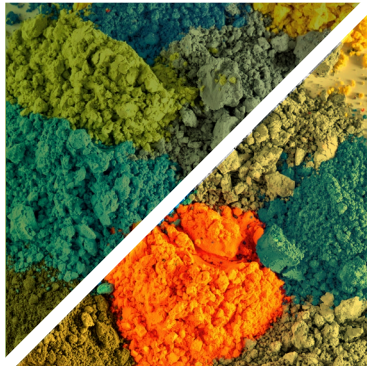
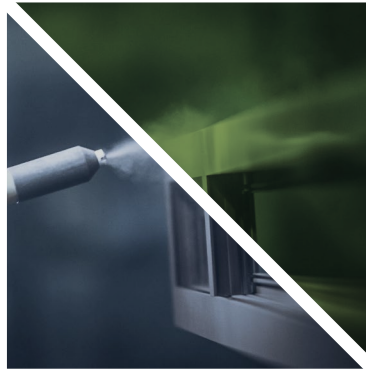




POWDER COATED TOUGH

The Official Publication of the Powder Coating Institute®



Powder
Coating
Institute

2024
Media
Kit
Print | Digital

A NOTE FROM THE PUBLISHER

As responsible inhabitants of our planet, we endeavor to reduce our impact on the environment and continually improve the world around us, whether that means making something last longer, work better, or cost less. Most realize that to make meaningful improvements, there must be meaningful change involved in the process. But change can be a tricky thing because humans tend to resist it, especially if it means adding perceived work or complexities to our lives. Think about the last time you upgraded your phone or laptop. The upgraded device was most likely faster and had more storage and better features than the device it replaced, yet we resist that transition from comfortable to new when it demands time from our overly complex lives.

Luckily, we don't live in a vacuum and can lean on one another when facing transition. Imagine if new powder coaters had to learn about the latest in powder application, curing, testing, and formulation on their own with no voice of authority leading them toward best practices and the latest innovations. How would they obtain the most current, accurate information needed to run a successful job shop or OEM? Sure, a lot of information can be gathered from sources like Google and ChatGPT, but how accurate are those sources, and will that information be provided in an actionable, easy to understand format? This is where the role of a trade association is more crucial to complementing our modern lifestyle than ever.

The Powder Coating Institute (PCI) consists of member companies that serve every aspect of the powder coating industry, bringing experts together to develop helpful resources for custom coaters and OEMs who must respond to constant change and innovation with capital investments in equipment, processes, and people. *Powder Coated Tough* embodies all the resources that PCI brings to the industry, connecting readers to the concept of 'powder coating done right.' As new technologies are developed and refined and powder coating continues to gain market share over other finishing technologies, *PCT* will continue to be the place to go to learn about powder. Promote your solutions to the industry with *Powder Coated Tough*.



Troy Newport, Publisher



THE ONLY NORTH AMERICAN PUBLICATION DEDICATED EXCLUSIVELY TO POWDER COATING TECHNOLOGY

As the official publication of the Powder Coating Institute, *Powder Coated Tough* magazine has a dedicated audience of OEMs, custom coaters & job shops, PCI member company personnel, academia, trade associations, consultants, and distributors. *Powder Coated Tough* is a subscription requested publication that is distributed to almost 27,000 industry professionals.

Powder Coated Tough subscribers include:

- Account Executive/Sales Managers/
Business Development Officers
- Accounting Professionals
- Applicators & Spray Booth Operators
- Business Owners/General & Plant
Managers
- Business & Technical Directors
- Chemists
- Consultants
- Distributors
- Finishing System Managers
- Industrial Designers/Engineers
- LEAN & Continuous Improvement
Managers
- Marketing Professionals
- Purchasing/Supply Chain Professionals
- QC/QA Managers
- Technical Directors
- Technical Service Professionals

Top industries represented by our readers include:

- Aerospace/Aviation
- Agricultural
- Appliance
- Architectural
- Automotive
- Construction
- Electrical
- Furniture
- General Metal Products
- HVAC
- Lawn & Garden
- Oil and Gas
- Transportation

***Powder Coated Tough* is read by the
manufacturers you want to reach!**

OUR EDITOR

Powder Coated Tough's editorial content is developed and written by industry experts who are powder coating veterans. For the past three decades, Editor



SHEILA LAMOTHE

Sheila LaMothe has dedicated her career to manufacturing. With a focus on marketing and education, she has been involved with publishing and writing for manufacturing publications since 1999.

