DISCOVER Integrated Marketing

with *ASI*/ Multi-Media Marketing Channels

ASI
- Print and online.
- Published monthly.
- BPA-audited 15,000 circulation.*
- The only manufacturing-focused publication in the industry.
- Serving the global formulator, manufacturer and end user.

***ASI** Buyers' Guide*
- Valuable annual purchasing resource.
- In print and searchable online for superior exposure.
- Includes comprehensive list of products and suppliers, complete contact information, distributor information, association rosters.
- Published in December.
- BPA-audited circulation.

***ASI** Dispensing & Curing Equipment Directory*
- Comprehensive listing of dispensing and curing equipment suppliers. Includes dispensers, pumps, mixers, dispensing heads, UV, EB, and infrared curing equipment.
- Easy-to-use quick-reference chart format.
- Includes complete supplier contact information.
- Published in June and searchable online for 12 months.

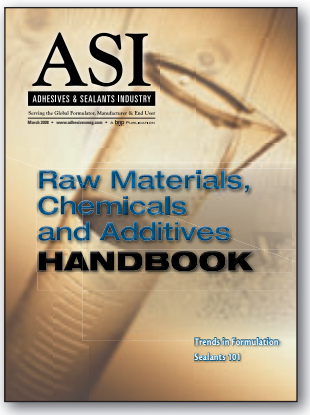
***ASI** Global Adhesives & Sealants Directory*
Special Audience – Special Distribution
- Annual purchasing directory and resource for finished adhesives and sealants.
- Includes address index, contract information, product listings and reference material.
- Digest-sized directory searchable online for 12 months.
- Designed to be the single-best resource to specify and purchase finished adhesives and sealants.
- Distributed in August to over 7,500 prospective purchasers in key industry segments.***

www.adhesivesmag.com
- More features for 2009
- More resources, more functionality.
- More opportunities for superior exposure!
  - Over 80,660,000 hits.**
  - Over 155,805 unique visitors.**
  - Over 1.9 million page views.**
- Searchable product and editorial databases.
- Updated breaking news.
- Editor's Blog

.COM

Visit today!

***ASI** Raw Materials, Chemicals, Polymers & Additives Handbook*
- A definitive resource for manufacturers and formulators of adhesives and sealants.
- Includes supplier listings, materials definitions and applications/use information.
- Opportunities in print and online for logos, listings, display ads, spec sheets, hotlinks, and tile and banner ads.
- March publication, searchable year-round at www.adhesivesmag.com/materialshandbook.



* June 2008 ASI BPA statement
**January 06-July 08 NetTracker data
***Publishers Own Data

*ASI Expanded Distribution***

- Reach out to prospective buyers at over 20 key industry events.
- Bonus distribution provides global reach to worldwide shows serving manufacturers and formulators of adhesives and sealants and pressure-sensitive tapes and labels, plus end users in electronics/electrical, construction, assembly, medical/dental, transportation, packaging, tapes and labels, and other key industries.

ASI E-News

- Popular weekly electronic newsletter.
- Reaches over 6,300 registered recipients.*
- Advertising opportunities including tile ads, banner ads, sponsorships, advertorial-style Focus On ads, classified ads, and more, give you immediate exposure.

Register online at www.adhesivesmag.com.

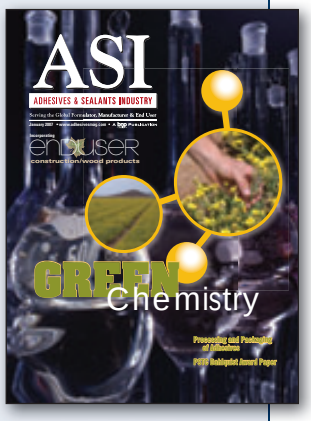
ASI Web Seminars

- *ASI* Online Solutions one-hour web seminars.
- Ideal to introduce new products, share new technologies, present product applications, educate users on product use, demonstrate equipment capabilities, review sales strategies, and more.
- Economical single fee for one-hour seminar includes moderator, promotion and attendee contact information.

Online Solutions ASI

ASI End User Reports

- Special market-focused issues outreach to key end-user segments including construction, electronic/electrical, assembly, converting/packaging, and regulated industries.
- Connect to audited circulation.
- Bonus distribution at related industry trade shows.
- Display advertising opportunities.



*June 2008 ExactTarget
**Publishers Own Data

ASI Microsites at www.adhesivesmag.com

- Compiling the latest information in strategic industry areas
  - Green/Sustainability
  - Polymers
- Hotlinks to useful resources.
- Sponsorship opportunities plus banners and tiles offer excellent focused exposure.

ASI Editorial and Web Partnering

- *ASI* offers many opportunities for you to bring your product and service solutions to our subscribers.
- Ask your sales rep how you can participate with case studies, literature/product and blogging staff press releases, technical and practical use features, and more.
- Bring *ASI* to your website with our content licensing, RSS feed and partnership programs. Reciprocal link, banner and sponsorship opportunities also available.
- Contact Sue Love, publisher.

