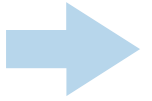


ASI

ADHESIVES & SEALANTS INDUSTRY

Serving the Global Formulator, Manufacturer & End User

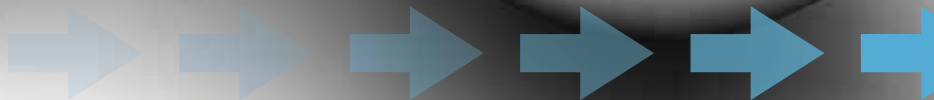
Connect to Adhesives and
Sealants Formulators,
Manufacturers, and
End Users Worldwide



INTEGRATED MARKETING MEDIA PLANNING KIT



Advancing Adhesives and Sealants
Business and Technology



EXTEND YOUR REACH WITH INTEGRATED MARKETING SOLUTIONS

ONE TITLE – MANY CAPABILITIES

ASI DELIVERS AUDIENCE, EXPOSURE, AND INTEGRATED OUTREACH

CONNECT TO DECISION MAKERS

Titles Of Qualified Recipients*

- ➔ Research and development
- ➔ Chemistry/formulation
- ➔ Engineering/design engineering
- ➔ Product management/production
- ➔ Owner/general management
- ➔ Purchasing/buying
- ➔ Sales/marketing
- ➔ Maintenance and other functions and functions not available.

CONNECT WITH THESE PRODUCTS!**

ASI subscribers purchase the following:

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> ➔ Additives and chemical specialties ➔ Resins and base polymers ➔ Pigments, dyes, dispersions, extenders ➔ Solvents ➔ Oils/fatty acids ➔ Materials-handling equipment ➔ Blenders/mixers/grinders/mills ➔ Screeners/vibrators/separators ➔ Dispensers ➔ Environmental controls/wastewater-treatment equipment ➔ Bags/cans/containers/drums ➔ Meter/mix and dispensing equipment and supplies | <ul style="list-style-type: none"> ➔ Ovens/curing equipment/dryers ➔ UV lamps/equipment ➔ Application equipment and supplies: <ul style="list-style-type: none"> • Roller coaters • Screen printers • Cartridges/guns ➔ Lab/test equipment to evaluate: <ul style="list-style-type: none"> • Abrasion • Adhesion • Flash point • Hardness • Peel strength • Softening point • Thickness • Thermal analysis | <ul style="list-style-type: none"> • Viscosity • Wettability • Moisture ➔ Finished adhesives and sealants: <ul style="list-style-type: none"> • Waterbornes • Hot melts • Solventborne adhesives • Radiation curables • One-component adhesives • Two-component adhesives • Tapes/labels/PSAs • Sealants ➔ Used equipment ➔ Professional services |
|--|---|--|

* June 2010 ASI BPA statement

** Publisher's own data



ASI MEDIA KIT—WHERE TO FIND IT

ASI Buyer Connection/Reader Profile/Metrics.....	2-4	ASI E-News Advertising.....	13
New for 2010.....	5-6	Editorial Calendar.....	14-15
Integrated Marketing Opportunities.....	7-10	Rates.....	16-17
Web Site Advertising.....	11	ASI Contact Information/Offices/Sales Terms.....	18
Electronic Exposure.....	12		

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CONNECT



CONNECT

ASI DELIVERS AUDIENCE

CONNECT TO FORMULATORS AND END USERS

Fields Served*

- ➔ Adhesive and sealant formulation
- ➔ Adhesive and sealant manufacturing
- ➔ Pressure-sensitive formulation
- ➔ Pressure-sensitive manufacturing
- ➔ Users of adhesive and sealant products for:
 - Electronic/electrical
 - Transportation
 - General assembly
 - Plastics, rubber, elastomers
 - Metals
 - Packaging, converting
- Lumber, wood, furniture
- Textiles, nonwovens
- Tapes, labels, PSAs
- Construction

* June 2010 ASI BPA statement



In today's challenging business environment, it's critical to be proactive, not reactive. And to refocus, not reduce.

ASI Integrated Marketing Solutions Offers that Opportunity.

Success begins with planning, with identifying ways to leverage your marketing as an opportunity for your brand, with creative execution and careful implementation. Using a results-driven integrated marketing plan you can build or rebuild a brand, sustain a brand, reposition a brand, build market share, and more.

An economic downturn can provide the opportunity for businesses to build a greater market share through aggressive advertising. Complex economic times give you the chance to dominate the advertising media while your competition is sitting on the sidelines, their heads drawn in as they wait for something to happen.

This is not a time for inaction. Advertising and marketing used consistently through the economic highs and lows can help not only sustain, but grow your business.

Numerous studies over the last eight-plus decades have demonstrated that maintaining or even increasing your marketing efforts during times of recession can give businesses a distinct edge over your competition.

