

RATES and Terms

Effective January 2009 (all rates shown in USD)

2009 RATES (BLACK AND WHITE)

Frequency determined by the number of insertions within 12 months from the date of the first insertion.

| | 1x | 3x | 6x | 9x | 12x | 18x | 24x | 36x |
|---------------|---------|---------|---------|---------|---------|---------|---------|---------|
| full page | \$4,875 | \$4,275 | \$4,125 | \$4,025 | \$3,900 | \$3,750 | \$3,425 | \$3,325 |
| 2/3 page | \$4,025 | \$3,900 | \$3,775 | \$3,625 | \$3,525 | \$3,325 | \$3,075 | \$2,825 |
| 1/2 island | \$3,325 | \$3,275 | \$3,125 | \$3,050 | \$2,900 | \$2,725 | \$2,550 | \$2,375 |
| 1/2 v or h | \$2,950 | \$2,825 | \$2,750 | \$2,625 | \$2,575 | \$2,425 | \$2,275 | \$2,075 |
| 1/3 h, s or v | \$2,450 | \$2,375 | \$2,300 | \$2,250 | \$2,125 | \$1,950 | \$1,825 | \$1,675 |
| 1/4 page | \$2,025 | \$1,950 | \$1,900 | \$1,850 | \$1,750 | \$1,675 | \$1,575 | \$1,400 |

2009 COVER RATES

Rates include the use of 4-color.

| | | | | | | | |
|-------------------------|---------|---|---------|---------|---------|---------|---------|
| 2nd cover | \$6,825 | \$6,675 | \$6,575 | \$6,425 | \$6,250 | \$5,900 | \$5,750 |
| 3rd cover | \$6,825 | \$6,675 | \$6,575 | \$6,425 | \$6,250 | \$5,900 | \$5,750 |
| 4th cover | \$7,025 | \$6,900 | \$6,750 | \$6,625 | \$6,500 | \$6,050 | \$5,950 |
| Belly Band - 4C | \$8,100 | contact your sales rep for specs and frequency discounts | | | | | |
| Cover Tile ad - 4C | \$3,000 | (with display ad in same issue, rate does not include display ad space) | | | | | |
| | \$6,000 | (without display ad) (see page 6 for details) | | | | | |
| Green Issue Sponsorship | \$7,050 | (see page 6 for details) | | | | | |

2009 COLOR RATES

| | |
|--|---------|
| 2-color standard | \$650 |
| PMS matched | \$900 |
| Metallic | \$1,125 |
| 4C process - single unit or jr spread | \$1,750 |
| 4C process - spread | \$2,800 |

2009 GLOBAL ADHESIVES & SEALANTS DIRECTORY (GAD) DISPLAY AD RATES

| Digest-sized | Rate | Std Size |
|------------------------|------------|------------------|
| full page (vertical) | \$3,850 | (std 1/2 pg) |
| full page (horizontal) | \$3,850 | (std 1/2 island) |
| 2/3 page | \$2,825 | (std 1/3 square) |
| 1/3 h, square | \$2,250 | (std 1/4) |
| 4 color | add'l 1100 | |
| additional color | add'l 550 | |

GAD is digest-sized. Equivalent standard size ad in parenthesis. For special positions, add 15%. All rates shown in USD.



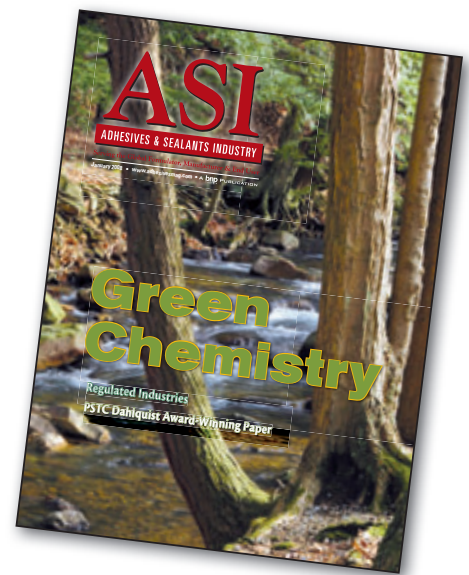
2009 CLASSIFIED AD RATES

| Col. Inches | 1x | 3x | 6x | 12x | Add Color |
|-------------|-------|-------|-------|-------|-----------|
| 2 1/8" x 1" | \$100 | \$90 | \$85 | \$80 | \$55 |
| 2 1/8" x 2" | \$195 | \$175 | \$165 | \$155 | \$55 |
| 2 1/8" x 3" | \$290 | \$260 | \$245 | \$230 | \$55 |
| 2 1/8" x 4" | \$385 | \$345 | \$325 | \$305 | \$55 |
| 2 1/8" x 5" | \$485 | \$435 | \$410 | \$385 | \$100 |
| 2 1/8" x 6" | \$580 | \$520 | \$490 | \$460 | \$100 |
| 2 1/8" x 7" | \$675 | \$605 | \$570 | \$535 | \$100 |

Add \$55 for online posting

For web-only classified, including link, use above rates

For ads over 7.5 column inches (1/4 pg), display rates apply.



