PRODUCTS FINISHING REACH

Positioning yourself as a partner with Products Finishing allows you access to the largest, qualified and most targeted audience in the industry.

PRINT* 25,300+ Subscribers

DIGITAL EDITION 14,000+ Subscribers

E-NEWSLETTERS 13,100+ Subscribers

ONLINE 124,000+ Average Monthly Page Views

2020 EVENTS
**AUDIENCE DEEP DIVE**

**TOTAL SUBSCRIBERS***

25,300+

**TOTAL FACILITIES**

18,068

- **13,581** Company Management*
- **4,637** Manufacturing Production*
- **3,781** Manufacturing Engineering*
- **1,885** Research & Development/Design/Quality Control*
- **926** Sales & Marketing/Education/Consulting & Other Qualified*
- **492** Purchasing*

**OPERATIONS PERFORMED**

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<thead>
<tr>
<th>Operation</th>
<th>Subscribers</th>
<th>Plants</th>
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<tr>
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<td>Mass Finishing/Tumbling</td>
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<td>6,205</td>
</tr>
<tr>
<td>Vibratory Finishing</td>
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<td></td>
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<tr>
<td>Electroplating</td>
<td>9,742</td>
<td>5,557</td>
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<td>Electrocoating</td>
<td>9,420</td>
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<tr>
<td>Solvent or Vapor Degreasing</td>
<td>9,136</td>
<td>5,232</td>
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<tr>
<td>Anodizing</td>
<td>7,994</td>
<td>4,430</td>
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<tr>
<td>Conveyoized Electrocoating</td>
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<td>4,214</td>
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<td>Electroless Nickel Plating</td>
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<td>Precious Metal Plating</td>
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<td>Vacuum Coating</td>
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**3-DIGIT NAICS***

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<td>Machinery Manufacturing</td>
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<td>339</td>
<td>Miscellaneous Manufacturing</td>
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<td>Chemical Engineering</td>
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<td>334</td>
<td>Computer and Electronic Product Manufacturing</td>
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<td>331</td>
<td>Primary Metal Manufacturing</td>
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<td>326</td>
<td>Plastics and Rubber Product Manufacturing</td>
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<td>335</td>
<td>Electrical Equipment Appliance Manufacturing</td>
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<td>337</td>
<td>Furniture and Related Product Manufacturing</td>
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<td>327</td>
<td>Nonmetallic Mineral Product Manufacturing</td>
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<td>115</td>
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<tr>
<td></td>
<td>Other</td>
<td>1,016</td>
<td>876</td>
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*Source: June 2019 BPA Statement  | **Source: Publisher’s Count, June 2019
PRODUCTS FINISHING'S EYE ON FINISHING

Products Finishing enjoys celebrating and highlighting the best in the industry.

The Products Finishing Top Shops Benchmarking Survey not only delivers custom reports that detail specifically how a shop stacks up against others in the finishing industry but also honors the best run and most customer-driven electroplating, powder and liquid coating operations as ‘Top Shops.’

Young professionals are a vital asset to the finishing industry and it is important to acknowledge those who are making great strides in shaping the industry’s future. Products Finishing recognizes the industry’s top young talent through an annual 40-Under-40 program.

Products Finishing partners with hundreds of finishing operations in the U.S. to celebrate National Surface Finishing Day each year to showcase the industry to trade schools, businesses, officials and media, as well as to celebrate industry employees.