EDITORIAL MISSION

As the official publication of the Powder Coating Institute, whose mission is to promote the benefits of powder coating technology, *Powder Coated Tough* magazine is the best resource for current users of powder coatings, those considering a conversion to powder, and industry suppliers. *Powder Coated Tough* does this through unique and educational articles about powder application, case studies, industry news, and trends.

2024 EDITORIAL CALENDAR

	January/ February	March/ April	May/ June	July/ August	September/ October	November/ December
Feature Editorial	Powder Coating Instruments and Testing	The Role of OEMs in Powder Coating	Powder Coating in Automotive Manufacturing	Unique Powder Coating Lines	Custom Coaters Show their Stuff	Buyers Guide
Advertiser Spotlights	Auxiliary Equipment (Testing, Software, Robotics)	Part Preparation (Masking & Pretreatment)	Powder Producers/ Distributors & Raw Materials	Ovens & Systems Houses	Application Equipment	
Ad Closing Date	11/29/2023	01/29/2024	04/02/2024	06/03/2024	07/29/2024	09/30/2024
Ad Materials Deadline	12/01/2023	02/02/2024	04/05/2024	06/07/2024	08/02/2024	10/04/2024
Bonus Distribution	PCI Workshops Powder Coating Week 2024	PCI Workshops	PCI Workshops	PCI Workshops FABTECH 2024 IWF 2024	PCI Workshops FABTECH 2024	PCI Workshops Powder Coating Week 2025

Other magazine highlights: Technology Interchange, Ask the Experts, Formulators Forum, Pop Quiz, Coaters Corner, Did You Know?, Success Stories, and Preferred Suppliers Guide.

Questions? Email editor@powdercoatedtough.com

MAGAZINE SPECIFICATIONS

- Trim Size:** 8" x 10.75"
- Colors:** 4-Color Process Throughout (CMYK Only; No Pantones)
- Cover Stock:** 80# Gloss Cover
- Body Stock:** 60# Gloss Text
- Binding Method:** Saddle Stitch
- Ad Specifications:**
Please supply files as PDF/X4. All fonts must be embedded, image resolution should be 300dpi, and all colors must be converted to process.
- File Transmission:**
Email ad materials (print and digital) to sales@powdercoatedtough.com. For files too large to email, contact us for additional options.








ADVERTISING BONUS PROGRAM

Advertisers in *Powder Coated Tough* earn credit toward free digital advertising based on their total ad spend for the year.

ADVERTISERS WHO SPEND...	RECEIVE FREE DIGITAL ADVERTISING CREDITS...
\$3,000 - \$5,500	up to \$500
\$5,501 - \$10,500	up to \$1,000
\$10,501 - \$15,500	up to \$1,500
\$15,501 - \$21,000	up to \$2,000
More than \$21,000	up to \$2,500

DON'T FORGET: Digital ad credits earned through the Advertising Bonus Program can be used toward advertising in *Powder Coated Tough en Español!*

