

EUROPEAN

COATINGS suppliers hub



Reach out to new and existing customers and generate new business leads via this state-of-the-art streaming platform. Re-purpose or create new content, presenting your latest innovation or services to the largest expert audience in the coatings industry!

www.european-coatings.com/suppliershub

TARGET AUDIENCE

Lab and R&D professionals in the European coatings industry as well as allied industries such as printing inks, adhesives and sealants, and construction chemicals.

Getting you started - this is how it works!

Choose/create a video/presentation with audio highlighting new and interesting facts about your latest product innovation or learnings that help our audience master their daily professional challenges.

Make sure to send us the following information along with your insertion order (materials due 5 working days before start of runtime):

- » video/presentation (any format accepted)
- » title (max. 70 characters incl. spaces)
- » speaker name (if applicable)
- » short abstract (max. 800 characters incl. spaces)
- » URL for CTA
- » company logo (any format accepted)
- » relevant search categories (multiple choice):
 - Additives
 - Adhesives & Sealants
 - Architectural Coatings
 - Automotive Coatings
 - Bio-based Coatings
 - Construction Chemicals
 - Fillers
 - Functional Coatings
 - Pigments and Colorants
 - Polyurethane Coatings
 - Printing Inks
 - Production Technology and Services
 - Protective Coatings
 - Resins
 - Solvents
 - Testing and Measuring
 - Waterborne Coatings
 - Wood Coatings

Upon upload of your presentation on the 1st of the month we highlight your content in our ongoing promotion for the EC Suppliers Hub via e-blasts and social media advertising.

During your presentation's runtime we provide regular lead reports with the contact information of all users who have accessed your content. All data is submitted in line with our privacy policy allowing a third-party use of the provided data.

Rate: € 1,650.00 (per video, runtime 6 months, incl. unlimited no. of leads)

Rate subject to VAT where applicable. Agency discount available.

**Average
no. of leads
during 6 months'
runtime: 180**
(range 60-360, strongly
depending on type and
quality of content)

DISCOUNTS

Series discount	%
2 or more presentations	-3
3 or more presentations	-5
5 or more presentations	-10
8 or more presentations	-15
Renewal of insertion order*	-50

*Discounts only apply to insertion orders within 12 months (*except renewals) starting with the upload of the first presentation. Cancellation period for online advertising orders: 8 weeks before runtime. Booked and confirmed date of publication of video may be postponed once for a maximum length of two additional months.*

ADVERTISING CONTACTS

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