Products Finishing is proud to recognize our industry’s brightest through the Finishing Hall of Fame, to bring prestige to those who staked their claim pushing forward the innovation and technology that has made the surface finishing industry what it is today.
## 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
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</thead>
</table>
| **DEADLINES** | | | | | | Closing: DEC 3, 2019  
Closing: JAN 2, 2020  
Closing: FEB 3, 2020  
Closing: MAR 2, 2020  
Closing: APR 1, 2020  
Closing: MAY 1, 2020 |
| **FOCUS** | | | | | | Automotive  
Aerospace  
Medical  
Top Shops: PLATING  
SUR/FIN  
Top Shops: LIQUID & POWDER |
| **FEATURE ARTICLES** | Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder | Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder | Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder | | | |
| **TECHNICAL FEATURE** | Polishing, Buffing  
Parts Cleaning  
Pretreatment  
Software  
Mechanical Finishing  
Parts Cleaning | | | | | |
| **TECHNICAL CLINICS** | Electroplating, Powder Coatings, Liquid Coatings, Anodizing  
| **SPECIAL COVERAGE** | National Surface Finishing Day Preview  
Parts Cleaning  
Top Shops: Plating | | | | | |
| **SHOW PREVIEW** | Paint Expo 2020  
Surface Finishing Mexico 2020  
ECOAT 2020 | | | | | PF Mexico Live  
SUR/FIN 2020 |

<table>
<thead>
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<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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| **DEADLINES** | | | | | | Closing: JUN 1, 2020  
Closing: JUL 1, 2020  
Closing: AUG 3, 2020  
Closing: SEP 1, 2020  
Closing: OCT 1, 2020  
Closing: NOV 2, 2020 |
| **FOCUS** | 40-Under-40  
Automotive  
FABTECH  
Aerospace  
Medical  
Construction/Agriculture | | | | | |
| **FEATURE ARTICLES** | Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder | Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder | Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder  
Electroplating, Liquid/Powder | | | | |
| **TECHNICAL FEATURE** | Rectifiers/Power  
Parts Cleaning  
Anodizing  
Ecoat  
Parts Cleaning  
Ovens | | | | | |
| **TECHNICAL CLINICS** | Electroplating, Powder Coatings, Liquid Coatings, Anodizing  
| **SPECIAL COVERAGE** | 40-Under-40  
Parts Cleaning at IMTS | | | | | 40-Under-40  
Top Shops Executive Summit 2020 |
| **SHOW PREVIEW** | | | | | | Top Shops Executive Summit 2020  
FABTECH 2020 |
### PRINT ADVERTISING

#### COVER RATES
Cover rates include black and any combination of process colors.

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<th>INSIDE BACK COVER</th>
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<tbody>
<tr>
<td></td>
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#### CLASSIFIED AD RATES

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<th>2 INCHES</th>
<th>EACH ADDITIONAL</th>
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<td>$525</td>
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<td>PF DIRECTORY</td>
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#### 4-COLOR RATES

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<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
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<td>6,165</td>
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<td>5,660</td>
<td>5,480</td>
<td>5,260</td>
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<tr>
<td>2/3 Page</td>
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<td>4,390</td>
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<td>3,955</td>
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<td>Island</td>
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<td>4,440</td>
<td>4,390</td>
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<tr>
<td>1/4 Page</td>
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<td>2,210</td>
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<td>2,050</td>
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#### 2-COLOR RATES

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<td>2,430</td>
<td>2,345</td>
<td>2,300</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2,260</td>
<td>2,190</td>
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<td>1,960</td>
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</table>

#### BLACK & WHITE RATES

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<tr>
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<tr>
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<td>1,855</td>
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<td>1,845</td>
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<td>1,620</td>
<td>1,560</td>
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<tr>
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<td>620</td>
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<td>585</td>
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</table>
Every month, PFonline.com receives an average of 124,000 page views, making it one of the premiere online destinations for professionals across the finishing industry. Get your message in front of the general audience on the homepage or focus on viewers in your part of the industry on the zone pages. With prominent placements for both graphic and rich media advertisements, there’s no better option online for reaching some of the most qualified prospects in finishing.