PRINT RATES* AND SPECIFICATIONS

AD SIZE	DIMENSIONS	1X RATE	3X RATE	6X RATE
 TWO PAGE SPREAD	16.25" x 11" (Bleed) 16" x 10.75" (Trim)	\$9,895	\$9,600	\$9,315
 FULL PAGE	8.25" x 11" (Bleed) 8" x 10.75" (Trim)	\$5,200	\$5,050	\$4,900
 TWO THIRDS PAGE	4.625" x 9.125"	\$4,615	\$4,490	\$4,365
 HALF PAGE Island	4.625" x 6.875"	\$4,010	\$3,885	\$3,765
 HALF PAGE Vertical Horizontal	3.4375" x 9.125" 7" x 4.5"	\$3,780	\$3,670	\$3,560
 THIRD PAGE Vertical Horizontal Square	2.25" x 9.125" 7" x 3" 4.625" x 4.5"	\$3,295	\$3,200	\$3,100
 QUARTER PAGE	3.4375" x 4.5"	\$2,900	\$2,820	\$2,730

All ads print in 4/color.

*All rates net

PREMIUM FULL PAGE AD POSITIONS

Inside Front Cover

10% Additional Premium

Back Cover

10% Additional Premium

Inside Back Cover

5% Additional Premium

PCI MEMBER DISCOUNT

PCI Members receive a **20% discount** on all advertising opportunities.

Not a member?

Join now at
www.powdercoating.org.

ADDITIONAL PRINT OPPORTUNITIES

Product Launch Package: \$11,750 (a \$15,450 value!)

- Cover Corner Cut.
- Two-page spread in print & digital editions (center spread or far forward).
- Featured position in one eNews email blast.
- Website banner ad for one month.

Integrated Sponsorships

(exclusive per issue; appears in print and digital editions of *Powder Coated Tough*)

Ask the Experts: 3X - \$5,850 (\$1,950/issue) | 6X - \$8,520 (\$1,420/issue)

Pop Quiz: 3X - \$5,850 (\$1,950/issue) | 6X - \$8,520 (\$1,420/issue)

- Banner ad in print & digital editions and email blasts (email blasts for Pop Quiz only).
- Ability to reprint with permission.

Advertiser Spotlights: \$495

Supplemental quarter page advertorial available to PCI members who have placed a regular print ad in the issue where their PCI membership category is featured (see the Advertiser Spotlights section of the editorial calendar). Spotlights contain a short title, 40-70 words, company logo or picture, contact information, and appear in the Spotlight section of the issue. PCI members who advertise with a Half Page ad or larger in their qualifying issue receive a free spotlight in that issue. Spotlights are subject to editing.

Reprints

Reprints are available upon request. Contact Troy Newport at sales@powdercoatedtough.com for pricing and available options.

2024 Buyers Guide Enhancements

Product Ad: \$245

- 2.25" x 1.75" ad in one Category Listing section.

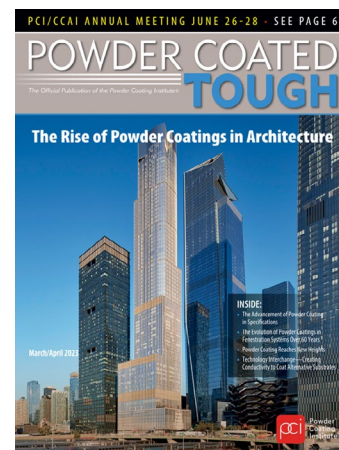
Enhanced Listing Package: \$315

(FREE for advertisers running any size print ad in Buyers Guide)

- Boldfaced listings.
- 4/C logo in Supplier Directory section.
- Hyperlink to your URL each time you are listed. (digital edition only)

Deluxe Listing Package: \$495

- Receive all Enhanced Listing Package items plus a Product Ad.



