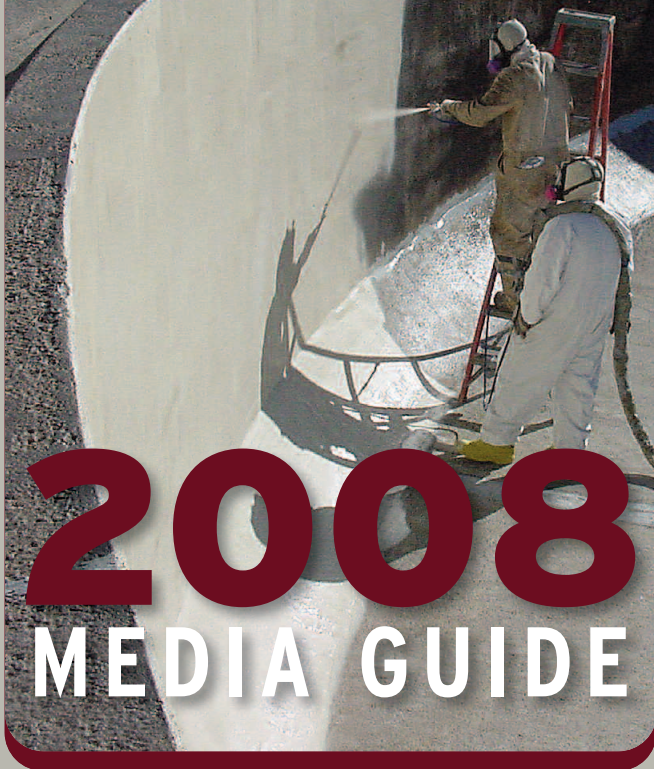


Coatings Solutions



2008 MEDIA GUIDE

About the magazine

Coatings Solutions magazine is published on behalf of The Sherwin-Williams Company and its Industrial and Marine Coatings Group. As a leading supplier of heavy-duty coatings, Sherwin-Williams has been providing specifiers and end-users with high performance products for over 140 years. *Coatings Solutions* is a 24-page, four-color magazine published three times per year.

Editorial Focus

Each issue of *Coatings Solutions* features companies that have demonstrated their ability to successfully manage challenging heavy-duty coatings projects. Departments within the magazine include:

Project Profiles: Three companies and their coatings projects, and the paint contractors who apply the materials are featured. High-quality photography is supported by detailed selection, application and maintenance information about heavy-duty coatings systems.

Equipment Update: The latest in coatings equipment from the manufacturers themselves. Useful information concerning application and use of industrial and marine coatings equipment.

Application Update: Informative how-to tips, suggestions and examples of various substrates and related coatings procedures.

Technology: What's new in coatings formulations, environmental issues, VOC compliance and safety.

Ask the Experts: Real-world, everyday coatings advice in compelling Question and Answer format.

New Products: At-a-glance update regarding new coatings systems from Sherwin-Williams.

Circulation

Entering its fourteenth year of publication, *Coatings Solutions* reaches over 75,000 readers. The mailing list has been built through a combination of written reader request cards (over 15,000); industrial painting contractors from Sherwin-Williams' proprietary database; and SIC specific targeted lists in key market segments like petrochemical, water/waste water, pulp and paper, utilities, railcar, food and beverage, bridge and highway and marine and engineering design firms.

2008 Media Schedule

Issue	Space Reservation	Materials Due	Mail Date
Spring '08 Vol. 14, No. 1	Feb. 26	Mar. 4	Apr. 9
Summer '08 Vol. 14, No. 2	July 1	July 8	Aug. 13
Winter '08 Vol. 14, No. 3	Oct. 29	Nov. 5	Dec. 16

2008 Ad Rates

At an industry leading cost per thousand of \$89.00, *Coatings Solutions* is a highly efficient and effective media buy.

	1x	2x	3x
4/Color Full Page	\$6,000	\$5,400	\$4,860

COMMISSIONS: Recognized advertising agencies are allowed 15% of gross billing provided account is paid in full within 30 days of invoice date.

Complimentary Copies: Advertisers will receive 5 complimentary copies. Additional quantities are available at \$1.50.

Mechanical Requirements

Ad size:	Only 4/color full-page ads accepted
Trim Size:	8-3/8" x 10-3/4"
Bleed size:	8-5/8" x 11"
Live area size:	7-1/8" x 10-1/4"
Proofs:	Prefer matched prints

SWOP standards apply. Full page ads only.

Coatings Solutions prefers electronic files: We prefer QuarkXPress files. We also accept PDF, Photoshop CS and Illustrator CS file formats.

Mailing Instructions

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