A study of advertising spending in the 1920's found that companies that had continued to advertise during the economic downturn of 1921-22 were 20% ahead of where they had been before the recession, while companies that reduced advertising when the bad times hit were still in the recession, 7% below their 1920 levels. (Roland S. Vaile, Harvard Business Review, April 1927)



A study tracking advertising spending and sales before, during and after the recessions of 1949, 1954, 1958 and 1961 revealed that sales and profits dropped for companies that cut advertising,

and that long after the recessions ended, they lagged behind the ones that had maintained their ad budgets. (Buchen Advertising)

During the 1974-75 recession, companies that did not cut advertising experienced higher sales and net income during those two years, and during the two years that followed, than those that cut advertising. (ABP/Meldrum & Fewsmith)

During the 1981 recession, business-to-business firms that maintained or increased their advertising spending averaged significantly higher sales growth both during the recession and for the three years that followed. (McGraw-Hill Research)

Now is not the time to slash marketing budgets, reduce your presence in the market or cut out key sales tools. With a quality integrated marketing plan from ASI, you can continue to sustain and build your brand.

ASI's Integrated Marketing Solutions help you connect to your customers and prospects, reach decision-makers, and extend your exposure. **ASI** offers you a full range of tools from print to electronic, digital to Web, research to direct mail, E-blasts to directories, access to social media, and more. Talk to your **ASI** Sales Representative today about how to develop the best integrated marketing approach for your business. We are ready to partner with you to position your company for success.

Sue Love, Publisher

ASI DELIVERS EXPOSURE: ASI AUDITED CIRCULATION

- ➔ 10,000 circulation*
- ➔ 100% qualified *
- ➔ Nearly **60%** involved in purchasing decisions**
- ➔ Global circulation
- ➔ Bonus distribution at key shows
- ➔ Bonus Exposure for Digital Edition on the **ASI** Web site
- ➔ Adhesives & Sealants Industry, projected circulation: 2,781-digital, 7,219-print.**
- Total qualified circulation: 10,000*

* June 2010 ASI BPA statement

** Publisher's own data

Total Audience Profile***

- ➔ Exposure to over **100,000** users each year!
- ➔ Generating over **634,000** impressions per year!

*** Print, E-News, web exposures. Publisher's own data aggregated from AdJuggler, SiteCensus and June 2010 ASI BPA statement.

REACH

ELECTRONIC MEDIA METRICS

KEY ANNUAL ASI WEB SITE METRICS

Over 200,000 page impressions[~]
Over 90,000 unique browsers[~]

Monthly Metric	Avg/Mo [~]
Page Impressions	17,427
Unique Browsers	7,812
User Sessions	9,147
Frequency	1.17
Average Page Impressions/User Session	1.90
Average Page Duration (minutes)	1:34
Average User Session Duration (minutes)	3:03

[~]SiteCensus Jan 09 – June 09

ONLINE MEDIA

Media	Avg Imp ⁺
Banner Ad	20,660
Tile Ad	20,638
Skyscraper Ad	21,621

⁺AdJuggler, June 2009 averages

ASI E-NEWS

Over 7,500 subscribers!*
100% opt in!

Metric	Avg/week [^]
E-mails Sent	7,817
E-mails Delivered	7,730
Delivery Rate	98.89%
Unique Opens	6,179
CTR	3.91%

[^]ExactTarget, May 2009 averages



SOCIAL MEDIA

- ➔ Interface with the world!
- ➔ Network with peers and colleagues
- ➔ Connect | comment | collaborate
 - follow **ASI** on Twitter
 - connect on LinkedIn
 - join our LinkedIn **ASI** magazine group - 84 members^o
 - find us on Facebook[®]
 - exchange ideas on **ASI's** editor's blog

^o July 17, 2009



ASI Mission Statement:

To combine practical and intelligent editorial focused on manufacturers, formulators, and end users of adhesives and sealants and adhesives and sealant products, serving as the single-most reliable source for industry news, trends, technology, and information, advancing the global business of adhesives and sealants.

NEW FOR 2010

ASI DIGITAL EDITION!

Adhesives & Sealants Industry is now published in both print and digital editions. The digital edition is published on **ASI's** Web site for easy reading and downloading as well as sent to opt-in digital readers. PLUS, we will also have a version available for the Kindle™. It's a technology trio with terrific benefits!

- ➔ **ASI** Digital delivers rapid outreach
- ➔ **ASI** Digital delivers detailed analytics
- ➔ **ASI** Digital delivers expanded exposure
- ➔ **ASI** Digital delivers immediate feedback
- ➔ **ASI** Digital delivers unique advertising options
- ➔ **ASI** Digital delivers direct user connections

And best of all — your display ad runs in all versions at no additional cost!



