6X
1/6 page	1,215	2,250
1/9 page	1,068	1,980
1/12 page	789	1,464
1 inch text only	390	720

Preferred File Format:

PDF/X-1a:2001

Acceptable file formats include:

- ▶ **Portable Document Format (.pdf)**—please embed all graphics and fonts and provide as a high-resolution (300 dpi or higher) file.
- ▶ **Tagged Image File (.tif)**—please provide ad at 100% size (including bleed if applicable) at 300 dpi grayscale (for black/white ads) or CMYK (for four-color process). Spot color ads cannot be provided in a .tif file.
- ▶ **Encapsulated Postscript (.eps)**—please embed all graphics, convert text to paths, and export at high resolution (300 dpi or higher).
- ▶ **Adobe Photoshop Data File (.psd)**—please convert text to paths. File must be high resolution (300 dpi or higher).

All fonts should be Postscript Type 1, 2, 3, or OpenType fonts. All graphics should either be embedded or included on the disk with the ad and fonts—please state whether the file is Macintosh™ or Windows™ PC. Adobe InDesign™ is the page layout software used to create *CoatingsPro*. **No Quark Xpress™ files can be accepted—please provide the ad as a PDF.**

Include a black/white laser proof of non-color ads and a color laser proof of color ads for all electronic files. **The Publisher cannot guarantee that an ad will appear as the Advertiser requires if a proof is not provided.**

Files less than 8 MB may be e-mailed.

Bleeds

The publication trim size is 8.125" x 10.875". To accommodate for trim off, add an extra .125 to .25" of bleed on all sides of the ad. Live matter should be kept at least .25" from the trimmed edges. On spreads, allow for a .5" gutter.

All ads requiring changes at the publisher will be billed to the advertiser for a fee of \$100 per hour (one-hour minimum charge). Advertiser must provide appropriate art and text one week prior to materials due date. Extensive changes may preclude advertiser from qualifying for an agency discount.

Customized Reprint Services

Reprints of magazine articles and ads can be used as an effective marketing tool geared toward customers and prospects, and they are an effective way to inform employees of product news within your company. Reprints also can be used as handouts at trade shows and company meetings, as well as sales aids for your field representatives.

We offer customized services to suit your particular needs. We can reprint your article or ad in black/white or four-color at various quantity options. The magazine issue's cover can be used as the cover of your reprint. Prices vary depending on the number of pages and copies.

To discuss our customized reprint services contact Daniela Freeman at +1 281-228-6287 or daniela.freeman@nace.org.

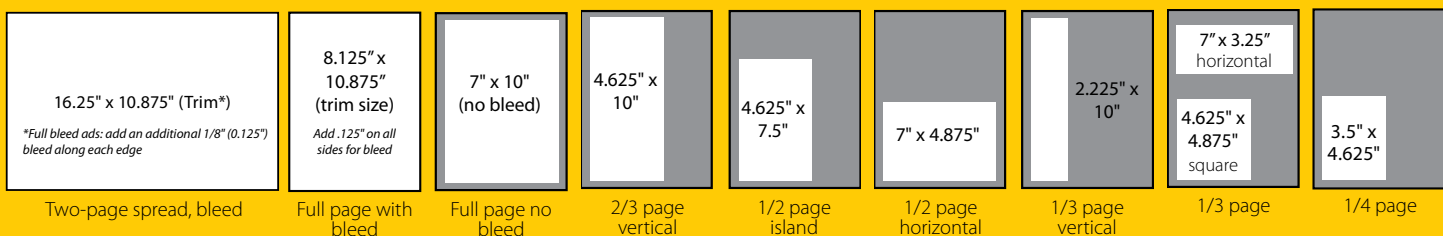
Ad Delivery

Express Delivery **E-mail** (files up to 4 MB)
CoatingsPro Magazine adservice@coatingspromag.com
 4501 Mission Bay Dr., Ste 2G
 San Diego, CA 92109
 +1-858-768-0828

File Transfer Protocol (FTP) (unlimited file size, case-sensitive)

Server/Hostname: [ftp.coatingspromag.com](ftp://ftp.coatingspromag.com)
 username: cpadclient@coatingspromag.com
 password: coatingspro

Ad Specifications Trim size of the publication is 8.125" x 10.875"



Inspect This!

