



# Maximum Exposure in ASI Classified Advertising Print and on the Web

- ☞ Find those hard-to-locate qualified job candidates.
- ☞ Generate \$\$\$\$ by selling used equipment.
- ☞ Lower your cost with frequency discounts.

Rise Above the Rest With the  
**POWER OF**  
**3**  
**PRINT • WEBSITE • ENEWS**

### Print

- ☞ Available in 12 issues reaching 15,000 qualified subscribers.\*
- ☞ Over 61% of ASI's subscribers are involved with purchasing decisions.\*\*

### Online

- ☞ Your ad appears at [www.adhesivesmag.com](http://www.adhesivesmag.com) WITH a link to your site.
- ☞ Ads will be posted to our website within 24 hours of receipt (on request).

### ASI E-News

- ☞ Reach over 5,000 registered users.\*\*
- ☞ Fast, immediate delivery to their online mailbox.

**CLOSING: 1<sup>ST</sup> OF MONTH PRECEDING PUBLICATION**

### 2007 Classified Advertising Rates

col inches	1x	3x	6x	12x	add'l color
2-1/8" x 1"	\$95	\$85	\$80	\$75	\$55
2-1/8" x 2"	190	170	160	150	55
2-1/8" x 3"	285	255	240	225	55
2-1/8" x 4"	380	340	320	300	55
2-1/8" x 5"	475	425	400	375	100
2-1/8" x 6"	570	510	480	450	100
2-1/8" x 7"	665	595	560	525	100
add \$50 for online posting					

**TASC**  
 Telem Adhesive Search Corp.

The nationally recognized leader in placement of Adhesives and Coatings professionals since 1984. Technical, Marketing and Executive Search. Retained and Contingency Services.  
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### 2007 ENews Classified Advertising Rates

	Adv weekly	Adv monthly	Non-Adv weekly	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.*

The image shows a screenshot of the ASI website's classified advertising section. Two orange arrows point to specific ad formats: one points to a large horizontal ad labeled 'BANNER' and another points to a smaller square ad labeled 'TILE'.

Print rates are based on column inches per insertion, billed monthly. For Web-only classifieds, including link, use above rates. For ads over 7.5 column inches (1/4 pg), display rates apply. Additional color charge includes single standard color only (no PMS colors). Display-size classified color rates: 1/4-page, add \$175; 1/2-page, add \$275; full-page, add \$500. Prepayment required with new orders. Classified advertising is non-commissionable and does not count toward display ad frequency. ASI does not guarantee specific placement of classified ads. All rates shown in USD.

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\* December 2006 BPA Circulation Statement

\*\* Exact Target, August 2006