Leveraging the Digital Edition

What does digital mean for you? First of all, it provides new and exciting advertising and sponsorship options. It opens a new digital channel from you to your customers and drives prospects and customers to your Web site and products. Your attention-getting advertising engages readers. **ASI** digital provides another piece in the multi-function platform, giving you true integrated marketing opportunities.

Ask your Sales Rep for a free demonstration of these dynamic exposure opportunities in **ASI** digital.

- ➔ Hotlink from digital ad, links to URL shown in ad
- ➔ Sponsorship — choose three from six high-profile positions — can include audio, video or animation
- ➔ Audio or video, max. 25GB
- ➔ Gatefold, bellyband, blow-in card
- ➔ Tabs
- ➔ Flash 360
- ➔ Scroll Bar
- ➔ Flash Surveys — up to 10 questions, readers respond to questions right from ad
- ➔ Ad-Jolt
- ➔ Page Plus
- ➔ Ad-Gen
- ➔ Manually Imbedded Link

Check it out! Contact your sales rep today!

For more details, click here to see ASI's Digital Edition



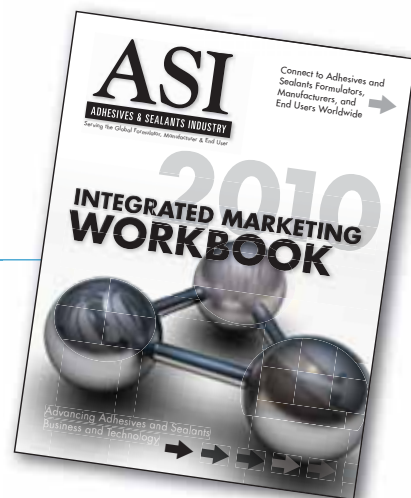
INTEGRATED MARKETING WORKBOOK

ASI's new Integrated Marketing Workbook is the ideal tool for putting together your **ASI** Integrated Marketing Plan. Your sales rep can walk you through the process or you can use the workbook on your own to develop the optimum **ASI** Integrated Marketing Program.

This companion to the **ASI** Integrated Marketing Planning Kit includes:

1. List of all **ASI** advertising products including print, digital, Web, direct mail, custom publishing, e-mail, reprints, video, directories, social media, and Web seminars. Ask your sales rep for your copy of the **ASI** Workbook or click here.

2. **ASI** editorial planning calendar
3. Sample Integrated Marketing Plans for all ranges of needs and goals that you can use as a starting point for your own plan.
4. Worksheets, so you can analyze different approaches and plans before finalizing your program.
5. Discount information, value-added opportunities, payment terms, how to submit orders, plus closing dates and contact information.



NEW IN 2010

NEW FOR 2010

MUST SEE PRODUCTS GALLERY E-BLASTS

- New promotional blasts
- Fast, easy and measurable

Include your products and services in **ASI's** monthly Must See Products Gallery e-blast. You provide the photo, text and hotlink, and we do the work. E-mailed the final Wednesday of each month. Only four ads accepted per issue — first come, first served.

Distribution to over 7,500 a month*
Leads provided following the blast – contact name, title, company, address and URL.

We can also do a custom E-blast with **ONLY** your products. Talk to your sales rep for details and to schedule a custom exposure.

*Publisher's own data



SOCIAL MEDIA

Social media platforms are ideal for low-cost interaction and relationship building.

Let **ASI** get you connected!
Use them to connect | comment | collaborate

- Create *Brand Awareness*
- Manage your online reputation
- Connect with prospects and customers
- Recruit
- Learn about new technologies and competitors
- Intercept potential prospects
- Drive traffic to your online sites
- Encourage discussion with customers and clients
- Expand your contact base
- Build relationships

**Interface with the world!
Network with peers and colleagues**

Linked  



- Follow **ASI** on Twitter
- Connect on LinkedIn
- Join our LinkedIn **ASI** magazine group - 84 members*
- Find us on Facebook®
- Exchange ideas on **ASI's** editor's blog

* June 17, 2009

BPA WEB SITE AUDITING

BNP Media is one of the first to participate in BPA Worldwide's new Web site auditing program. Right now, BPA Worldwide and Nielsen Online are independently collecting, filtering, measuring, auditing and reporting audience traffic all across BNP Media's member sites. You can access the Neilson Online system (SiteCensus) and view our Web traffic metrics any time, any day. The entire process strictly adheres to the 2009 IAB standards and methods for audience reach measurement.

BNP Media is leading our industry by providing independently collected, audited and reported Web site traffic. Can other publishers say the same?



Access Worldwide audited Web site date here:
www.bpaww.com/interactive/advertiser.html
www.bpaww.com/interactive/advertiser.html

If you have questions, please contact your sales rep.