DIGITAL RATES* AND SPECIFICATIONS

AD TYPE	SPECIFICATIONS	1 MONTH RATE (per month)	6 MONTH RATE (per month)	12 MONTH RATE (per month)
Mutli-Channel Advertising				
NATIVE ADVERTISING (exclusive each month)	See Below	\$2,750	n/a	n/a
DIGITAL EDITION SPONSORSHIP (exclusive each issue)	See Below	\$975	n/a	n/a
Website Advertising				
LEADERBOARD AD	728px x 90px	\$535	\$485	\$460
SKYSCRAPER AD	160px x 600px	\$535	\$485	\$460
SQUARE AD	250px x 250px	\$475	\$425	\$405
VIDEO AD	You Tube embed	\$210	\$190	\$180
FEATURED PRODUCT AD	180px x 150px	\$285	\$255	\$245
CATEGORY SPONSORSHIP AD	160px x 600px	\$240	\$215	\$205
ROADBLOCK	Leaderboard, Skyscraper & Square	\$1,545	\$1,390	\$1,320
Email Advertising				
INDUSTRY ENEWS – TOP POSITION (exclusive each month)	See below	\$625	\$565	\$540
INDUSTRY ENEWS	See below	\$340	\$310	\$295

Multi-Channel and Website Advertising are displayed on powdercoatedtough.com. Monthly impression and click-through metrics tracked using Google's Ad Manager platform.

*All rates net

DIGITAL ADVERTISING DETAILS

MULTI-CHANNEL ADVERTISING

Native Advertising

Supply an article to be exclusively featured on the Home page of the Powder Coated Tough website for one month. The article will remain on the website afterwards. Article will be promoted in an Industry eNews Spotlight, and to PCI's social media when it's posted.

- Between 1000-1500 words, the spot can be a case study, product promotion, or contain other interesting content (content subject to editorial approval).
- Up to 3 accompanying photos (advertiser must own rights to photos and complete a photo usage form).
- One 480px x 150px banner that appears in Industry eNews Spotlight and the PCT website.
- Limit 4 entries annually per company.

Digital Edition Sponsorship

Sponsor the digital edition and receive:

- Full page ad appearing adjacent to digital edition front cover.
- Two display ads in digital edition email blast (480px x 150px and 250px x 250px).
- "Sponsored By" logo and link on Home page of Powder Coated Tough website for two months.
- Limit 3 sponsorships annually per company.

EMAIL ADVERTISING

Industry eNews

A success story, product or technology profile, or other informative content to be emailed to approximately 13,500 opt-in subscribers. Up to 12 entries contained in each month's email blast.

eNews entry will contain:

- Up to 50-word description.
- Logo or accompanying image; 250px x 250px.
- Link and contact information.

eNews images must be .jpg or .png with a file size of less than 60KB.

WEBSITE ADVERTISING

Leaderboard Ad

- 3 rotating positions available; appears near top of Home page.

Skyscraper Ad

- 3 rotating positions available; appears in right column of Home page.

Square Ad

- 3 rotating positions available; appears just below fold of Home page.

Video Ad

- 3 rotating positions available; appears just below fold of Home page; video must be supplied as YouTube embed.

Featured Product Ad

- 8 rotating positions available; appears below fold of Home page.

Category Sponsorship

Skyscraper ad on category page of your choice. Choose from: Powder Coating Materials; Application & Systems; Pretreatment & Surface Prep; Curing/Ovens; Racking & Masking; Substrates; Raw Materials; Testing Equipment.

Roadblock

- 1 position available per month; leaderboard, skyscraper, and square banner ads all display simultaneously. (This placement is not exclusive.)

Website ad files must be .jpg or .png with a file size of less than 150KB.

POWDER COATED TOUGH








La publicación oficial del Powder Coating Institute®

en Español

According to the Department of Labor, the projected number of Hispanic workers in the U.S. workforce will grow to almost 36 million people by 2030. Supply chain issues of the past few years have made Mexico and Central America an attractive region for U.S. manufacturers to explore as a nearsourcing option. In addition, the use of powder coatings has grown significantly in Mexico and Central America over the past decade. To address the growing need for powder coating education for Spanish-speaking audiences, select issues of *Powder Coated Tough* are professionally translated to Spanish and published in digital-only editions. Offering this resource for Spanish-speaking readers is essential to continue helping powder coaters around the globe learn more about pretreatment, application, curing, powder chemistries, and other processes related to powder coating.

