



WWW.SSPC.ORG

A large background image shows a worker in a white protective suit and blue helmet using a spray gun on a rusted metal surface. The worker is standing on a red metal platform. The background is a large, rusted metal wall. The image is partially obscured by a large grey arrow pointing left and an orange banner at the bottom.

MEDIA GUIDE

Coatings Connect eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

Norbert Musial

Publication Director

nmusial@naylor.com

352-333-3461

NAYLOR 
ASSOCIATION SOLUTIONS

ABOUT SSPC:

75% SSPC represents at least 75% of the industry in key demographics.

22,000

Our eNewsletter is delivered straight to the inbox of our nearly 12,000 members, plus an additional 10,000 SSPC customers, for a total of 22,000 quality contacts.

\$1B

Our members spend roughly \$1 billion per year on products and services.



The global protective coatings marketplace is estimated to be between \$24 - \$29 billion.

PLUS The content of our newsletter is 100% industry related.

Contact your Naylor Account Executive and reach the leaders of the protective coatings industry!

COATINGS CONNECT

ABOUT THE eNEWSLETTER – WWW.NAYLORNETWORK.COM/SSPC-NWL

Now more than ever, professionals consume information on the go. Our eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 22,000 decision-makers on a quarterly basis
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Year-round visibility reinforces brand recognition
- Limited available ad space makes each position exclusive
- Allows dynamic, time-sensitive promotion



1 Top Sponsored Content

12 Months - 4 Issues | \$3,150

- Image/Logo must be 180w X 150h pixels
- Headline: Advertiser supplies 5-7 words
- Summary text: Advertiser supplies 50-70 words

2 Top Rectangles

12 Months - 4 Issues | \$2,625

- 300 x 250 pixels
- JPG & GIF* accepted

3 Lower Sponsored Content

12 Months - 4 Issues | \$2,360

- Image/Logo must be 180w X 150h pixels
- Headline: Advertiser supplies 5-7 words
- Summary text: Advertiser supplies 50-70 words

4 Lower Rectangles

12 Months - 4 Issues | \$1,840

- 300 x 250 pixels
- JPG & GIF* accepted

DISTRIBUTED QUARTERLY