ASI 2010 INTEGRATED MARKETING MEDIA PLANNING KIT

ASI DELIVERS INTEGRATED OUTREACH

ASI PRINT, DIGITAL, KINDLE™

- Published monthly.
- BPA audited print edition.
- 10,000* total qualified circulation.
- Digital edition on ASI's Web site. is both easy to read and download.
- Your print ad runs in all versions at no extra cost.

Ask your sales rep about our new and exciting advertising and sponsorship options for ASI Digital.

* June 2010 ASI BPA statement



WWW.ADHESIVSMAG.COM

- More features and content for 2010.
- More resources, more functionality.
- More opportunities for superior exposure!
 - Over 17,400 page impressions/mo/avg**
 - Over 7,800 unique browsers/mo/avg**
- Searchable product and editorial databases.
- Updated breaking news.
- Editor's blog.

See page 10 for details on ASI Web site advertising opportunities.

**SiteCensus, January - June 09



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.
- Opportunities in print, digital and online.
- Published in June and searchable online for 12 months.

Contact your sales rep for details.



ASI GLOBAL ADHESIVES & SEALANTS DIRECTORY

Special Audience - Special Distribution

- Annual purchasing directory and resource for finished adhesives and sealants.
- Includes address index, contact 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 5,000 prospective purchasers in key industry segments.***

Contact your sales rep for details.

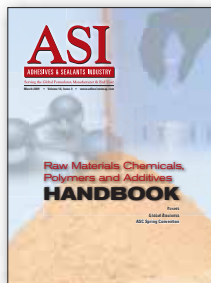
***Publishers Own Data



ASI RAW MATERIALS, CHEMICALS, POLYMERS & ADDITIVES HANDBOOK

- A definitive resource for manufacturers and formulators of adhesives and sealants.
- Includes supplier listings, materials definitions and application/use information.
- Opportunities in print, digital 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.

Contact your sales rep for details.



ASI DECEMBER BUYERS' GUIDE

- Valuable annual purchasing resource.
- In print, digital and searchable online for superior exposure.
- Includes comprehensive list of products and suppliers, complete contact information, distributor information, association rosters.
- Published as December issue.
- BPA-audited circulation.

Contact your sales rep for details.



MARKETING

ASI DELIVERS INTEGRATED OUTREACH

ASI GREEN ISSUES



ASI Goes Green!

- (February and November)
 Help Support Our Efforts to Go Green!
 → To be printed on forest-certified stock.
 → Featuring Green-related editorial:
- Green, Recycling, Sustainability
 - Plus Green product releases, reviews



Exclusive Sponsorship (per Issue)

- There is only one. First come/first served. Reserve your space today!
 Includes:
- Full-page ad in print and digital edition.
 - Full-page corporate spotlight.
 - Print cover tile.
 - Focus On in ASI E-News.
 - High-res pdf of spotlight.
 - Free 6 mo. sponsorship of ASI Green microsite.
 - Digital Edition sponsorship.

ASI GREEN MICROSITE

Compiling the latest information on Green formulation and applications, Green in the news, regulation, recycling and more. Plus hotlinks to useful resources and ASI's Green blog.

Ask your sales rep about sponsorship opportunities including banner and tiles ads. This is a focused market opportunity you can't pass up!



ASI E-NEWS

- Popular weekly electronic newsletter.
- Reaches over 7,500 registered recipients.*
- Advertising opportunities including tile ads, banner ads, sponsorships, advertorial-style Focus On ads, classified ads, and more, give you immediate exposure.

Subscribe online at www.adhesivesmag.com.

See page 13 for details on E-News advertising opportunities.

*May 2009 ExactTarget



ASI EXPANDED DISTRIBUTION

- Reach out to prospective buyers at over 15* key industry events.
- Bonus distribution provides global reach to worldwide shows serving manufacturers and formulators of adhesives, sealants, pressure-sensitive tapes and labels, plus end users in electronics/electrical, construction, assembly, medical/dental, transportation, packaging, tapes and labels, and other key industries.

*Publisher's Own Data

MARKETING

ASI DELIVERS INTEGRATED OUTREACH



ASI WEB SEMINARS

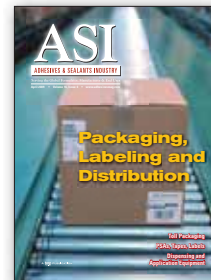
- ➔ **ASI** Online Solutions one-hour Web seminars.
- ➔ Ideal to introduce new products, share new technologies, present product applications, educate users on product use, demonstrate equipment capabilities, review sales strategies, and more.
- ➔ Economical single fee for one-hour seminar includes moderator,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

See page 12 for more details on **ASI** Web Seminars.

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.

See the Editorial Calendar for more information.



CLEAR SEAS RESEARCH

Market Research Services

- ➔ 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.