2009 ASI ELECTRONIC PRODUCT RATES

ASI WEBSITE

| | |
|--|---------|
| ASI Website banner ad (qtr) | \$3,500 |
| ASI Website tile ad (qtr) | \$2,200 |
| ASI Website tile ad (year) | \$7,000 |
| ASI Website feature article box-style ad (month) | \$300 |
| ASI Website skyscraper (qtr) | \$3,500 |
| ASI Website Rotator Frame Ad (week) | \$250 |
| ASI Website Video Broadcast (month) | \$400 |
| ASI Website eCards (1x) per card | \$1,000 |
| ASI Website eCards (3x) per card | \$800 |
| ASI Website Product of the Week—sold separately | \$750 |
| with any display ad | \$100 |

2009 ASI WEBSITE SPONSORSHIP

| | |
|---|---------|
| ASI Website Ask Dr. Dave sponsorship (qtr) | \$2,380 |
| ASI Website Resources sponsorship (qtr) | \$1,275 |
| ASI Website Online Exclusives sponsorship (qtr) | \$2,800 |
| ASI Website At-The-Show reports sponsorship | \$2,500 |
| ASI Website Microsites (Green, Polymers) sponsorships (qtr) | \$2,800 |
| ASI Website Focused Channel sponsorships (qtr) (assembly, packaging, construction, electronic) | \$2,550 |
| ASI Website Editor's blog sponsorship (month) | \$1,500 |
| ASI Website Breaking News sponsorship (month) | \$250 |

ASI E-NEWS

| | |
|--|---------|
| ASI E-News Focus On (week) | \$750 |
| ASI E-News Quarterly Focus On special issues (per entry) | \$750 |
| ASI E-News banner - top (week) 4x | \$1,600 |
| ASI E-News banner - top (week) 8x | \$2,800 |
| ASI E-News banner - top (week) 12x | \$3,600 |
| ASI E-News banner - below the fold (week) 4x | \$1,200 |
| ASI E-News banner - below the fold (week) 8x | \$2,000 |
| ASI E-News banner - below the fold (week) 12x | \$2,400 |
| ASI E-News sponsorship (as avail) (qtr) | \$3,500 |

ASI ONLINE SOLUTIONS WEB SEMINARS

| | |
|---|---------|
| ASI Online Solutions Web Seminar (non advertiser) | \$4,900 |
| ASI Online Solutions Web Seminar (advertiser) | \$3,500 |

2009 ASI E-NEWS CLASSIFIED AD RATES

| | Adv Weekly | Non-Adv Weekly | Adv Monthly | Non-Adv Monthly |
|---|------------|----------------|-------------|-----------------|
| Classified tile 125 x 125 (1 available per issue) | \$50 | \$175 | \$75 | \$250 |
| Classified banner 468 x 60 (1 available per issue) | \$100 | \$350 | \$150 | \$500 |

Tile and banner rates based on advertiser-supplied art. Additional charges apply for ASI-created art.

2009 LITERATURE SHOWCASE RATES

| Available | 1x | 3x | 6x |
|----------------------------|-------|-------|-------|
| January, April, June, | \$500 | \$450 | \$400 |
| July, October and November | | | |

Rates are per showcase.

2009 SERVICE MARKETPLACE AD RATES

| Size | B/W Rate | With Color (Red Only) |
|----------------------------|----------|-----------------------|
| One unit 3-3/8" x 1-3/4" | \$725 | \$1,100 |
| Two unit 3-3/8" x 3-1/2" | \$1,450 | \$2,200 |
| Three unit 3-3/8" x 5-1/2" | \$2,175 | \$3,300 |
| Four unit 3-3/8" x 7" | \$2,900 | \$4,400 |

Online posting with hotlink (12 mo.) \$100
Maximum four units, vertical.

SEND ALL I/Os AND MATERIALS TO:

Susan Sutton • Production Manager
Adhesives & Sealants Industry
125 Humboldt Ave., Wadsworth, OH 44281
330-336-4098; fax: 248-502-2033
suttons@bnpmmedia.com

View and download ASI's print and electronic specs online at www.adhesivesmag.com.

All rates this page are non-commissionable, shown net USD.