The latest technology and trends for the industrial coatings industry

Supplement to CoatingsPro Magazine

Mixing and Thinning of Coatings

By Malcolm McNeil, CIP Committee Chair



Carry a can of MEK (methyl ethyl ketone) and you won't have to worry about having the right thinner because MEK will thin almost anything. We often hear someone make a remark similar to this regarding one thinner or another. Many applicators believe these statements.

I was inspecting some tanks that were being coated in a contractor's facility before being shipped to their final destination. Things had been going pretty well with the specified degree of blast cleanliness and profile being achieved, and the coatings being applied properly with satisfactory cure. Then I received a call from the shop reporting that the last couple of tanks that had been inspected three days ago were still tacky. I made the trip to the shop and checked the tanks in question. Sure enough, the solvent was still tacky and had not cured properly. In questioning the applicator I asked if he had reduced the coating as directed in the manufacturer's product data sheet (PDS). He indicated that he had reduced it 10% as called for in the PDS. I then asked if he used the solvent called for in the PDS. His answer solved the mystery as to why the coating did not cure. He said he was out of the recommended solvent so he used MEK because MEK will work with any coating. A call to the coating manufacturer revealed that MEK was not compatible with this coating and would indeed interfere with the curing.

This was another example of the myth of MEK as a universal solvent. As coating inspectors, it is our responsibility to ensure that the correct solvents are used and in the proper amount. Unfortunately this project was "hold point inspection" rather than "full time inspection" and the material had been mixed when I was not scheduled to be on the job. The uncured coatings had to be removed and the tanks repaired. This cost the contractor a percentage of his profit and could have easily been prevented if the applicator had received the proper training on mixing and thinning of the coatings. I have experienced this same type of situation on numerous projects over the years. If applicators do not receive the proper training, we cannot expect them to do the job correctly.




Most often it is the least trained applicator on the crew who is charged with the responsibility of mixing and thinning the coatings before application. Due to this lack of training, mistakes are often made that can cause coating failures. Proper mixing and thinning is required on all coatings and is critical when mixing and thinning co-reactant type coatings. Co-reactant coatings must be mixed in the proper ratio as directed by the coating manufacturer. If the ratio is off, the coating will not cure properly and will not have its intended characteristics.

Even though mixing and thinning of a coating may seem like a simple task that is not all that important to the untrained individual, it can make the difference between a successful outcome or a major problem for the contractor and owner.!

IN THIS ISSUE...

- From the Chairman..... 1
- Safety in Abrasive Blasting and Painting..... 2
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As coating inspectors, it is our responsibility to ensure that the correct solvents are used and in the proper amount.

Inspect This! is dedicated to keeping NACE Coating Inspector Program (CIP) participants and other professionals informed of the latest technologies and trends for the industrial coatings industry.

Published three times per year (March, July, and November), *Inspect This!* is polybagged with *CoatingsPro Magazine* and electronically distributed to an audience of more than 33,000.

CONTENT FEATURES:

- Technical briefs
- Education and training updates
- Government and industry news
- Listing of coatings-related reports and standards
- Coatings course schedules
- Listing of coatings-related technical committees

RATES

Four-Color	1X	3X	6X	9X	12X	15X
Full page	2,680	2,545	2,330	2,195	2,140	2,060
2/3 page	2,425	2,305	2,130	1,985	1,915	1,865
1/2 island	2,195	2,085	1,920	1,800	1,730	1,690
1/2 page	1,985	1,890	1,745	1,650	1,570	1,530
1/3 page	1,800	1,705	1,580	1,490	1,420	1,385
Two-Color	1X	3X	6X	9X	12X	15X
Full page	2,265	2,155	1,970	1,835	1,770	1,720
2/3 page	2,055	1,950	1,785	1,665	1,600	1,560
1/2 island	1,855	1,765	1,635	1,505	1,450	1,415
1/2 page	1,680	1,595	1,480	1,400	1,330	1,295
1/3 page	1,525	1,445	1,340	1,265	1,200	1,175
Black/White	1X	3X	6X	9X	12X	15X
Full page	1,895	1,800	1,650	1,515	1,460	1,420
2/3 page	1,715	1,635	1,490	1,390	1,335	1,305
1/2 island	1,555	1,475	1,370	1,290	1,210	1,180
1/2 page	1,405	1,335	1,240	1,165	1,100	1,065
1/3 page	1,275	1,205	1,120	1,050	1,005	985
Special Position	1X	3X	6X	9X	12X	15X
Cover 4	3,715	3,525	3,230	3,155	3,090	3,005
Cover 2	3,450	3,275	3,000	2,935	2,860	2,805
Cover 3	3,080	2,920	2,710	2,585	2,490	2,435

