PUBLISHER’S NOTE:
Having just celebrated our 10th anniversary, Powder Coated Tough magazine is now well-established as the powder coating industry’s paramount resource. As the Powder Coating Institute’s (PCI) official publication, and a publication solely dedicated to the powder coating industry, Powder Coated Tough provides the information you need to stay connected to industry happenings, from news to best practices, from troubleshooting to advanced technologies. It is simply the best place to launch your company’s message to the industry.

Powder Coated Tough produces six issues annually, culminating with our Buyers Guide in November/December. In our continuous efforts to improve, we recently established a new sub-committee, consisting of our own PCI members, whose role is strictly to advise our publication staff on keeping Powder Coated Tough relevant and sought-after as our industry’s top resource for powder coating knowledge. With their guidance and our continued focus on bringing the industry together with great content, Powder Coated Tough is your go-to destination for all things powder coating.

Trena Benson
Executive Director, The Powder Coating Institute
Publisher, Powder Coated Tough

The VOICE of the POWDER COATING MARKET

As the official publication of The Powder Coating Institute (PCI), Powder Coated Tough magazine has a dedicated audience of OEMs, custom coaters & job shops, PCI member company personnel, academia, trade associations, consultants and manufacturer’s reps. Powder Coated Tough is a subscription-requested publication that is distributed to more than 17,000 manufacturing professionals. The magazine’s digital version hits more than 20,000 inboxes.

The backbone of the magazine’s circulation is Original Equipment Manufacturers – OEMs. Powder Coated Tough subscribers include:

› Business Owners/Managers
› Engineers
› Business & Technical Directors
› Finishing System Managers
› Applicators & Spray Booth Operators
› QC/QA Managers
› Technical Directors
› Account Executives/Sales Managers

Powder Coated Tough is read by the manufacturers you want to reach! The top industries represented by our readers include:

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

OUR EDITORS

Powder Coated Tough’s editorial content is developed and written by industry experts who are powder coating veterans. Editor Sharon Spielman has more than a decade in the finishing industry, while Technical Editor Kevin Biller provides our readers with the latest in powder coating innovations. To read more about our editors, visit www.powdercoatedtough.com.

EDITORIAL MISSION

As the official publication of the Powder Coating Institute (PCI), whose mission is to promote the benefits of powder coating technology, Powder Coated Tough (PCT) magazine is the best resource for current users of powder coatings, those considering a conversion to powder and our industry suppliers. PCT does this through unique and thought-provoking application articles, case studies, industry news and trends.
## 2017 Print Advertising Opportunities (Net Rates)

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>DIMENSIONS</th>
<th>COLOR</th>
<th>1X RATE</th>
<th>3X RATE</th>
<th>6X RATE</th>
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<tr>
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<td>B/W</td>
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<td>$2,425</td>
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<td></td>
<td>B/W</td>
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<td>$1,950</td>
<td>$1,900</td>
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<td>B/W</td>
<td>$1,500</td>
<td>$1,450</td>
<td>$1,425</td>
</tr>
</tbody>
</table>

### Print Ad Enhancements

- **Inside Front Cover**
  - 10% Additional Premium

- **Back Cover**
  - 10% Additional Premium

- **Inside Back Cover**
  - 5% Additional Premium

### Additional Print Opportunities

#### 2017 Buyers Guide Enhancements

**Deluxe Listing Package: $400**
- Boldfaced Listings
- 4/C logo in Supplier Directory section
- Hyperlink to your URL each time you are listed (digital edition only)
- Product ad in one Category Listing section

**Enhanced Listing Package: $250** (FREE for advertisers running a 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)

**Product Ads: $200**
- 2.25” W x 1.75” H
- Ad placed in one Category Listing section

**Logo in Company or Category Listing section (4/C): $100**

#### Quarter Page Profile Spotlights

**Advertisers: $400 | Non-Advertisers: $1,000**
- Advertisement must be in the same issue to receive advertiser rate. All PCI members who advertise with at least one half page in the issue where their product category is featured will receive a complimentary spotlight in that issue.

