

2008 Media Planning Kit

EDITORIAL Calendar

| JANUARY | FEBRUARY | MARCH | APRIL |
|---|---|--|---|
| <p>Green Chemistry Waterborne/Soy/ Natural Adhesives</p> | <p>Testing and Lab Equipment Meter/Mix/Dispense, Lab, QC/QA Packaging and Labeling Equipment</p> | <p>Raw Materials, Chemicals & Additives Handbook Adhesives and Sealants 101: Sealants</p> | <p>Formulating Adhesives and Sealants Resins and Base Polymers Meter/Mix/Dispense</p> |
| <p>End-User Applications Regulated Industries</p> | <p>Special Reports World Adhesive Conference Preview</p> | <p>Special Reports Trends in Formulation Business of Adhesives and Sealants: Global Business Trends</p> | <p>Special Reports World Adhesive Conference Coverage</p> |
| <p>ONLINE EXCLUSIVES ASC Best Paper from fall convention PSTC Dahlquist Award- Winning Paper</p> | <p>End-User Applications High-Tech Adhesives</p> | <p>ONLINE EXCLUSIVES Advances in Adhesive Formulation</p> | <p>End-User Applications Construction</p> |
| <p>BONUS DISTRIBUTION PACE MD&M</p> | <p>ONLINE EXCLUSIVES Extended preview coverage of the World Adhesive Conference</p> | <p>ONLINE EXCLUSIVES Advances in Adhesive Formulation</p> | <p>ONLINE EXCLUSIVES At-the-Show Reports: World Adhesive Conference RadTech e 5</p> |
| <p>BONUS DISTRIBUTION PACE MD&M</p> | <p>BONUS DISTRIBUTION Adhesion Society PittCon</p> | <p>BONUS DISTRIBUTION IPC APEX</p> | <p>BONUS DISTRIBUTION World Adhesives Conference Pine Chemicals Assoc. Annual Meeting RadTech e 5 Powder & Bulk Solids</p> |

GLOBAL ADHESIVES DIRECTORY- AUGUST 15

Finished Adhesives and Sealants

| JULY | AUGUST | SEPTEMBER | OCTOBER |
|---|--|--|---|
| <p>High-Tech Applications Electronics/Electrical Applications: RoHS, Pb-Free</p> | <p>Raw Materials / Formulation Chemicals, Polymers, Additives</p> | <p>Tapes and Labels Formulation: Tapes, Films, Labels, PSAs; Structural Adhesives</p> | <p>Year in Review/ 2009 Preview ASI Honor Roll Industry Analysis and Forecasts</p> |
| <p>Special Reports Materials Handling, Transportation, Logistics</p> | <p>Special Reports Business of Adhesives and Sealants: Regulation Adhesives and Sealants 101: Fillers</p> | <p>Special Reports Dispensing and Application</p> | <p>Special Reports Formulation: Raw Materials, Polymers, Green Chemistry Adhesives and Sealants 101: Hot Melts</p> |
| <p>End-User Applications Electrical/Electronic</p> | <p>End-User Applications Electrical/Electronic</p> | <p>End-User Applications Assembly</p> | <p>ONLINE EXCLUSIVES At-the-Show Reports: Fall ASC Convention, ICE</p> |
| <p>ONLINE EXCLUSIVES Trends in Manufacturing</p> | <p>ONLINE EXCLUSIVES Regulatory Concerns</p> | <p>ONLINE EXCLUSIVES Robotics, Automation and Dispense Equipment At-the-Show Report: ATEXPO</p> | <p>ONLINE EXCLUSIVES At-the-Show Reports: Fall ASC Convention, ICE</p> |
| <p>BONUS DISTRIBUTION SEMICON West</p> | <p>BONUS DISTRIBUTION SEMICON West</p> | <p>BONUS DISTRIBUTION LabelExpo Americas, ATEXPO, TAPPI, FEICA, Nepcon/Assembly East</p> | <p>BONUS DISTRIBUTION Fall ASC Convention ICE Chem Show</p> |

MAY

Packaging and Labeling Equipment and Materials

Special Reports

PSAs, Tapes, Films, Hot Melts
Adhesives and Sealants 101:
Polymers

ONLINE EXCLUSIVES

At-the-Show Report:
PSTC Week of Learning

BONUS DISTRIBUTION

PSTC

JUNE

Dispensing and Curing Equipment Directory

Packaging, Labeling and
Distributing Adhesives and
Sealants

Special Reports

World Adhesive Conference
Review
Business of Adhesives and
Sealants: Green

ONLINE EXCLUSIVES

Global Business Issues

Special Issue - Special Distribution

NOVEMBER

UV/EB Curing, Equipment, and Accessories

Light Curing

Special Reports

Testing

End-User Applications

Packaging

ONLINE EXCLUSIVES

Distribution and Logistics

BONUS DISTRIBUTION

CPP/PackExpo
DistriPack 2008

DECEMBER

Annual Buyers' Guide

Additives, Chemical Specialties,
Oils, Resins and Base Polymers,
Pigments and Dyes, Solvents,
Equipment, Services

ONLINE EXCLUSIVES

Green

Letter from the Editor

Dear Media Planner,

Welcome to the 2008 Editorial Calendar for *ASI (Adhesives & Sealants Industry)* magazine. In each issue we highlight breaking and industry news; feature articles on the latest technologies, processes and equipment; columns and special features dealing with industry trends, business and marketing practices, and more.

I'm excited to tell you about several exciting new features we're introducing this year. Our monthly Special Reports will include in-depth coverage of timely industry issues and events, including the ASC World Adhesive Conference, green chemistry, and manufacturing and advances in adhesive formulation.

We're also expanding our coverage with our online At-the-Show Reports – “real-time” live reports from key industry events, including the ASC World Adhesive Conference, ATEexpo, Radtech and the PSTC Week of Learning.

In addition, each issue is paired with Online Exclusives – editorial content provided only on our website, www.adhesivesmag.com. Plus we have our breaking news reports and other daily updates on our newly designed website, www.adhesivesmag.com.

These new reports and exclusives offer you opportunities to extend your exposure and reach manufacturer prospects and buyers both in print and online. Talk to your sales representative about developing an integrated marketing plan that matches your editorial interests with *ASI's* media opportunities.

As always, we welcome your feedback. If there's a specific topic you'd like to see discussed, or if your company is involved with a project you'd like covered, please feel free to contact me at mcperson@bnpmedia.com. We strive to be your customers' number-one resource for the adhesives and sealants industry.



Teresa McPherson
Editor