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

ASI REPRINT PACKAGES

- ➔ Reprints of your ad or editorial feature appearing in **ASI** are available, along with electronic copies, tile ads for your website, custom covers and other useful products.
- ➔ Ideal for distribution at trade shows, customer mailings or posting on your Web site. Reprints and high-res PDF e-prints add third-party credibility to your sales message.
- ➔ See separate sheet for details.

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



ASI EDITORIAL AND WEB PARTNERING

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

Contact Sue Love, Publisher, loves@bnpmedia.com.

MARKETING

ASI DELIVERS INTEGRATED OUTREACH

ASI ONLINE AND DIGITAL DIRECTORY ADVERTISING OPPORTUNITIES

Get your company information into the hands of buyers in your industry looking for your products. Newly expanded online directory options make it easier for buyers to find you and for your company to stand out.

- ➔ Online Listings and Logos — with hotlinks and E-mail links.
- ➔ Keyword Search — more exposure for your online listings.
- ➔ Preferential Results — appear at the top of product categories.
- ➔ Company Detail Pages — post more info in your listing.
- ➔ Directory Enhancements (in selected directories).
 - Directory Banner Ads.
 - Directory Tile Ads.
 - Digital hotlinks from logos, email, URLs.
 - Videos.
 - Spec Sheets.
 - RFPs.

Discounts available for display advertisers.
Contact Peg Van Winkle, vanwinklep@bnpmmedia.com for details.
Products available in selected directories.



NEW!!! MUST SEE PRODUCTS GALLERY

New monthly promotional E-blasts Fast, easy and measurable.

- ➔ Include your products and services in **ASI's** monthly Must See Products Gallery E-blast.
- ➔ You provide the photo, text and URL. We do the work.
- ➔ E-mailed the final Wednesday of each month.
- ➔ Only four ads accepted per issue — first come, first served.


Distribution to over 7,500 a month*
Leads provided following the E-blast - contact name, title, company, address and URL.

We can also do a custom E-blast with **ONLY** your products. Talk to your sales rep for details and to schedule a custom exposure.

*Publisher's Own Data


MUST SEE PRODUCT GALLERY

The Adhesives & Sealants Industry Must See Products Gallery provides a glimpse at the latest products and services entering into the market. Click on the company's website or e-mail for more information.




NEW AND REBUILT MIXERS AND BLENDERS FROM CHARLES ROSS & SON CO.

Charles Ross & Son Co. stocks hundreds of mixers, blenders, dryers and dispersers ranging from 1-gal to 1000-gal capacity. If you have a short- or long-term surge in production demand, or a research and development project, give Ross a call toll-free at (800) 243-ROSS to discuss no-charge trials and the best choice for your application.




EPD PACKAGING AND FILLING VALVE SYSTEMS

EPD's precision 725HF valve systems are specifically designed to dispense low- to high-viscosity fluids — adhesives, lubricants, inks and sealants — at up to 450ml/second. These valve systems may be used to fill small bottles, vials and foil packs. To ensure compatibility with a range of fluids, all wetted parts are precision-machined from stainless steel or inert polymer.



TAH INDUSTRIES

TAH Industries is a leading manufacturer of static mixers and two-part adhesive packaging and dispensing equipment. The company offers a complete system for meter/mix and disposable single-use cartridge applications, including spiral and TURBO™ square mixers; side-by-side cartridges; u-TAH's universal cartridges (a two-part cartridge that fits into a 310ml caulkung gun); dispensers; and valves. For more information, go here.



METTLER TOLEDO ONE CLICK WATER DETERMINATION™

METTLER TOLEDO One Click Water Determination™
METTLER TOLEDO has announced the availability of its new Titration Compact line for simple and secure Karl Fischer titration. Water determination has never been easier with solvent exchange, drift determinations, sample runs and sample series all in only one click. Click here to learn more about a METTLER TOLEDO One Click Water Determination promotion.

WEB SITE

WEB SITE ADVERTISING

BANNER ADS

Premier positioning helps increase awareness of your company. Displayed at the top and bottom of **ASI** homepage in rotation schedule. Includes hotlink. 468 x 60 pixels.



TILE ADS

Simple, cost-effective solution to keep your company's name and products in front of potential buyers. Square-shaped ads appear on **ASI** homepage and include hotlink. 125 x 125 pixels.

SKYSCRAPER ADS

Get extra attention for your products and services with super-sized tile ads. Extra-tall ads feature exclusive positioning on the **ASI** homepage. Great for a larger/longer message. Includes hotlink. 120 x 600 pixels.

SPONSOR **ASI'S** EDITOR'S BLOG

ASI editor Teresa McPherson and special guest bloggers provide commentary, news, and various items of interest on a daily basis. Visitors add their comments in an interactive format. Sponsorship includes your logo and hotlink attached to blog. Get instant recognition and stay top-of-mind with your customers and prospects. Minimum one month placement.



