With PCI’s 2019 directories connecting to new customers all year is as easy as...

1. Login to PCI’s online ordering system to update and order your 2019 listings.
   Contact Andrea Kropp kroppa@pcimag.com or (810) 688-4847 for login information or questions.

2. Select the directories of interest and your package options (described in more detail on the following pages.)
   A PREMIUM listing gets you SALES LEADS, at the top of online searches, includes your brochures and social media links.

3. Start receiving an increase in calls, emails and visits to your website.
   Contact your PCI ad rep to place display ads in directory issues for even more exposure and FREE listings!

**PRINT**
PCIs directory issues reach 20,000 subscribers*, your coatings decision-makers.

**Click-on a directory name below to view the 2018 edition in digital format.**

**Buyers’ Guide**
Dec. 2018 Issue
Due October 24
A comprehensive list of ALL types of products and services used by coatings manufacturers every day. Appears in print in December, plus online for a full-year. If you supply to this industry, you need to list in this directory.

**Additives Directory**
June 2019 Issue
Due April 24
If you supply additives, you should list in the directory section of this targeted ADDITIVES issue that is sure to connect you to your decision-makers.

**China Buyers’ Guide**
July 2019 Issue
Due May 10

**ONLINE** – Available for Buyers’ Guide Listings Only
www.pcimag.com/buyersguide
Click-on this graphic to link to LIVE search results, then search for YOUR products. Do you stand-out among your competitors?

*PCI’s website averages 41,653 unique browsers monthly. Make sure they find YOUR company during their next online search.

Source: *PCI June 2018 BPA Brand Report
Select among these Package Options:

**Basic**
- No bold. Limit of 9 product categories.

**Logo**
- Boldface listing plus logo in Supplier section.
- No limit on number of product categories.
- Product Logos with Product listings available for an extra $100 each.
- Live Web Link & Logo online (Buyers’ Guide only)

**Deluxe**
- Same as Logo listing but also includes 3 Product Logos.
- Improved search ranking online.
- In Additives and China directories only: **Red bold listing text**

**Premium** (Available for Buyers’ Guide only)
- **Red bold listing text** and color logo
- Logos with 3 of your Product listings.
- Premium ranking and Social Media links online
- Live Web Link in online listing plus email link with PCI subject line
- Include a .pdf of your brochures in your online listing AND at www.pcimag.com/brochures, plus a LEAD-GENERATING eBlast in January.

**Premium Plus** (Available for Buyers’ Guide only)
- Same as Premium, but also includes Leaderboard ads online with the 3 products you select for your Product Logos.
- Also includes a 2nd LEAD-GENERATING eBlast in August.

Run 1/4-page or larger display ads in any of our directory issues and receive a FREE Logo Listing, or $250-off Deluxe or Premium Listings in the corresponding directory.

Questions? Contact Andrea Kropp at (810) 688-4847 or kroppa@pcimag.com.
PCI 2019 Directories
Order Form

Ensure buyers can find you in 2019! List in the PCI Annual Buyers’ Guide (in print & online) and in PCI’s targeted directories for maximum exposure throughout the year.

Please checkmark the directories in which you would like to list. Then select your options. (See explanation of options below.) You must at least select the basic option to be listed.

My company will be running a ¼ page or larger display ad in the:


Select your listing option below and receive a FREE Logo Listing or $250-off a Deluxe or Premium listing in the corresponding directory.

☐ 2019 Buyers’ Guide: Published in the December 2018 issue of PCI & online at www.pcimag.com/buyersguide ALL YEAR!
   Non-Advertiser Rates: ☐ Premium Plus $2575  ☐ Premium $1545  ☐ Deluxe $620  ☐ Logo $310  ☐ Basic $210

☐ Additives Directory: Published in June 2019 – Print Only (your additives products with code numbers 00150-10000 appear in June)
   Non-Advertiser Rates: ☐ Deluxe $620  ☐ Logo $310  ☐ Basic $210

☐ China Buyers’ Guide: Published in July 2019 – Print Only (your listing will appear under generic product codes only-Pigments, Manufacturing Equipment, etc.)
   Non-Advertiser Rates: ☐ Deluxe $415  ☐ Logo $310  ☐ Basic $210

Add Product Logos to Your Listing Package and Make Your Product Listings Stand Out

Product Logos – YES!! I want to order additional paid Product Logos
$100 each

If I order Deluxe or Premium Packages I get 3 Product Logos at no additional charge.


Indicate how many logos here, and which Product categories you would like your logo to appear with.

Explanation of Options – For samples & details see the enclosed color flyer or contact Andrea Kropp

PREMIUM: (See NEW PREMIUM PLUS option on right)
• Bold red listing text and color logo in print and online
• Appear first in online searches with live web and email links
• Up to 3 Product Logos in print, and Social Media links online
• PDFs of your brochures in your online Buyers’ Guide listing
   AND at www.pcimag.com/brochures, plus a lead-generating eBlast in January.

DELUXE LISTING:
• Same as LOGO listing except you also get up to 3 Product Logos in print. In June & July directories your listings appear in **bold red** font.

LOGO LISTING:
• Bold listing and color logo
• Unlimited number of product categories
• Live web and email links
• Improved online search ranking

NEW PREMIUM PLUS:
Same as Premium, but your online Leaderboard ad appears when visitors search the 3 products you select for your Product Logos. PLUS a 2nd lead-generating eBlast in August.

Deluxe or Premium listing in the corresponding directory

Submit logo art to kroppa@pcimag.com - TIFF, JPG, EPS format @ 300 dpi.

☐ Use my logo art from last year. Those with PREMIUM listings will be sent specs for brochure and leaderboard files.

Prepayment Required – please fill in payment information:

Method of Payment, Please Checkmark (Payment Must Accompany Order.)

☐ Invoice Me (for amounts over $250 ONLY)

☐ AMEX  ☐ Visa  ☐ MasterCard  ☐ Diners Club  ☐ Discover

Card # _______ _______ _______ _______  Exp.: _______ CVV: _______ Name: _______

Send Check Payable to BNP Media to Arrive by October 24th to:

BNP Media, Attn: Jessica Casbar-PCI Buyers Guide, 2401 W. Big Beaver Road, Suite 700, Troy, MI 48084

Authorized Signature ___________________________ Print Name ___________________________

Phone Number: ___________________________ Email for credit card receipt ___________________________

Due Oct. 24, 2018 - Complete and return this order to Andrea Kropp Ph: (810)688-4847 Fax: (248)502-1048 kroppa@pcimag.com

Account #: _______ Date: _____________

Your Company Name: ___________________________

Your Name (print): _____________________________

Your Signature: ________________________________

All prices are net and non-commissionable. Credit Card payments will appear on your statement as BNP Media. NOTE TO COMPANIES OUTSIDE OF THE U.S. AND CANADA: PAYMENT PREFERRED ON A CREDIT CARD. CHECKS MUST BE IN U.S. FUNDS AND DRAWN ON A U.S. BANK.