If your company sells products or services to this unique audience, advertise with *Powder Coated Tough en Español* to bring awareness to your brand.

To learn more and request a media kit, please visit: www.powdercoating.org/PCTespanol

AD SIZE	DIMENSIONS	1X RATE	3X RATE
 TWO PAGE SPREAD	16.25" x 11" (Bleed) 16" x 10.75" (Trim)	US\$2,375	US\$2,300
 FULL PAGE	8.25" x 11" (Bleed) 8" x 10.75" (Trim)	US\$1,250	US\$1,200
 TWO THIRDS PAGE	4.625" x 9.125"	US\$1,100	US\$1,075
 HALF PAGE Island	4.625" x 6.875"	US\$960	US\$930
 HALF PAGE Vertical Horizontal	3.4375" x 9.125" 7" x 4.5"	US\$905	US\$875
 THIRD PAGE Vertical Horizontal Square	2.25" x 9.125" 7" x 3" 4.625" x 4.5"	US\$790	US\$760
 QUARTER PAGE	3.4375" x 4.5"	US\$695	US\$675

* Non-PCI members must pay for advertising on or before the Insertion Order deadline to be included in an issue.

**All ads run in 4/color. Ads must be supplied as a .JPG, .PNG, or .PDF in Spanish to appear in *Powder Coated Tough en Español*. Translation services are available through our professional translation provider. For a translation quote, contact Troy Newport at sales@powdercoatedtough.com



2024 POWDER COATED TOUGH EN ESPAÑOL EDITORIAL CALENDAR

	Winter	Spring	Summer	Autumn
Feature Editorial	Powder Coating Instruments and Testing	The Role of OEMs in Powder Coating	Powder Coating in Automotive Manufacturing	Unique Powder Coating Lines
Ad Closing Date	01/16/2024	03/11/2024	06/24/2024	09/16/2024
Ad Materials Deadline	01/19/2024	03/15/2024	06/28/2024	09/20/2024
Bonus Distribution	FABTECH Mexico 2024	FABTECH Mexico 2024		

ADDITIONAL PCI ADVERTISING OPPORTUNITIES

POWDER COATING WEEK 2024 ADVERTISING

PCI members receive 20% off all advertising prices.

Deadline to submit Insertion Order: **January 19, 2024.**

Visit conference.powdercoating.org to reserve your advertising.

Questions? Contact Troy Newport at sales@powdercoatedtough.com.



EVENT DIRECTORY ADVERTISING

Print ad appears in the event directory which is distributed to all attendees.

- Full Page: \$1,450
- Half Page: \$999
- Quarter Page: \$800

THANK YOU PAGE AND CONFIRMATION EMAIL ADVERTISING

\$2,000

- 728px x 90px banner ad appears on the "Thank You" web page when a person registers.
- 480px x 150px banner ad appears on the confirmation emails attendees receive after registering.

WEBSITE ADVERTISING

\$1,000

60px x 600px skyscraper ad appears on event pages on www.powdercoating.org.

EMAIL BLAST ADVERTISING

480px x 150px banner ad appears at the top and bottom of Powder Coating Week 2024 promotional emails. One advertiser will be exclusively featured each month.

- November (2 emails): \$900
- December (2 emails): \$900
- January (2 emails): \$900
- February (2 emails): \$900



POWDER COATED The Official Publication of the Powder Coating Institute® **TOUGH**

SAVE ON POWDER COATED TOUGH ADVERTISING!

PCI Members receive a 20% discount on all advertising opportunities, including digital.

Not a PCI Member?

Visit www.powdercoating.org today to read about all the membership benefits and to join!



Powder[®]
Coating
Institute

CONTACT US

sales@powdercoatedtough.com
mediakit.powdercoatedtough.com

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