Rates cited are gross rates. A 15% agency discount is afforded to all recognized agencies and to advertisers that supply electronic prepress-ready art that requires no modification. Advertisers with schedules in *CoatingsPro Magazine* may realize the same frequency discount rate when advertising in *Inspect This!* i.e., a six-time advertiser in *CoatingsPro* may select the six-time rate from the *Inspect This!* rate card when advertising in a single issue of *Inspect This!*

AD SPACE CLOSE

Spring	March Issue Deadline: Insertion Feb 2 , Materials Feb 6
Summer	July Issue Deadline: Insertion June 1 , Materials June 5
Fall/Winter	November Issue Deadline: Insertion Oct 1 , Materials Oct 7

Ad Specifications

Trim size of the publication is 8.125" x 10.875"



- 8.125" x 10.875" (trim size)
Add .125" on all sides for bleed
- 7" x 10" (no bleed)
- 4.625" x 10"
- 4.625" x 7.5"
- 7" x 4.875"
- 2.25" x 10"
- 7" x 3.25" horizontal
4.625" x 4.875" square
- 3.5" x 4.625"

Full page with bleed Full page no bleed 2/3 page vertical 1/2 page island 1/2 page horizontal 1/3 page vertical 1/3 page 1/4 page

GENERAL POLICIES



Advertising agencies and advertisers assume liability for content of advertisements printed and assume responsibility for any claims that are made against the Publisher. The Publisher reserves the right to reject any advertisement that is not consistent with the objectives of NACE International. Display and classified advertising are included as an educational service to readers, and products and/or services mentioned carry no implied or real endorsement from NACE. The Publisher will not be bound by any condition, printed or otherwise, appearing in contracts, orders, or copy instructions that conflict with the provisions of its rate card or with the policies of the Publisher and NACE. The Publisher is not liable for delays in the delivery and/or non-delivery in the event of conditions outside the Publisher's control.

The advertiser agrees to indemnify and protect the Publisher from any claims or expenses resulting from unauthorized use of any names, photographs, images, sketches, or words protected by copyright or trademark law, or use of any other intellectual property not owned by the advertiser in connection with the advertising. Advertisers and their agents agree to indemnify and protect the Publisher from such claims, including legal expenses that may arise as a result of printing and publishing an advertisement. Publisher reserves the right to change editorial content and bonus distribution without prior notification.

PAYMENT POLICY

All payments are due upon receipt of invoice. The Publisher reserves the right to hold the advertising agency and the advertiser jointly liable for all payments. No further ads will be run for advertisers or agencies whose accounts are more than 60 days overdue. For accounts more than 60 days overdue, the agency discount no longer applies. For accounts without established credit, either (a) payment must accompany advertising material or, (b) a Letter of Credit must be established in your behalf payable through our bank.

CANCELLATIONS AND CHANGES

Cancellations must be in writing and are not accepted after published closing date. The Publisher can create or revise ads under certain conditions for a fee of \$100 per hour (one-hour minimum charge). Advertiser must provide appropriate art and text one week prior to materials due date.

AGENCY COMMISSION

A 15% commission on display advertising based on paid invoices is available to recognized agencies. NOTE: Non-display advertising, such as classified advertisements, *MP Corrosion Engineering Directory* (CED) advertisements, and *CoatingsPro MarketPLACE* advertisements are non-commissionable.

RATES

All rates listed are in U.S. dollar (USD). Contract frequency rates are based on the total number of insertions within a 1-year period. Billing adjustments will be made if frequency is increased or if rate is not earned. Advertising in the print versions of the magazines cannot be combined with the online version for frequency discounts. Rates are monthly and are considered net. Terms and conditions are subject to change.

