



Fully Digital, Made Even Better

Get the best value and most exposure for your company by advertising in the CASE Buyers' Guide eBook - serving the paints and coatings, and adhesives markets.

Bring your company's product benefits to life by advertising in this powerful new marketing tool that will be deployed twice annually. Half-page advertisers receive an additional half page company profile. Full-page advertisers receive an additional full page company profile. The eBook is easy to save so users can access it at any time, simple to share with friends or colleagues, and maximizes your ad performance with corresponding editorial to provide detailed info on your products & services.

Select your ad/editorial placement in one of these following sections:

- Raw Materials & Specialty Chemicals
- Additives
- Polymers/Resins
- Pigments/Dispersions
- Manufacturing Equipment
- Test/Measurement Instruments & Services
- Solvents
- Computer Software
 - Enterprise Solutions
 - Digital lab software
- Environmental Equipment & Services
- Containers, Packaging and Material Handling
- Consulting & Services
- Distributors
- Finished Adhesives & Sealants
- Oils/Fatty Acids

FULL PAGE PACKAGE

- Full page ad file 1200 x 1600 pixel pdf file
- One hi-res image (minimum 1200px wide) 400 words of text
- Hi-res logo (.eps, .ai (vector format), .jpg, .png)

HALF PAGE PACKAGE

- Half page ad file 1100 x 700 pixel pdf file
200 words of text
- Hi-res logo (.eps, .ai (vector format), .jpg, .png)

2022 CLOSING DATES:

Ad close: October 14, 2022

Materials due: October 21, 2022

Deployment: December 2022 and February 2023



2022 CASE EBOOK PERFORMANCE: THE NUMBERS SPELL SUCCESS!

1. 27,406 eBooks deployed
2. 11,238 readers opened the eBook
3. Open rate: 41%
4. 24,513 page views
5. 500 average readers per ad page

ADDITIONAL BENEFITS:

- CASE eBook will be posted to both the ASI and PCI websites for a year
- ASI and PCI will feature the eBook in their weekly eNewsletters twice a month
- ASI and PCI will post mentions regarding the eBook to their LinkedIn communities regularly
- ASI and PCI will include listings regarding the eBook in our monthly Must-See eBlasts.

RATES:

1/2 page ad PLUS 1/2 page editorial	\$1,995
Full Page ad PLUS Full Page editorial	\$3,995
Exclusive Premium Sponsor Video	\$10,000
Resize/create an ad (Additional fee)	\$395

Placement based on first come, first serve (All pricing is net)



For more information on who we serve, brand reach and audience engagement, visit
www.pcimag.com/audience

Contact us today for more information

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