ROTATOR FRAME AD

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

Get superior exposure with **ASI's** rotating content screen. Prime placement on our Homepage. Rotates with our key news and feature items for one week. Includes hotlink. Maximum one per week. 370 x 190 pixels.



BREAKING NEWS SPONSOR

High-Visibility Sponsorship!

Includes micro bar featuring your company logo and hotlink to your Web site. 88 x 31 pixels. You provide your logo and hotlink URL.

PRODUCT OF THE WEEK

Premier position on **ASI's** Homepage.

Week-long placement. You send 30 words of text, product image and link information, and we do the rest. You can't help but be noticed!

ADDITIONAL ELECTRONIC EXPOSURE OPPORTUNITIES

WEB SEMINARS



- Let **ASI** Host Your Web Seminars.
- Get your unique message out to customers and prospects economically and electronically, plus benefit from promotional efforts and PR!
- We provide the site and administration, handle the invitations, registration and promotion, and give you a post-show report on attendees. All you do is supply your speaker!
- Single, inclusive fee.

Use ASI Online Solutions Web Seminars To:

- Introduce new products.
- Educate users on product use.
- Share new technologies.
- Demonstrate equipment capabilities.
- Present product applications.
- Review sales strategies.
- Gather customers, prospects or your own sales force!

WEB VIDEO BROADCASTS

Convert Viewers to Buyers

Make a sales pitch 24/7 with streaming video. Use this savvy marketing strategy to help educate buyers about your latest product lines or technological advancements. Make it easier for them to make a buying decision.

Short video clips stay up for one month and are featured media on our Web site (Homepage listing for one week) and in **ASI** E-News at least once during that duration.

PODCASTS

Enhance Message Delivery

Use podcasts to build brand loyalty for your products and services, deliver information quickly, and strengthen the bonds of community with your customers and prospects. Proven to help prospects retain information better than a simple visual. Podcasts stay up for one month and are the featured media on our site (homepage listing for one week) and in **ASI** E-News at least once during that duration.

RICH MEDIA ADS

High-impact Advertising Tools

Attention-grabbing rich media ads expand the creativity and interactivity of your online message. Use these unique tools to generate brand awareness, showcase your products, launch new products, promote events and conferences, or build buzz in the industry.

Page Peel

Reveal your message! This ad appears as the top right corner of the homepage peeled back with a small animation to attract the reader's attention! Once the reader rolls their mouse over the corner, it opens to reveal the rest of the ad. Great for promoting your longer message or large image ad.



Floating Ad

Give your message extra attention! This animated ad floats over the rest of the content on **ASI's** Web page and comes to rest in one of our standard ad placements. Eye-catching and highly visible.



Expandable Banner

Get your message seen by all our Web site visitors! This expandable banner ad is positioned right below our search bar and is positioned above the start of content. When readers roll their mouse over your ad, it will expand with your detailed message.



BOOST YOUR ONLINE ADVERTISING RESULTS!

Have a look at these exciting products at our new idea center at www.portfolio.com, including live and interactive samples. See the latest in Web products and get in on the most current trends. Visit *Portfolio* or contact your sales rep for details.

For pricing and specifications on these rich media ads, please contact your sales rep.

ASI E-NEWS ADVERTISING

Be a part of an exclusive group of advertisers and sponsors!

ASI ELECTRONIC PRODUCTS DELIVER!

- ➔ Over 200,000 page impressions.*
- ➔ Over 90,000 unique browsers.*
- ➔ Over 7,500 registered users to ASI E-News.**

FOCUS ON

Advertorial-style ad appears as the first news item in ASI E-News. Ad is highlighted and boxed and includes photo, or logo, 100 words of text, and link. One per issue. Display advertiser discount available.

ASI E-NEWS SPONSORSHIPS – 3 MAXIMUM PER ISSUE

Includes:

- ➔ Tile ad with link — 125 x 125 pixels.
- ➔ Text ad at bottom with link — 50 words.
- ➔ Banner ad on ASI Web site with link.

Available on a quarterly basis only

ASI E-NEWS BANNER ADS

Use banner ads to increase awareness of your company or to announce new products and events. Select from two positions — at the top of the newsletter or just “below the fold.” Includes hotlink. One available per weekly issue. Display advertiser discounts available. 468 x 60 pixels.

ASI E-NEWS CLASSIFIED ADS

A great way to sell your used equipment and post job opportunities.

Reach prospects every week with a classified tile or banner ad. Tile includes your logo and hotlink. 125 x 125 pixels. Banner includes headline, 25 words of text and a graphic. 468 x 60 pixels. One of each available per week. Display advertiser discounts available.

* SiteCensus, January - June 09

** ExactTarget, May 2009

The screenshot shows the ASI E-News website layout. At the top, there's a navigation bar with the ASI logo and the tagline "Serving the Global Formulator, Manufacturer & End User". Below this is a "Let this space work for you. Drive traffic to your website!" banner featuring a red sports car. A "Contact ASI at" box with a phone number and email is also present.