**PFONLINE.COM AD RATES**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>GROSS PER MONTH</th>
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<tr>
<td>IMAGE SIZE: 600x160 pixels @ 144 DPI</td>
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</tr>
<tr>
<td>FILE TYPE: JPG/PNG</td>
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</tr>
<tr>
<td>Each Zone (Please note: not available on Homepage)</td>
<td><strong>$1,500</strong></td>
</tr>
<tr>
<td><strong>B RICH MEDIA ADS</strong></td>
<td></td>
</tr>
<tr>
<td>CHOOSE ONE AD FORMAT FROM THE FOLLOWING OPTIONS:</td>
<td></td>
</tr>
<tr>
<td>1. STATIC BANNER: 300 x 250 px, JPG/PNG, 150k</td>
<td></td>
</tr>
<tr>
<td>2. PRELAUNCH VIDEO BANNER: 300 x 250 px, JPG/PNG, 150k</td>
<td></td>
</tr>
<tr>
<td>3. ANIMATED GIF: 300 x 250 px, 300K</td>
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<tr>
<td>Homepage</td>
<td><strong>$1,000</strong></td>
</tr>
<tr>
<td>Plating/Liquid Coating/Powder Coating Zones</td>
<td><strong>$900</strong></td>
</tr>
<tr>
<td>Other Zones</td>
<td><strong>$600</strong></td>
</tr>
<tr>
<td><strong>C 300 X 100 WEB BANNER ADS</strong></td>
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<tr>
<td>ARTWORK SIZE: 300 x 100 pixels</td>
<td>144 dpi, 100K Max</td>
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<tr>
<td>Homepage</td>
<td><strong>$675</strong></td>
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<tr>
<td>Plating/Liquid Coating/Powder Coating Zones</td>
<td><strong>$650</strong></td>
</tr>
<tr>
<td>Other Zones</td>
<td><strong>$400</strong></td>
</tr>
</tbody>
</table>

Get your ad specs here: gardnerweb.com/adcentral
PFonline is the finishing industry’s leading resource and will help you reach a targeted and qualified buying audience – **and we can prove it!**

124,000+

**AVERAGE MONTHLY PAGE VIEWS**

### GENERAL SITE AD IMPRESSIONS

<table>
<thead>
<tr>
<th>SECTION</th>
<th>AVG. MONTHLY VIEWS</th>
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<td>Latest News</td>
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<td>Products - Right Bar</td>
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<tr>
<td>Articles</td>
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<td>1,644</td>
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<tr>
<td>Events</td>
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### ZONE AD IMPRESSIONS

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<th>AVG. MONTHLY VIEWS</th>
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</thead>
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<td>Plating</td>
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<tr>
<td>Liquid Coating</td>
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<tr>
<td>Powder Coating</td>
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<tr>
<td>Anodizing</td>
<td>10,348</td>
</tr>
<tr>
<td>Parts Cleaning</td>
<td>7,574</td>
</tr>
<tr>
<td>Mechanical Finishing</td>
<td>3,155</td>
</tr>
<tr>
<td>Electrocoating</td>
<td>2,536</td>
</tr>
<tr>
<td>Pollution Control</td>
<td>2,490</td>
</tr>
<tr>
<td>Research – White Paper</td>
<td>2,085</td>
</tr>
</tbody>
</table>
Every month, PFonline.com receives an average of 124,000 page views, making it one of the premiere online destinations for professionals across the finishing industry. Get your message in front of the general audience on the homepage or focus on viewers in your part of the industry on the zone pages. With prominent placements for both graphic and rich media advertisements, there’s no better option online for reaching some of the most qualified prospects in finishing.

