



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 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:

- Additives
- Computer Software
- Consulting Services
- Containers, Packaging and Material Handling
- Distributors
- Environmental Equipment & Services
- Finished Adhesives & Sealants
- Manufacturing Equipment
- Oils/Fatty Acids
- Pigments/Dispersions
- Polymers/Resins
- Solvents
- Test/Masurement Instruments & Services

Placement based on first come, first serve

FULL PAGE PACKAGE

- Full page vertical ad 1200x1600px (8" x 10.667")
- **Company Profile:** One hi-res image (1000x600px) and 400 words of text
- Hi-res logo (.eps, .ai (vector format), .jpg, .png)

HALF PAGE PACKAGE

- Half page horizontal ad 1100x700px (7.333" x 4.667")
- **Company Profile:** 200 words of text
- Hi-res logo (.eps, .ai (vector format), .jpg, .png)

2023 CLOSING DATES:

Ad close: November 6, 2023

Materials due: November 10, 2023

Deployment: December 2023 and February 2024



2022 CASE EBOOK PERFORMANCE*: THE NUMBERS SPELL SUCCESS!

27,406 eBooks deployed

11,238 readers opened the eBook

Open rate: 41%

24,513 page views

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.

EXCLUSIVE VIDEO SPONSOR

- Full page vertical ad 1200x1600px (8" x 10.667")
- Company Profile: One hi-res image (1000x600px) and 400 words of text
- Hi-res logo (.eps, .ai (vector format), .jpg, .png)
- Exclusive Video Page
- Premium Listing in either PCI or ASI Buyers Guide

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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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