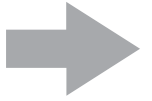


ASI

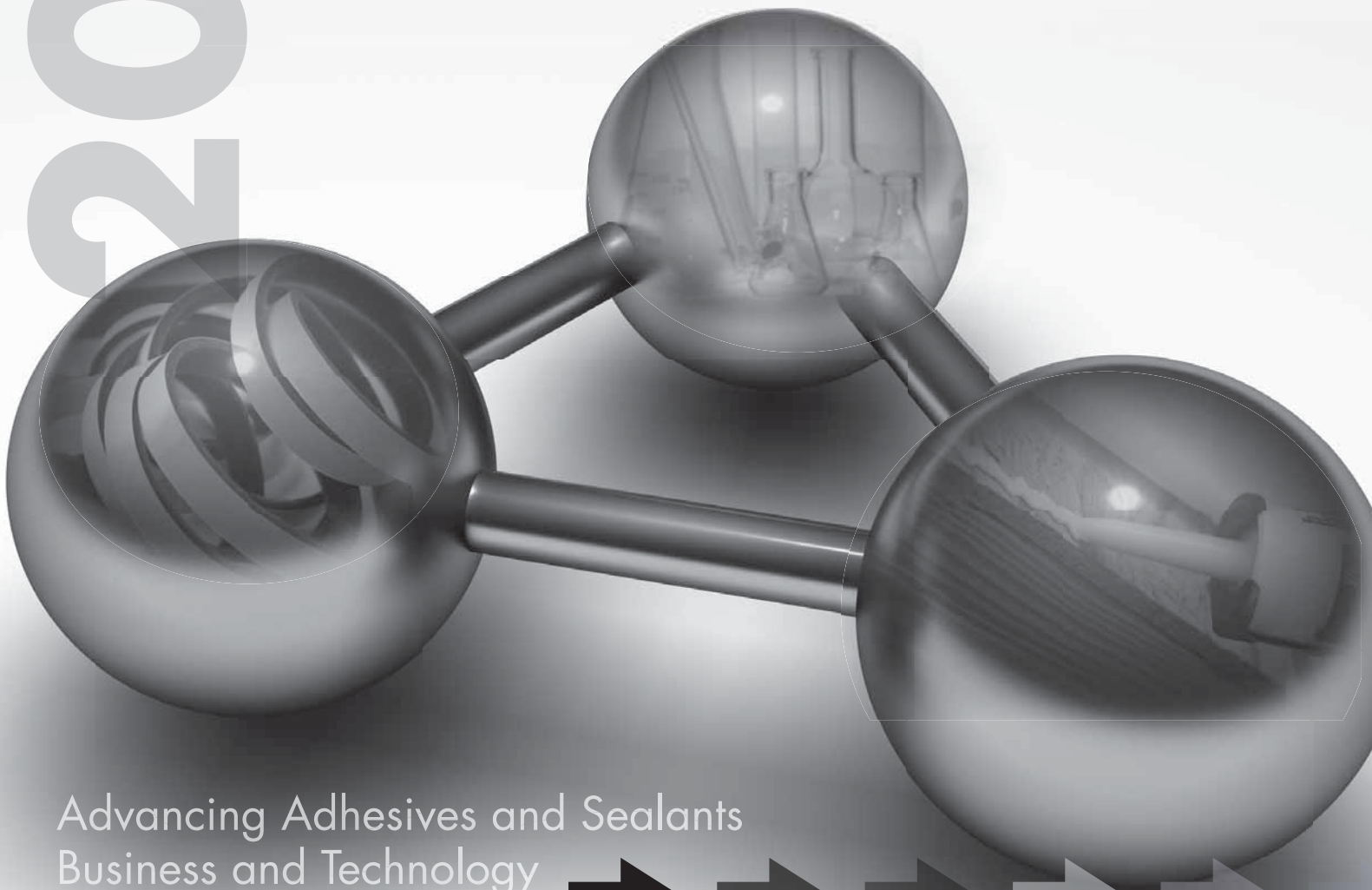
ADHESIVES & SEALANTS INDUSTRY

Serving the Global Formulator, Manufacturer & End User

Connect to Adhesives and
Sealants Formulators,
Manufacturers, and
End Users Worldwide

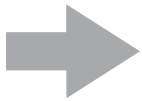


INTEGRATED MARKETING WORKBOOK



Advancing Adhesives and Sealants
Business and Technology





SAMPLE INTEGRATED MARKETING PACKAGES

Need ideas? Take a look at these great idea-starter packages. Use these when putting together your integrated marketing plan. These sample programs combine elements from ASI's print, digital, E-newsletter, dotcom and E-blast products to help you effectively reach out to your prospects and customers.

Looking for something different? Feel free to combine ideas. Have a new product and want to promote it for a trade show? Mix and match the New Product Introduction and Single Trade Show Optimizer packages.

Your sales rep can help you get creative with your outreach and stay within your budget.

Marketshare Developer

Be the Top Dog in the market!

