

2022

Directory and Buyer's Guide Advertising Rates and Contract Form



1887

135th Anniversary

2022



2021
Directory & Buyer's Guide

5105 Tollview Drive, Suite 259
Rolling Meadows IL 60008
Phone: (847) 240-0102
www.chicagopaint.org
director@chicagopaint.org

THE CPCA DIRECTORY AND BUYERS' GUIDE

The Chicago Paint & Coatings Association's *Directory and Buyers' Guide* has been proven to be one of the best reference sources in our industry. Your advertisement not only promotes your company, but also demonstrates your support of the association. Plan now to be part of the next edition! Our *Directory and Buyers' Guide* features the following tab index pages:

- **Association Information:** Mission Statement, Calendar of Meetings & Events, By-Laws, ACA Antitrust Policy, and other relevant information.
- **Officers, Directors & Committees:** lists of the current and past Association Administration.
- **2021 In Review:** memories from this year's events.
- **Membership Roster:** a list of all member companies and their classifications.
- **Web Sites:** a list of the web addresses of all member companies.
- **Purchasing Agents, Technical Directors, Plant Managers and Legislative & Regulatory Contacts**
- **Tests & Measures:** calculations & conversions for the coatings industry.
- **Supplier Classifications:** coatings and sundries manufacturers and services.
- **Manufacturers' Agent/Distributor:** suppliers of materials to the paint and coatings industry.
- **Representatives:** an alphabetical listing of our members and the company they represent.
- **Advertisers:** a list of the companies that advertise in the Directory & Buyers' Guide.

AD SPECIFICATIONS

Please read specifications carefully as many have changed.

	Cover	Inside Pgs (Full)	Inside Pgs (Half)	Tab Pgs
Trim Size	6.25" x 8"	5.875" x 8"	5.875" x 4"	5.875" x 8"
"Live" Area (text)	5.25" x 7"	4.875" X 7"	4.875" X 3.5"	4.875" X 7"
Non-Bleed Image Area	5.5" x 7.25"	5.125" x 7.25"	4.875" X 3.5"	5.125" x 7.25"
Bleed Image Area*	6.5" x 8.25"	6.125" x 8.25"	–	6.125" x 8.25"

Keep live matter (text) at least .5" from trim edges. Non-bleeding image should be .375" from each edge. Bleed should be no less than .125" beyond trim.

Creation of a new ad or modification of an existing ad for the Directory & Buyers' Guide is available to you.

Contact Pamela Kenley at Pamela@KenleyCreative.com or 708.334.1114 for a free consultation and quote.

Any alterations made to current advertisements are additional, as well as conversion of Microsoft Word and Publisher Documents. Please call the association or Pamela Kenley for costs on alterations.

AD REQUIREMENTS

Please read requirements carefully as many have changed.

1. We accept ads placed on CD or DVD or, for your convenience, you can e-mail your ad to director@chicagopaint.org or FTP via www.hightail.com. For all ads placed on disc, please provide a laser printout or PDF. For e-mailed ads, please provide press-ready PDF's.
 2. Keep live matter (text) at least .5" away from all sides.
 3. Please convert all PMS colors to Process (CMYK).
 4. All materials must conform to current U.S. Sheetfed Coated v2 standards.
- All digital files should be identified by your company name.**

CLOSING DATES

1. Reservations for advertising space must be received by **October 15, 2021**.
2. Ad Disks or E-Mails must be received by **November 30, 2021**.
3. No cancellations will be accepted after **November 1, 2021**.

MAILING INSTRUCTIONS

1. Complete the contract and send it with your disk. Contracts and Ads can also be e-mailed to director@chicagopaint.org.
2. All e-mails must be **clearly** identified in the subject line with advertiser's name, and all digital files must be **clearly** identified with advertiser's name.
3. All cartons must be clearly marked with your company name and contact person.
4. Send ad sample with instructions for ad revisions, send PDF or hard copy print-out with new ads.

DIGITAL ADS

You now have the opportunity to have your ad placed on the

Chicago Paint & Coatings Association homepage in addition to being printed in the directory!