**classified Advertising**

**Classified Ad: $250**
**Classified Ad & Product Ad in PCT eNews: $450**

#### Integrated Sponsorships (exclusive per issue)

- **Ask Joe Powder: 3X, $4,800 | 6X, $7,200**
- **Tips & Tricks: 3X, $4,800 | 6X, $7,200**
  - Banner ad in print & digital editions
  - “Sponsored By” logo on PCI & PCT websites with link to your website
  - Opportunity to post content to your website

#### Special Features

**Cover Corner Cut: $3,900**
- (5% discount available for 6X advertisers)
  - Appears directly on the cover of Powder Coated Tough
  - This can be a stand-alone message or can direct readers to your ad or message on a specific page inside the issue

**Product Launch: $8500**
- Corner Cut on cover of Powder Coated Tough
- Two-page spread in print & digital editions (center spread or far forward)
- Top product position in eNews email blast
- Premium banner on powdercoatedtough.com for one month

PCI Members receive a **20% discount** on all advertising opportunities.
## 2017 Digital Advertising Opportunities

<table>
<thead>
<tr>
<th>ITEM</th>
<th>SPECIFICATIONS</th>
<th>1 MONTH RATE</th>
<th>6 MONTH RATE</th>
<th>12 MONTH RATE</th>
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<tbody>
<tr>
<td><strong>LEADERBOARD AD</strong>&lt;br&gt;(3 rotating positions available)</td>
<td>728 X 90 PX;</td>
<td>$475</td>
<td>$4,800</td>
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<tr>
<td><strong>RECTANGLE AD</strong>&lt;br&gt;(3 rotating positions available)</td>
<td>250 X 200 PX</td>
<td>$425</td>
<td>$4,450</td>
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<tr>
<td><strong>WIDE SKYSCRAPER AD</strong>&lt;br&gt;(2 rotating positions available)</td>
<td>160 X 600 PX</td>
<td>$475</td>
<td>$4,800</td>
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<tr>
<td><strong>FEATURED PRODUCT</strong>&lt;br&gt;(4 rotating positions available)</td>
<td>180 X 150 PX</td>
<td>$1,325</td>
<td>$2,200</td>
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<tr>
<td><strong>VIDEO</strong></td>
<td></td>
<td></td>
<td>$600</td>
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<tr>
<td><strong>CATEGORY SPONSORSHIP</strong>&lt;br&gt;(8 available)</td>
<td>SEE BELOW</td>
<td></td>
<td>$975</td>
<td>$1,450</td>
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<tr>
<td><strong>PCT ENEWS PRODUCT PROFILE</strong></td>
<td>SEE BELOW</td>
<td>$550 (top position)</td>
<td>$450 (top position)</td>
<td>$300 (top position)</td>
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<tr>
<td><strong>PCT ENEWS CONTENT SPOTLIGHT</strong></td>
<td>SEE BELOW</td>
<td>$300</td>
<td>$250</td>
<td>$175</td>
</tr>
<tr>
<td><strong>PCT DIGITAL EDITION SPONSORSHIP</strong></td>
<td>SEE BELOW</td>
<td>$1,450</td>
<td>$1,000</td>
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</tr>
</tbody>
</table>

### EMedia Details

**Powder Coated Tough Website**

**Category Sponsorship**
- Choose from: Powder Coatings; Application & Recovery; Pretreatment & Surface Preparation; Curing/Ovens; Racking & Masking; Substrates; Raw Materials; Testing Equipment
- Wide skyscraper ad (160 x 600 px) on category page

**Powder Coated Tough Digital Edition Sponsorship**
- Full page ad with link adjacent to front cover in digital edition
- Two Display Ads in digital edition email blast (one each; 468 x 60 pixels and 250 x 250 pixels)
- “Sponsored By” logo and link on Powder Coated Tough website