**PFONLINE.COM AD RATES**

**POSITION** | **GROSS PER MONTH**
--- | ---
**A** LEADERBOARD | **NEW!**
**IMAGE SIZE:** 600x160 pixels @ 144 DPI  
**FILE TYPE:** JPG/PNG

Each Zone (Please note: not available on Homepage) | $1,500

**B** RICH MEDIA ADS

<table>
<thead>
<tr>
<th>CHOOSE ONE AD FORMAT FROM THE FOLLOWING OPTIONS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. STATIC BANNER: 300 x 250 px, JPG/PNG, 150K</td>
</tr>
<tr>
<td>2. PRE-LAUNCH VIDEO BANNER: 300 x 250 px, JPG/PNG, 150K</td>
</tr>
<tr>
<td>3. ANIMATED GIF: 300 x 250 px, 300K</td>
</tr>
</tbody>
</table>

Homepage | $1,000

Plating/Liquid Coating/Powder Coating Zones | $900

Other Zones | $600

**C** 300 X 100 WEB BANNER ADS

**ARTWORK SIZE:** 300 x 100 pixels | 144 dpi, 100K Max  
**FILE TYPE:** JPG/PNG

Homepage | $675

Plating/Liquid Coating/Powder Coating Zones | $650

Other Zones | $400

Get your ad specs here: gardnerweb.com/adcenral
We reach 13,100+ subscribers four times monthly with the latest information in the finishing industry. Upcoming Issue Alert runs monthly. And a three-times-per-month News Alert keeps readers up to date on breaking developments in the industry.

**REACH YOUR FINISHING AUDIENCE ALL MONTH!**

**ENewsletter Ad Rates**

<table>
<thead>
<tr>
<th>Position</th>
<th>Gross Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A Leaderboard Banner Ads</strong></td>
<td>$1,200</td>
</tr>
<tr>
<td><strong>B Video Ads</strong></td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>C Technology Solutions Ads</strong></td>
<td>$800</td>
</tr>
</tbody>
</table>

**New Digital Edition Sponsorship**

Digital editions are promoted through email and social media, and featured on PFonline.com. Archived editions remain available on the site indefinitely.

<table>
<thead>
<tr>
<th>AD Package Includes</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXCLUSIVE DIGITAL EDITION ENEWSLETTER LEADERBOARD AD</td>
<td>$2,000</td>
</tr>
<tr>
<td>EXCLUSIVE DIGITAL EDITION OPENING PAGE AD</td>
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</tr>
<tr>
<td>EXCLUSIVE PFONLINE.COM LEADERBOARD AD</td>
<td></td>
</tr>
<tr>
<td>PFONLINE.COM STANDARD WEB AD</td>
<td></td>
</tr>
</tbody>
</table>
WEBINARS

Showcase your company’s expertise on a Products Finishing webinar!

Webinars hosted by Products Finishing are dynamic and interactive, and position you to discuss timely and compelling issues with your target audience.

Your webinar investment includes:

- Customized email invitations
- Webinar promotion within enewletters
- Event promotion within Products Finishing Magazine
- Customized lead reports
- Staff provides webinar hosting and support for your team
- Moderation by an editor

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EPRINTS

Reach active, qualified buyers with ePrints.

ePrints deliver your message to permission-based subscribers. Instead of being presented as an unsolicited advertisement, ePrint advertisers appear as technology providers and thought leaders.

ePrint Components:

- **ENGAGED LIST**
  The ePrint promotional list is an active audience with a stated preference to receive information about new product and process technology via email.

- **DEMOGRAPHICS**
  Demographic selection is available in a limited capacity.

- **CONTENT MARKETING**
  Maximum of 5 content sections: the feature, custom sections and learn more/company section.

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**WEBINAR INVESTMENT (GROSS)**

<table>
<thead>
<tr>
<th>DETAILS</th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance is limited to 1,000</td>
<td></td>
</tr>
<tr>
<td>Topic and schedule subject to publisher approval</td>
<td></td>
</tr>
<tr>
<td>Includes 12-month archiving</td>
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</table>

**EPRINTS INVESTMENT (GROSS)**

<table>
<thead>
<tr>
<th>DETAILS</th>
<th>$1</th>
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</thead>
<tbody>
<tr>
<td>Per Name (2,500 Name Minimum)</td>
<td></td>
</tr>
</tbody>
</table>
NEW EVENT!