The main content area features several news items, each with a callout box highlighting an advertising opportunity:

- FOCUS ON: Verichem:** A large yellow callout box highlights a news item about Verichem's antimicrobial agents. The text inside the box reads: "Verichem has concentrated its focus on enhancing and preserving its customers' performance. The company has invested in a leading line of antimicrobial agents called VeriGuard®. This line of biocides includes liquid and dry products designed to exceed the highest safety and performance standards while reducing the user's overall costs. To find out how Verichem can improve your biocide program, visit www.verichem.com or call (800) 778-5462." The Verichem logo is also included.
- Training Course:** A blue callout box highlights a "Read the May Issue of ASI online at www.adhesivesmag.com" link.
- Chemsultants International:** A blue callout box highlights a banner ad for Chemsultants International, which specializes in product development, testing, and consulting services, as well as pilot coating and small scale manufacturing of adhesives and specialty coatings.
- Classified Ad:** A callout box highlights a classified ad for Flexcon, announcing a new series of tacky silicone adhesives.

Other visible elements include a "Forward by a Collector" button and various logos for featured companies like AkzoNobel, Chemguard, Dewal, and Zeon Chemicals.

ASI 2010 INTEGRATED MARKETING MEDIA PLANNING KIT

EDITORIAL CALENDAR	PRINT/DIGITAL EDITION	WWW.ADHSIVSMAG.COM
JANUARY	Equipment Meter/Mix/Dispense, Application Raw Materials-Additives, Resins	Formulation and Application News
FEBRUARY	Green Chemistry and Formulation Waterborne/Soy/Natural Adhesives, Sealants Green Raw Material Profiles Testing and Lab Equipment Rheology, Particle Sizing, Sheer, Durability, Adhesion, Peel 	Manufacturing News and Updates on ASI's Green Microsite
MARCH	Raw Materials, Chemicals, Polymers & Additives Handbook Advances in Formulation	Raw Materials, Chemicals, Polymers & Additives Handbook Comprehensive searchable handbook with descriptions, hot links and more
APRIL	Processing Equipment Mixing/Processing Equipment and Components Packaging of Adhesives Cartridges, Pouches, Syringes, Nozzles, Cans, Custom Packaging, Bulk Packs, Drums	Spring ASC Convention Preview Trends and Issues in Manufacturing
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
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
JULY	High-Tech Formulations and Applications Meter/Mix/Dispense, Robotics Electronics/Electrical End User Coverage	SEMICON West Preview Trends and Issues in Manufacturing
GAD	Global Adhesive & Sealant Directory — AUGUST 16 — Finished adhesives & sealants. Free hotlinks, discounted logos for advertisers. Distribution at Int'l Builders Show, MD&M West/WestPack/Electronics West, NAHB Green Building Conference, GlassBuild 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
SEPTEMBER	Assembly Application and Equipment Roller Coaters, Robotics and Related Equipment Structural Adhesives Films, Labels, Tapes, PSAs	ASC Fall Convention Preview FEICA Preview
OCTOBER	Converting and Packaging Heat-Seal Polymers, Tapes, Labels, Hot Melts, Labeling and Application Equipment Testing/Quality Control Rheology, Particle sizing, Sheer, Durability, Adhesion, Peel Regulated Industries	PackExpo/CPP Preview
NOVEMBER	Green Manufacturing Green Formulated Product Profiles Sustainability, Recycling, Debonding The Green Factory Year in Review/2011 Preview Industry Analysis and Forecasts 	Green Manufacturing News, Updates and Blogging, and Speical Conent on our Green Microsite
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



ASI E-NEWS		LITERATURE SHOWCASE	BONUS DISTRIBUTION
JAN	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month	✓	
FEB	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
MAR	Five issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month		
APR	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 Coatings Show and Conference
MAY	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month		PSTC Tech/Week of Learning RadTech UV EB
JUNE	Five issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month	✓	
JULY	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month	✓	SEMICON West
GAD			
AUG	Five issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month		
SEPT	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month		ASC Fall Convention ATEXpo LabelExpo Americas FEICA
OCT	Four issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month	✓	PackExpo/CPP
NOV	Five issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month	✓	
DEC	Three issues covering the latest news and events in the industry Must See Products Gallery last Wednesday of month		

Dear Media Planner,

As our adhesives and sealants industry continues to face challenging times, we're doing our best to help you succeed. Our editorial is designed to meet the everyday needs of formulators, manufacturers and end users, helping those readers to stay abreast of trends, keep updated on technological advancements, and receive the most timely news coverage.

