

# THE POWER OF INTEGRATED MARKETING

## 2008 ASI Classified Advertising

### SUPERIOR INTEGRATED EXPOSURE

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

**CLOSING: 1st OF MONTH PRECEDING PUBLICATION**

2008 Classified Advertising Rates					
col inches	1x	3x	6x	12x	add'l 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"	388	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					

2008 ASI 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
<i>Tile and banner rates based on advertiser-supplied art. Additional charges apply for ASI-created art.</i>				

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.

# ASI

ADHESIVES & SEALANTS INDUSTRY

Serving the Global Formulator, Manufacturer & End User

#### Print - in ASI magazine

- Available in 12 issues reaching 15,000 qualified subscribers.\*
- Over 67% of ASI's subscribers are involved with purchasing decisions.\*

#### Online - at [www.adhesivemag.com](http://www.adhesivemag.com)

- Your ad appears with HOTLINK to your site.
- Ads will be posted to our website within 24 hours of receipt (on request).

#### ASI E-News - electronic newsletter

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

**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. Contact: Peter Telem



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**BANNER TILE**