We will digitize your ad and company logo for placement on our website. We will have a revolving slideshow of company logos in the top half of our homepage. When you click on a logo, it will open a full size jpeg version of your ad from the 2022 CPCA Directory and Buyer's Guide for easy viewing! And, if you click on the ad itself, it will take you to the company website. No additional materials to send!

TO RESERVE YOUR AD PLEASE CONTACT:

Chicago Paint & Coatings Association

5105 Tollview Drive, Suite 259

Rolling Meadows IL 60008

Phone: (847) 240-0102

director@chicagopaint.org

www.chicagopaint.org

IMPORTANT! PLEASE COMPLETE & RETURN THIS CONTRACT FORM

2022 CPCA DIRECTORY & BUYERS' GUIDE CONTRACT

This is my authorization to insert our advertisement as follows in the *Directory & Buyers' Guide*.

- | | | |
|--|--|---|
| <input type="checkbox"/> New Ad Material | <input type="checkbox"/> Ad Material Enclosed | <input type="checkbox"/> NEW! Digital Ad |
| <input type="checkbox"/> Repeat 2021 Ad | <input type="checkbox"/> Ad Material to follow | <input type="checkbox"/> E-mail |
| <input type="checkbox"/> Repeat 2021 Ad w/Alts | <input type="checkbox"/> Will contact Kenley Creative w/Alts | <input type="checkbox"/> FTP |

Please submit contracts by October 15, 2021; ad files by November 30, 2021.

Please contact Pamela@KenleyCreative.com for FTP information or to request alterations on existing ads.

PLEASE INDICATE WHICH AD SIZE YOU ARE REQUESTING

	4-COLOR	3-COLOR	2-COLOR	BLK/WHT
Inside Front Cover	\$ 2000.00 <input type="checkbox"/>	\$ 1800.00 <input type="checkbox"/>	N.A.	N.A.
Inside Back Cover	2000.00 <input type="checkbox"/>	1800.00 <input type="checkbox"/>	N.A.	N.A.
Back Cover	2300.00 <input type="checkbox"/>	2100.00 <input type="checkbox"/>	N.A.	N.A.
2 Page Spread	1800.00 <input type="checkbox"/>	1500.00 <input type="checkbox"/>	1300.00 <input type="checkbox"/>	N.A.
Tab Index Page*	1200.00 <input type="checkbox"/>	1000.00 <input type="checkbox"/>	800.00 <input type="checkbox"/>	N.A.

Please indicate tab page preferences: _____ (1st) _____ (2nd)

* To have your company listed under the tab pages you must be a member company. To apply for membership contact the association at (847) 240-0102.

Full Page	1000.00 <input type="checkbox"/>	800.00 <input type="checkbox"/>	700.00 <input type="checkbox"/>	400.00 <input type="checkbox"/>
Half Page	600.00 <input type="checkbox"/>	500.00 <input type="checkbox"/>	400.00 <input type="checkbox"/>	300.00 <input type="checkbox"/>
Bleed	75.00 <input type="checkbox"/>	75.00 <input type="checkbox"/>	75.00 <input type="checkbox"/>	75.00 <input type="checkbox"/>

Digital Ad: Place your Logo and 2022 Ad on the CPCA Homepage in addition to being printed in the directory. Clickable Logo will open full size advertisement from directory. **\$200.00**

It is agreed to pay upon receipt of invoice & ad copy the sum of \$ _____

(This amount does not include additional costs for changes made to my ad.

These costs must be obtained from the designer utilized by the Chicago Paint & Coatings Association.)

It is understood that **all prices are NET and that no agency, membership or other discount will be allowed.** It is also understood that the association reserves the right to reject any advertising not in conformity with established association policies.

Advertising Company: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip _____

Telephone: _____ Fax: _____ E-Mail: _____

Advertising Agency (If applicable): _____ Contact: _____

Company / Agency to be billed: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip _____

Telephone: _____ Fax: _____ E-Mail: _____

Signature: _____ Date: _____

PLEASE RETURN THIS CONTRACT FORM TO:



NEW ADDRESS:
Chicago Paint & Coatings Association
360 W. Schick Road, Suite 23
Bloomington, IL 60108
director@chicagopaint.org • www.chicagopaint.org