For 2010, we're continuing our synergy between print and electronic to not only help companies meet challenges, but also help them focus on opportunities for growth. We've rolled out digital editions of the magazine, upgraded our Web site with new content and resources, and redesigned our Green microsite to add more information and user features.

We pride ourselves on being an industry resource, aggregating important breaking and industry news, as well as including feature articles on the latest technologies, raw materials, processes and equipment. Our Web site is updated several times a day with new information, as well as columns and special features that address industry trends, business, and marketing practices. In addition, our site provides breaking news reports, daily blog posts, and other useful updates. New Online Exclusives are posted to our Web site often – timely, first-rate editorial content.

We've also introduced a new Web-only feature, Adhesives in the News, which spotlights stories in the news about adhesives – from new chemistries and applications to a 70,000-year-old super glue.

Facebook, Twitter and LinkedIn updates bring in not only our loyal readers, but new ones as well.

With guidance from our top-notch Editorial Advisory Board, the entire **ASI** staff is dedicated to bring practical and timely solutions to the challenges manufacturers, formulators, and end-users are facing every day. As a key source of industry knowledge, **ASI** offers a synergistic approach to help foster success in the global marketplace. We forward to helping you prosper this year and beyond.



Teresa McPherson

Teresa McPherson, Editor

Effective January 2010 (all rates shown in USD)

RATES

2010 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

2010 COVER & SPECIAL 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	\$1,000	(with display ad in same issue, rate does not include display ad space)					
	\$3,000	(without display ad)					
Green Issue Sponsorship	\$5,000						

2010 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 parentheses. For special positions, add 15%. All rates shown in USD.

2010 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

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

SEND ALL I/Os AND MATERIALS TO:

Karen A. Talan

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 Email: talank@bnpmmedia.com
 FTP site: <http://upload.bnpmmedia.com>



2010 ASI ELECTRONIC PRODUCT RATES

ASI Web site	Net
ASI Web site expandable banner (qtr)	\$4500
ASI Web site banner ad (month)	\$1400
ASI Web site banner ad (qtr)	\$3900
ASI Web site banner ad (yr)	\$14000
ASI Web site tile ad (mo)	\$900
ASI Web site tile ad (qtr)	\$2500
ASI Web site tile ad (year)	\$9000
ASI Web site skyscraper (mo)	\$1400
ASI Web site skyscraper (qtr)	\$3900
ASI Web site Rotator Frame Ad (week)	\$500
ASI Web site Video Broadcast (month)	\$900
ASI Web site Product of the Week— sold separately	\$750
with any display ad	\$150
ASI Web site Microsite sponsorships (qtr)	\$2800
ASI Web site Editor's blog sponsorship (month)	\$1500
ASI Web site Breaking News sponsorship (month)	\$250

ASI E-News

ASI E-News Focus On (week)	\$900
ASI E-News banner - top (week) 1x	\$500
ASI E-News banner - top (week) 4x	\$1800
ASI E-News banner - top (week) 8x	\$3200
ASI E-News banner - top (week) 12x	\$4500
ASI E-News banner - below the fold (week) 1x	\$400
ASI E-News banner - below the fold (week) 4x	\$1400
ASI E-News banner - below the fold (week) 8x	\$2600
ASI E-News banner - below the fold (week) 12x	\$3600
ASI E-News sponsorship (as avail) (qtr)	\$3900
ASI E-News Must See Products Gallery E-blast (per entry)	\$300

ASI Online Solutions Web Seminars

ASI Online Solutions Web Seminar (non advertiser)	\$4900
ASI Online Solutions Web Seminar (advertiser)	\$3500

ASI Digital Edition Sponsorship and Ads

Hotlink from digital ad—of net space cost in print edition	15%
Sponsorship—includes supplied audio, video or animation	\$800
Audio or video—inside digital edition, supplied by advertiser (25 GB or less)	\$375
Gatefold, bellyband, blow-in card—per element	\$250
Tabs	\$250
Flash 360	\$625
Scroll Bar	\$625
Flash Surveys—10 questions	\$1,250
Ad-Jolt—opp front cover (in sponsored ad), plus cost for sponsorship	\$250
Ad-Jolt—opp front cover reinsertion	\$625
Ad-Jolt—creation and insertion into edition, per element	\$625
Ad-Jolt—reinsertion of previous created into edition, per element	\$375
Page Plus—opp front cover (in sponsored ad), plus cost for sponsorship	\$250
Page Plus—opp front cover reinsertion	\$625
Page Plus—creation and insertion into edition, per element	\$625
Page Plus—reinsertion of previous created into edition, per element	\$375
Ad-Gen—creation and insertion (each element), using standard wording	\$125
Manually Imbedded Link—per link, plus hotlink cost	\$25

10% discount on digital products for display advertisers in print issue, except for hotlink.

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



Combining multiple rich media elements or special projects — ask for quote



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. First-time 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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