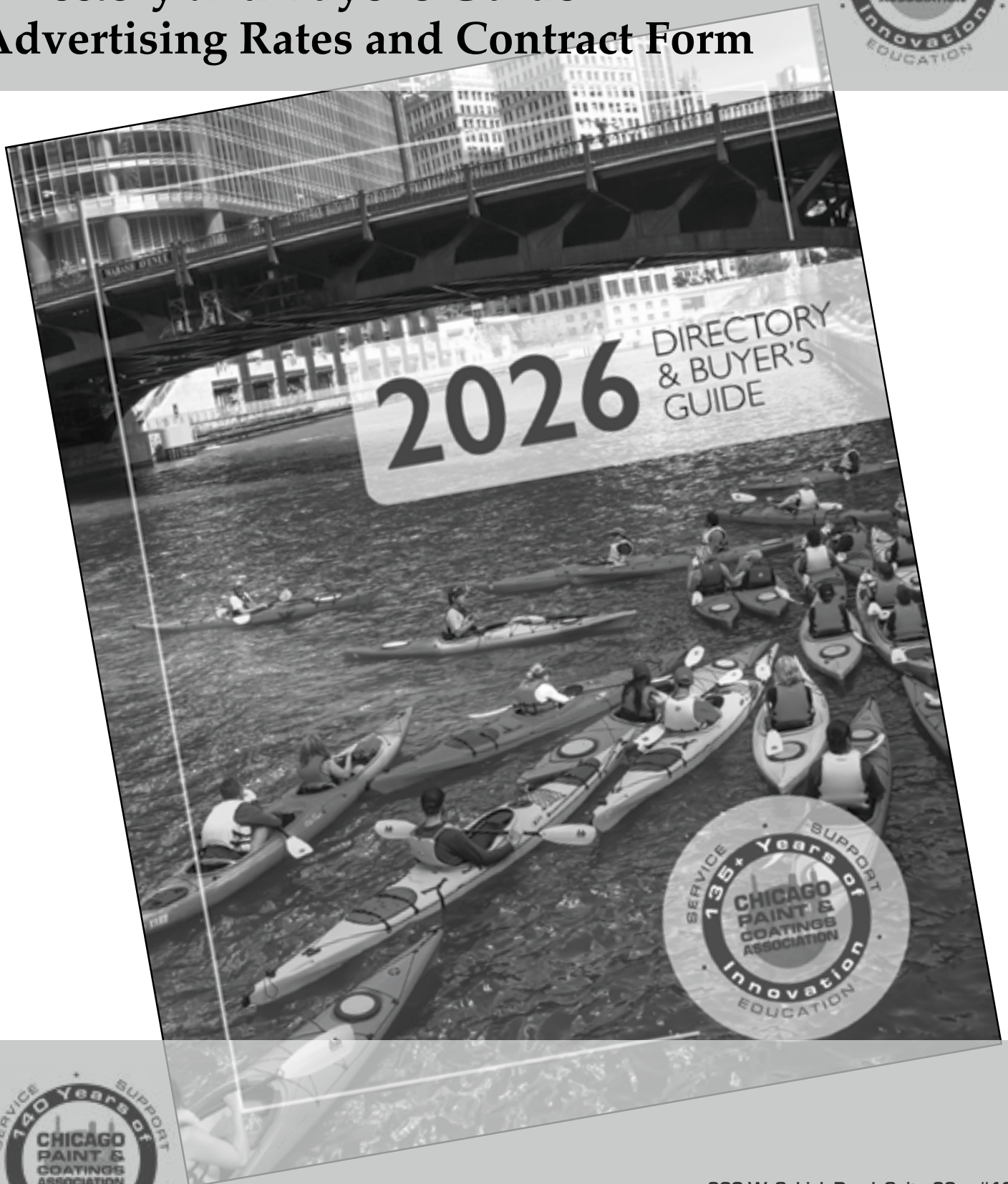


2027

Directory and Buyer's Guide Advertising Rates and Contract Form



360 W. Schick Road, Suite 23 – #191
Bloomington, IL 60108
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.
- **Membership Roster:** a list of all member companies and their classifications.
- **Websites:** 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 Brenda at Director@ChicagoPaint.org
for a free consultation and quote.

AD REQUIREMENTS

Please read requirements carefully as many have changed.

1. We accept ads via e-mail. Please send your ad to director@chicagopaint.org. For e-mailed ads, please provide press-ready PDF's.

All digital files should be identified by your company name.

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.

CLOSING DATES

1. Reservations for advertising space must be received by **Friday, October 9, 2026.**

2. Advertising E-Mails must be received by **Friday, November 20, 2026.**

3. No cancellations will be accepted after **Friday, October 9, 2026.**

SUBMISSION INSTRUCTIONS

1. Complete the contract and send it with your press-ready ad PDF. 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.

E-MAIL AD CAMPAIGN

E-mail ad campaigns are available to all companies that place their print advertisement in the Directory. You now have the opportunity to promote your products and services through decision makers in the Paint & Coatings industry.

TO RESERVE YOUR AD PLEASE CONTACT:

Chicago Paint & Coatings Association

360 W. Schick Road, Suite 23 – #191

Bloomington, IL 60108

director@chicagopaint.org

www.chicagopaint.org

IMPORTANT! PLEASE COMPLETE & RETURN THIS CONTRACT FORM

2027 CPCA DIRECTORY & BUYERS' GUIDE CONTRACT

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

☐ New Ad Material

☐ Ad Material Attached

☐ E-mail

☐ Repeat 2026 Ad

☐ Ad Material to follow

Please submit contracts by Friday, October 9, 2026; ad files by Friday, November 20, 2026.

PLEASE INDICATE WHICH AD SIZE YOU ARE REQUESTING

	4-COLOR	3-COLOR	2-COLOR	BLK/WHT
Inside Front Cover	\$ 2000.00 ☐	\$ 1800.00 ☐	N.A.	N.A.
Inside Back Cover	2000.00 ☐	1800.00 ☐	N.A.	N.A.
Back Cover	2300.00 ☐	2100.00 ☐	N.A.	N.A.
2 Page Spread (2 Full Page)	1800.00 ☐	1500.00 ☐	1300.00 ☐	N.A.
Tab Index Page*	1200.00 ☐	1000.00 ☐	800.00 ☐	N.A.
Please indicate tab page preferences: _____ (1st) _____ (2nd)				
Full Page	1000.00 ☐	800.00 ☐	700.00 ☐	400.00 ☐
Half Page	600.00 ☐	500.00 ☐	400.00 ☐	300.00 ☐

e-Marketing Campaign discounted with ad placed in the directory

\$400.00 ☐

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

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. **Ads placed cannot be cancelled after Friday, October 9, 2026.**

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:**



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NEW ADDRESS:

**Chicago Paint & Coatings Association
360 W. Schick Road, Suite 23 - #191
Bloomington, IL 60108**

director@chicagopaint.org • www.chicagopaint.org