

# ASI

ADHESIVES & SEALANTS INDUSTRY

Serving the Global Formulator, Manufacturer & End User

## GOOD PRESS = GREAT MARKETING

PROMOTE YOUR BUSINESS WITH HIGH QUALITY REPRINTS OF YOUR ASI ARTICLE OR AD



We can add your company contact information and/or trade ad to the reprint. **You just place your order. We do all the work!**

Custom reprints provide you with one of the most powerful and cost-effective marketing tools anywhere. Reprints can help you build instant credibility, create buzz, and maximize your exposure to customers and prospects.

### Editorial reprints add credibility to your sales message. Use custom reprints for/to:

- ▶ Trade show distribution
- ▶ Create excitement about your company and products
- ▶ Customer and prospect mailings
- ▶ Boost your direct mail results
- ▶ Showroom or office display
- ▶ Sales rep handouts
- ▶ Add credibility to sales literature and enhance your image
- ▶ Educate customers and prospects
- ▶ Maximize your press exposure
- ▶ Include with PR materials in media packages
- ▶ Use as ready-made training and recruitment literature
- ▶ Provide favorable product reviews for purchasing customers
- ▶ Add interest to inquiry fulfillment, investment mailings, seminar kits, and more

### REPRINTS AVAILABLE TO FIT ALL OF YOUR NEEDS

Web posting, direct mail, email, show/customer distribution

### Add these Business Builders for a fast, easy, custom promotional strategy

Business Builders	Size	Net Rate
Office Plaque - 1 page	12 x 15	\$165
Office Plaque - 2 page	16 x 20	\$207
Office Plaque - spread	15 x 18	\$207
Office Plaque - 4 page	20 x 24	\$295
Tile Ad (Thumbnail Ad)	125 x 125 pixels	\$150



Business Builders require purchase of print reprint, Elite Eprint or High Res Pdf.

#### High Res PDF • Terms & Conditions

The PDF will be used for the website, marketing & promotional pieces. There will be no expiration date of the PDF file. It will be a high-resolution PDF, and is not to be used for resale purposes. The PDF will be set-up as an exact replication of the published article, excluding all advertisements. A total of 2 proofs of the article will be provided. The only changes allowed are for editorial errors including: misspellings, missing words, or incorrect photo captions - please provide the correct information. No refunds are available once the PDF file is received.

#### Lo Res PDF • Terms & Conditions

The PDF will be used for the sole purpose of reading, emailing, or using on a website. It is not to be printed for mass distribution. It will be only a low-resolution PDF. The PDF will be set-up as an exact replication of the published article, excluding all advertisements. A total of 2 proofs of the article will be provided. The only changes allowed are for editorial errors including: misspellings, missing words, or incorrect photo captions - please provide the correct information. No refunds are available once the PDF file is received.

#### ▶ PRINT REPRINT

- Includes free lo res pdf
- Distribute at trade shows
- Mail to customers and prospects
- Use on sales calls or mail with invoices

#### ▶ ELITE REPRINT

- Post this page-turning eprint on your Web site or send via email blast.
- Add embedded video or embedded podcast at no extra charge
- Visit <http://www.wrightsreprints.com/elite/> for specs and details on Elite eprints



#### ▶ HIGH RES PDF

- Top quality pdf version of your reprint for posting on your Web site
- Eblast to customers and products
- 50% off with purchase of print reprint or Elite eprint

Elite Eprint and High Res Pdf include newsletter use rights, permission to reprint rights (1,000 quantity), and permission to distribute rights (3 years).

Contact Peg Van Winkle for details and pricing on print reprints, Elite Eprints and High Res Pdfs.

Peg Van Winkle | 614-760-4222 | [Vanwinklep@bnpmedia.com](mailto:Vanwinklep@bnpmedia.com)