

# NEW for 2009

Superior Online Exposure Opportunities

## ASI COVER TILE AD

*Never before offered!  
Only one per month!*

- Outstanding placement for your print tile ad on ASI's front cover.
- Appears adjacent to the mailing label box
- Listed in advertiser address index

**\$3000 with full page ad**  
**\$6000 without ad**

Size: 1 1/2" x 1 1/2"

Also appears for one month as a tile ad in ASI E-News.



## ASI E-NEWS QUARTERLY FOCUS-ON

*Special Issues of ASI E-News*

Feature your products and services in these special quarterly issues of ASI E-News.

Maximum 12 Focus-Ons per issue. First come, first served.

- You provide photo, text, hotlink and we do the work. Topics include:
- Meter/Mix/Dispense and application
- Mixing, Testing, Processing
- Materials – raw materials, chemicals, additives
- Services – custom blending, packaging, more



## ROTATOR FRAME AD

*Exceptional Positioning  
Front and Center on ASI's homepage*

- Your single image appears in ASI's rotator box
- Includes hotlink
- Rotates with our key news and feature items for one week.
- Maximum one per week.

## ASI GREEN ISSUES (MAY, 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
- Free to all Green issue display advertisers**
- Free online spotlight
- Free lit showcase (print and online)
- Exclusive sponsorship available (see page 6)



## ASI Integrated Marketing Packages

Here's a marketing solution that really works

Build brand awareness, increase your exposure, enhance your market position

The past few years have brought difficult challenges to our adhesives and sealants industry, and to our world.

You don't work alone, and neither should your marketing efforts. ASI offers unique value, connecting you to opportunity with an integrated package of media, including print, web products, directories, newsletters, custom publishing, videos, podcasts, web seminars and more.

With our **Integrated Marketing** offerings, ASI can put you in touch with potential business, build brand awareness, help move your customers and prospects to action, drive traffic to your website, and involve and engage your target market. You can network more efficiently and foster better customer contact. You get the **functionality** of new media and the **credibility** of traditional media with ASI's **Integrated Marketing** packages.

The power of magazines to reach and influence a target audience has never been stronger.

Nine in 10 business leaders say they will only do business with companies with a favorable brand image.\*

With ASI's **Integrated Marketing**, you can establish and maintain that image with print and keep it top of mind with online.

Engage your customers and cultivate new prospects with ASI **Integrated Marketing!**

Talk to your ASI sales rep today about how to position your company for success with ASI **Integrated Media**.

\* Ipsos North America, Business Elite Survey, October, 2007.

Sue Love  
Publisher