- Print/Digital** 12 full-page, 4/c ads
- Print/Digital** Buyers Guide 2010, Premium Package
- Print** Cover tip (1x)
- Digital** Sponsorship (6x)
- Digital** Ad Jolt from print ad (12x)
- Digital** Tab (6x)
- E-Newsletter** Sponsorship, tile ad, text ad at bottom with link (year)
- Website** Banner Ad (year)
- Website** Breaking News Sponsorship (6 months)
- E-Blast** Must See Products Gallery (12x)

Building Brand Awareness

Build your company awareness!

- Print/Digital** 6 full-page, 4/c ads
- Print/Digital** Buyers Guide 2010, Deluxe Package
- Digital** Tab, (6x)
- Digital** Hotlink from 6 print ads
- Website** Tile ad (one quarter)
- Website** Breaking News Sponsorship (one month)
- E-Newsletter** FocusOn (2x)

New Product Introduction

Get your message out with a bang!

- Print/Digital** 3 half-page, 4/c ads
- Print/Digital** Buyers Guide 2010, Basic Package
- Digital** Hotlink from 6 print ad
- Website** Product of the Week (3 weeks)
- E-Newsletter** FocusOn (3x)
- E-Blast** Must See Products Gallery (3x)

Lead Generator

Generate prospects and leads!

- Print/Digital** 6 half-page, 4/color ads
- Print/Digital** Buyers Guide 2010, Deluxe Package
- Digital** Ad-Gen from 6 print ads
- Digital** Flash Survey (one)
- Website** Skyscraper ad (one quarter)
- E-Newsletter** Banner Ad-top ad (week) (4x)
- E-Blast** Must See Products Gallery (3x)

Single Trade Show Optimizer

Generate booth traffic and post-show interest!

- Print/Digital** Full-page, 4/c ad
- Digital** Belly Band (1x)
- E-Newsletter** FocusOn (1x)
- Website** Banner Ad (month)

Industry Presence

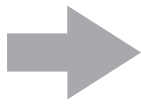
Have a top-notch industry presence!

- Print/Digital** 2 quarter-page, 4/c ads
- Print/Digital** Buyers Guide 2010, Basic Package
- Digital** Hotlink from 2 print ads
- Website** Breaking News Sponsorship (month)
- E-Blast** Must See Products Gallery (1x)

Trade Show Optimizer

Going or can't attend every industry tradeshow in 2010. Get exposure with the optimizer.

- Print/Digital** 4 half-page, 4/c ads
- Print** Cover tip (one issue)
- Digital** Belly Band (4x)
- E-Newsletter** FocusOn (4x)
- Website** Banner ad (pick 4 months in 2010)



LIST OF PRODUCTS

PRINT EDITION

- Display ads
 - Special position
 - Color
- Belly band
- Issue wrap
- Cover tip
- Cover tile
- Insert

DIGITAL EDITION

- Hotlink from print ad
- Sponsorship
 - Custom loader pg
 - Opposite front cover
 - Right and left tool bar logos
- Belly band
- Tab
- Gatefold ad
- Ad-Jolt
- Ad-Gen
- Video
- Custom survey
- Flash 360
- Digital ridealong
- Digital insert/custom content

CUSTOM PUBLICATION

- Print
- Digital

CLASSIFIED AD

- Print ad
- Digital hotlink
- Online posting
- Classified tile – E-newsletter
- Classified banner – E-newsletter
- Social media - job seeker/help wanted

SERVICES MARKETPLACE

- Print ad
- Digital hotlink
- Online

LITERATURE SHOWCASES

- Print ad
- Digital hotlink
- Online

DIRECT MAIL

- Mail
- E-mail

WWW.ADHESIVESMAG.COM

- Expandable banner
- Banner ad
- Tile ad
- Skyscraper
- Rotator frame ad
- Video broadcast
- Product of the week
- Other rich media
- Microsites sponsorships
- Editor's blog sponsorship
- Breaking news sponsorship

ASI E-NEWS

- FocusOn
- Special edition FocusOn
- Banner - top
- Banner - below the fold
- Sponsorship

MUST SEE PRODUCTS GALLERY E-BLAST

ONLINE SOLUTIONS WEB SEMINAR

REPRINTS

- Print
- Eprint
- PDF
- Dzine
- Office plaque
- Poster
- Tile ad (thumbnail ad)
- Reprint rights

DIRECTORIES / BUYERS' GUIDES (as available in various guides)

- Listing
- Hot link
- Logo
- Spec sheets
- Inch ads
- Tile ad
- Online banner ad
- Video

MARKET RESEARCH

OTHER

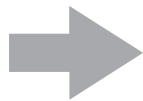
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EDITORIAL CALENDAR