**Video**
- Video displayed on the powdercoatedtough.com home page
- Video can promote your brand or product

**Powder Coated Tough eNews**

**PCT eNews Product Profile**
- Up to 50 word description
- Product image; 250 x 250 pixels
- Link and contact information

**Content Spotlight**
- Post a success story, product or technology profile, or other informative content
- Title & summary will appear in email blast with logo and link to full content

*Note: eNews ad files should be .jpg or .png, with a file size of less than 60 KB. Submit eMedia files to ads@powdercoatedtough.com.*

*Note: Website ad files should be .jpg or .png, with a file size of less than 150 KB. Submit eMedia files to ads@powdercoatedtough.com.*
## 2017 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSING/MATERIALS DUE DATE</th>
<th>FEATURE FOCUS</th>
<th>PROFILE SPOTLIGHTS</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>December 6/December 11</td>
<td>Architecture Ornamental Metal</td>
<td>Pretreatment Masking &amp; Racking</td>
<td>POWDER COATING 2017 Technical Conference Custom Coater Forum PCI Workshops</td>
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</tr>
<tr>
<td>March/April</td>
<td>February 7/February 10</td>
<td>Heat Sensitive Substrates UV Curable Substrates Furniture</td>
<td>Curing &amp; Burnoff</td>
<td>POWDER COATING 2017 Technical Conference Custom Coater Forum PCI Workshops</td>
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</tr>
<tr>
<td>May/June</td>
<td>April 11/April 14</td>
<td>Agriculture Automotive</td>
<td>Powder Manufacturers &amp; Distributors</td>
<td>PCI Workshops</td>
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<tr>
<td>July/August</td>
<td>June 5/June 9</td>
<td>Custom Coater Roundtable Appliance</td>
<td>Quality Testing Equipment Software</td>
<td>FABTECH PCI Workshops</td>
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</tr>
<tr>
<td>September/October</td>
<td>August 15/August 19</td>
<td>Military/Aerospace Specialty Powders</td>
<td>Finishing Systems Application Equipment</td>
<td>FABTECH PCI Workshops</td>
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<tr>
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<td></td>
</tr>
<tr>
<td>November/December</td>
<td>October 10/October 14</td>
<td>Annual Buyers Guide Annual Trends/Forecast Technology Preview</td>
<td>PCI Member Showcase</td>
<td>PCI Workshops</td>
</tr>
</tbody>
</table>

Features included in every issue: Technology Interchange, Ask Joe Powder, Tough Talk, Tips & Tricks, Custom Coaters Corner Questions? Email editor@powdercoating.org.

### Magazine Specifications

**Trim Size:** 8” x 10 ¾” (10.75”)

**Colors:** 4-Color Process Throughout

**Cover Stock:** 80# Gloss Cover; Body Stock: 60# Gloss Text

**Binding Method:** Saddle Stitch

**Ad Submission Guidelines:** Fine Preparation: 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:** All ad materials (print and digital) should be emailed to ads@powdercoatedtough.com. For files too large to email, contact us for additional options.

### Advertising Bonus Program

**NEW** this year, advertisers in Powder Coated Tough will earn credit toward additional digital advertising based on their total ad spend.

<table>
<thead>
<tr>
<th>ADVERTISERS WHO SPEND...</th>
<th>Can select from the digital advertising opportunities...</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500 - $5,000</td>
<td>One item valued up to $500</td>
</tr>
<tr>
<td>$5,001 - $10,000</td>
<td>Two items with a total value up to $1,000</td>
</tr>
<tr>
<td>$10,001 - $15,000</td>
<td>Three items with a total value up to $1,500</td>
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<tr>
<td>$15,001 - $20,000</td>
<td>Four items with a total value up to $2,000</td>
</tr>
<tr>
<td>More than $20,000</td>
<td>Five items with a total value up to $2,500</td>
</tr>
</tbody>
</table>
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 view membership information and to join!

Questions? Contact us!
sales@powdercoatedtough.com
www.powdercoatedtough.com/advertising
859-525-9988