ASI Focused Market Channels at www.adhesivesmag.com

- Channels expand *ASI* End User print content for key end-user markets, including construction, packaging, assembly, electrical/electronics, and regulated industries.
- Concentrated coverage all year long.
- Focused exposure to reach buyer prospects through sponsorships, banner ads and tile ads.

Clear Seas Research

Market Research Services

Clear Seas RESEARCH
Captive Audience • Industry Knowledge • Clear Insight

- Partner with Clear Seas for vital market data to:
  - -Better position your company in the market.
  - -Get new ideas on how to improve product acceptance.
  - -Investigate new market opportunities.
- Providing research solutions for confident decision making. For more information, call 248-362-3700 or e-mail info@clearseasresearch.com.

More Integrated Marketing

ASI Reprints and E-Prints

- Reprints of your ad or editorial feature appearing in *ASI* are available, along with electronic copies of your editorial or advertorial feature.
- Ideal for distribution at trade shows, customer mailings or posting on your website. Reprints and high-res PDF e-prints add third-party credibility to your sales message.

To order reprints, contact Peg Van Winkle, vanwinklep@bnpmedia.com, 614-760-4222.

ASI Mailing List/E-List Rental

- Take advantage of the targeted action of *ASI*'s circulation.
  - -Largest and most highly targeted list of adhesive and sealant formulators/ manufacturers.
  - -Use to reinforce your advertising program, introduce new products, test new markets or announce special offers.

direct mail
Rob Liska 800-223-2194 x726
robert.liska@edithroman.com
e-mail mailing lists
Shawn Kingston 800-409-4443 x828
shawn.kingston@epostdirect.com

List Brokerage & Management
EDITH ROMAN
Data Processing • Email Marketing

ASI GOES GREEN

ASI GREEN ISSUES (MAY AND NOVEMBER)

ASI Goes Green!
Help Support Our Efforts to Go Green!

- To be printed on recycled stock
- Featuring Green related editorial:
  - Green, Recycling, Sustainability
  - Plus Green products releases, reviews

EXCLUSIVE SPONSORSHIP (PER ISSUE)

There is only one. First come/first served.
Includes:

- Free full page ad
- Free equiv corporate spotlight
- Free center spread position
- Free rotator ad spot for month
- Free print cover tile
- Free Focus-On
- 500 free copies of spotlight
- Plus high-res pdf
- Free 6 mo sponsorship of *ASI* Green microsite

$6,000 net ($7058 gross)

Free to all Green issue display advertisers

- Free online spotlight
- Free lit showcase (print and online)

INTEGRATED MARKETING PACKAGES

COMPONENT	PLATINUM	GOLD	SILVER
Print– display	6x full page 12x fractional	3x full page 6x fractional	all other multi-x display
Print and Online - specialty	6x Lit Showcase	3x Lit Showcase	1x Lit Showcase
Print– corporate profile	✔	✔	✔
Case Study– reprints and PDF	1,000	500	
Web sponsorship	✔	✔	✔
Web banner		✔	
Web tile			✔
Web– Product of the Week	4 (1 per quarter)		
Directories	Premium Plus	Premium	Deluxe
ASI E-News Focus On	6x	3x	1x
Rotator Ad Spot (week)	6x	3x	1x
E-mail blast/ direct mail	5,000 names	2,500 names	1,500 names

Be part of today's dynamic marketplace! Check out *ASI*'s Print-Plus Integrated Marketing Packages, including online and offline products for all levels of budget and market involvement.

PLATINUM

(For full page 6x or more and fractional 12x advertisers)

Includes your display ad package plus:

- Literature Showcases (print and online) 6 max
- Buyers' Guide directories package (premium plus including video)
- Choice of sponsorship - Resources, Blog, Online Exclusives
- Product of the Week - 4 (1 per qtr)
- E-mail blast/mailing list-5,000 names
- E-News Focus On - 6x
- Corporate capabilities profile
- Case study with 1,000 reprints and PDF
- Rotator Ad Spot - 6 weekly spots

GOLD

(For full page 3x or more and fractional 6x advertisers)

Includes your display ad package plus:

- Literature Showcases (print and online) three max
- Banner ad
- Buyers' Guide directories package (premium)
- Choice of sponsorship - Resources, Blog, Online Exclusives
- E-mail blast/mailing list-2,500 names
- E-News Focus On - 3x
- Corporate capabilities profile
- Case study with 500 reprints
- Rotator Ad Spot - 3 weekly spots

SILVER

(For any other advertiser)

Includes your display ad package plus:

- Literature Showcases (print and online) 3 max
- Tile ad
- Buyers' Guide directories package (deluxe)
- Choice of sponsorship - Resources, Blog, Online Exclusives, At-the-Show report
- E-mail blast/mailing list-1500 names
- E-News Focus On - 1x
- Corporate capabilities profile
- Rotator Ad Spot - 1 weekly spot