OCTOBER 20-22, 2020

Indianapolis, IN | Hyatt Regency

The Products Finishing Top Shops Executive Summit is the event where business owners and managers of finishing operations will converge to discuss the issues their shops are facing.

Attendees will learn from Products Finishing Top Shop recipients on what they are doing in their operations to make them a Top Shop. Spend focused, uninterrupted time working ON your shop instead of IN your shop. You’ll network with the other owners and executives, learn from the best, and find actionable ideas that you can immediately implement.

WHO SHOULD ATTEND?

Owners | CEOs | Executive Management
Plant Managers | Operation Managers
2020 INDUSTRY EVENTS

APR 28-30
TAMPA BAY AREA, FLORIDA

Discover what electrocoating can bring to your finishing operation. Whether you’re new to electrocoating, considering adding the technology or have considerable industry experience, ECOAT2020 offers education and insight to help you make informed decisions. New this year, we’ll be offering a golf outing on a championship golf course. ECOAT 2020 is presented by Products Finishing magazine and the Electrocoat Association.

JUN 15-17
ATLANTA, GEORGIA

SUR/FIN is where leading surface technology companies connect, collaborate and contribute. It is the primary conference and trade show dedicated specifically to the surface technology industry. And because it is the only conference and trade show sponsored by the National Association for Surface Finishing (NASF) — representing the $28 billion finishing industry — it attracts noted business leaders and prominent thinkers to a forum where relevant issues are addressed and technologies are presented.

SEP 16
CHICAGO, ILLINOIS (AT IMTS)

The Parts Cleaning Conference is the place to stay up to date on the latest cleaning technology. As environmental limitations become more strict and manufacturers demand high quality clean parts, this conference will detail how to make it all happen while staying within compliance and on budget.

NOV 18-20
LAS VEGAS, NEVADA

FABTECH is North America’s largest metal forming, fabricating, welding and finishing event. Exclusively focused on advancing these industries around the world, FABTECH offers an unmatched trade show experience. Products Finishing is the official publication of the finishing pavilion and CCAI.
CONTENT MARKETING

Let us help tell your story with Products Finishing Content Marketing

What is Content Marketing?
YOUR STORY, PRESENTED
BY PRODUCTS FINISHING
Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader.

Why Content Marketing?

INCREASE BRAND AWARENESS
As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

BUILD BRAND PREFERENCE
Content marketing establishes your brand as a knowledge leader in your industry, strengthening your relationships with buyers.

IMPROVE ENGAGEMENT
Get buyers more deeply involved with your brands and products.

Content Marketing Campaigns Include:

STEP 1: CONTENT CREATION
• Our team will collaborate with you to create a highly targeted piece of digital content to display natively on our site.
• A member of our team will edit your content to bring it in line with our standards. For an additional fee, we will create the content on your behalf.
• Your content appears on the site for 12 months.
• Options include text, images, video, links to product information, and registration for downloadable assets such as white papers.

STEP 2: CONTENT PROMOTION
• Products Finishing Site Coverage
  – Homepage display of your Sponsored Content
  – “Related Story” promotion on relevant articles
• Products Finishing eNewsletter Push
• Products Finishing Social Media Campaign
  – Paid promotion on Facebook, Twitter, LinkedIn

STEP 3: CAMPAIGN ANALYTICS
• Our team will create a report detailing the performance of your program, so you see your investment at work.

CONTENT MARKETING RATES

SOLD IN 3-MONTH INCREMENTS

<table>
<thead>
<tr>
<th>INVENTORY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4 PER MONTH</td>
<td>$4,000</td>
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<tr>
<td>Max. 2 Per Customer per year</td>
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</table>

<table>
<thead>
<tr>
<th>OPTIONAL SERVICES</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Article Development</td>
<td>$1,000</td>
</tr>
<tr>
<td>Direct email Promotions</td>
<td>$1 (Per Additional Name)</td>
</tr>
</tbody>
</table>
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