	PRINT/DIGITAL EDITION	WWW.ADHESIVEMAG.COM	ASI E-NEWS	INTERACTIVE SHOWS	BONUS DISTRIBUTION
JANUARY	Equipment Melt/Mix/Dispense, Application Raw Materials-Additives, Resins	Formulation and Application News	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month	✓	
FEBRUARY	Green Chemistry and Formulation Waterborne/Soy/Natural Adhesives, Sealants Green Raw Material Profiles Testing and Lab Equipment Rheology, Particle Sizing, Shear, Durability, Adhesion, Peel	Manufacturing News and Updates on ASI's Green Microbe	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month		Green Mfg. Expo/Powder & Bulk Solids Adhesion Society Annual Meeting
MARCH	Raw Materials, Chemicals, Polymers & Additives Advances in Formulation	Raw Materials, Chemicals, Polymers & Additives Handbook Comprehensive searchable handbook with descriptions, hot links and more	Five issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month		
APRIL	Processing Equipment Mixing/Processing Equipment and Components Packaging of Adhesives Cartridges, Pouches, Syringes, Nozzles, Cans, Custom Packaging, Bulk Pails, Drums	Spring ASC Convention Preview Trends and Issues in Manufacturing	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month	✓	ASC Spring Convention TAPPI's PLACE American Coolings Show and Conference
MAY	PSAs, Tapes, Films, Labels Testing and Q/A Equipment Rheology, Particle Sizing, Shear, Durability, Adhesion, Peel Application of Adhesives	PSTC Week of Learning Preview	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month		PSTC Tech/Week of Learning Rodtech UV/EB
JUNE	Dispensing and Curing Equipment Directory Meter/Mix/Dispense, Pump, and Curing Equipment Materials Handling	Dispensing and Curing Equipment Directory Searchable handbook with hot links	Five issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month	✓	
JULY	High-Tech Formulations and Applications Meier/Mix/Dispense, Robotics Electronics/Electrical End User Coverage	SEMICON West Preview Trends and Issues in Manufacturing	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month	✓	SEMICON West
GAD	Global Adhesive & Sealant Directory — AUGUST 16 — Filled adhesives & sealants. Five toolkits, discounted logos for advertisers. Distribution at Int'l Builders Show, (NABM) West/WestPack/Electronics West, NABM Green Building Conference, GlobalBuild America				
AUGUST	Distributor Directory Warehousing, Distributor Training and Selection Raw Materials-Pigments, Dyes, Additives	Global Business Issues and Trends Distributor Directory Searchable handbook with hot links	Five issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month		
SEPTEMBER	Assembly Application and Equipment Roller Coaters, Robotics and Related Equipment Structural Adhesives Films, Labels, Tapes, PSAs	ASC Fall Convention Preview FEICA Preview	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month		ASC Fall Convention AIExpo LabelExpo Americas FEICA
OCTOBER	Converting and Packaging Heat-Seal Polymers, Tapes, Labels, Hot Melts, Labeling, and Application Equipment Testing/Quality Control Rheology, Particle Sizing, Shear, Durability, Adhesion, Peel Regulated Industries	PackExpo/CPP Preview	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month	✓	PackExpo/CPP
NOVEMBER	Green Manufacturing Green Formulated Product Profiles Sustainability, Recycling, Extending The Green Factory Year in Review/2011 Preview Industry Analysis and Forecasts	Green Manufacturing News, Updates and Blogging, and Special Content on our Green Microsite	Five issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month	✓	
DECEMBER	Buyers' Guide Additives, Chemical Specialties Oils, Resins and Base Polymers, Pigments and Dyes, Solvents, Equipment, Services	Buyers' Guide Comprehensive, searchable handbook with hot links	Three issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month		

	PRINT			DIGITAL		ELECTRONIC						TOTAL
	item	size	rate	item	rate	E-news	rate	Web ad	rate	other	rate	
JANUARY												
FEBRUARY												
MARCH												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
Mailing Lists												
Custom Eblast												
Reprints												
Custom Marketing												
TOTAL												



TERMS AND CONTACT INFORMATION

Combination Rates

Lower rates are available to all product divisions and/or companies under the same "corporate umbrella" placing space in **ASI**. Rates are based on total frequency of all insertions placed. Further discounted rates are available by combining frequency with other BNP Media publications.

Special Positions/Bleed

Special positions are available for a 10% premium on b/w page rate. Where positions are requested, but no surcharge is applied, all efforts will be made to meet requests, but positions are not guaranteed. Consult your sales rep for details.

Special Service and Change Fees

Special services or revisions in customer-supplied artwork or negatives may incur charges. Contact Karen Talan, Production Manager, talank@bnpmedia.com.

Ad Development

Upon request, **ASI** will work with advertisers to develop display ads. Ad design is free and includes one set of revisions/proof. Additional changes will be billed at \$50 per hour. Ad remains the property of **ASI** magazine. An electronic file may be purchased for \$500.

Closing Dates (unless otherwise noted)

Insertion Orders: 1st of the month preceding publication.

Materials: 5th of the month preceding publication.

Payment Terms

Invoices are payable in U.S. funds only, net 30 days. 1-1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the BNP Media Credit Department. Firsttime advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and liable for money due and payable to the publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs, and attorney fees.

Agency Commission

Recognized agencies receive 15% of gross billing on space, color and position. Invoices are issued same day as publication. Commission not allowed on other charges unless noted.

Short Rates

Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their billings have been based.

Copy and Contract

Advertisers and agencies assume liability for all content of ads printed and all claims arising therefrom made against the publisher.

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**BNP Media Helps People Succeed in
Business with Superior Information**

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