

# ASI

**ADHESIVES & SEALANTS INDUSTRY**

Serving the Global Formulator, Manufacturer & End User

Advancing Adhesives and Sealants Business and Technology



# 2008

## Media Planning Kit



## Integrated Marketing Solutions

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

**ASI Magazine**

**[www.adhesivesmag.com](http://www.adhesivesmag.com)**

**ASI Microsites**

**ASI End User Focus Topics**

**ASI Directories (print and online)**

**ASI Reprints**

**ASI Editor's Blog**

**Direct Mail/E-Mail Blasts**

**Clear Seas Research**

**ASI Online Solutions Web Seminars**

**ASI Editorial and Web Partnering**

**ASI Focused Online Channels**

**ASI Videos**

**ASI Online Sponsorships**

**ASI Global Adhesives & Sealants Directory**

**ASI Buyers' Guide**

**ASI Dispensing and Curing Equipment Directory**

**ASI Raw Materials, Chemicals and Additives Handbook**



## CONNECT

### TO DECISION MAKERS

- Chemists, CEOs, managers, owners, R&D, engineers, product/production management, purchasing agents

### TO FORMULATORS AND END USERS

- 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
  - Food, medical, pharmaceutical
  - Packaging, converting
  - Lumber, wood, furniture
  - Textiles, nonwovens
  - Tapes, labels, PSAs
  - Construction

### TO INFLUENCERS

A recent market research study reports that *ASI* readers who are purchasers of formulating equipment use *ASI* and the *ASI Buyers' Guide* to make their purchasing decisions.

**81%** of readers surveyed say that **advertisements** in *ASI* magazine provide information to help make decisions about purchasing brands of adhesives and sealants formulation equipment and/or components.\*

**87%** of readers surveyed say that **articles** in *ASI* magazine provide information to help make decisions about purchasing brands of adhesives and sealants formulation equipment and/or components.\*

**74%** of readers surveyed say they use the *ASI Buyers' Guide* (in print and/or online) to source adhesives and sealants formulating equipment.\*

\*May 2005 *ASI Capital Spending, Formulation Equipment, Study*

### ASI MEDIA KIT—WHERE TO FIND IT

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### CONNECT WITH THESE PRODUCTS!

*ASI* readers purchase the following:

- |                                                         |                                    |
|---------------------------------------------------------|------------------------------------|
| • Additives and chemical specialties                    | • Lab/test equipment to evaluate:  |
| • Resins and base polymers                              | • Abrasion                         |
| • Pigments, dyes, dispersions, extenders                | • Adhesion                         |
| • Solvents                                              | • Flash point                      |
| • Oils/fatty acids                                      | • Hardness                         |
| • Materials-handling equipment                          | • Peel strength                    |
| • Blenders/mixers/grinders/mills                        | • Softening point                  |
| • Screeners/vibrators/separators                        | • Thickness                        |
| • Dispersers                                            | • Thermal analysis                 |
| • Environmental controls/wastewater treatment equipment | • Viscosity                        |
| • Bags/cans/containers/drums                            | • Wettability                      |
| • Meter/mix and dispensing equipment and supplies       | • Moisture                         |
| • Ovens/curing equipment/dryers                         | • Finished adhesives and sealants: |
| • UV lamps/equipment                                    | • Waterbornes                      |
| • Application equipment and supplies:                   | • Hot melts                        |
| • Roller coaters                                        | • Solventborne adhesives           |
| • Screen printers                                       | • Radiation curables               |
| • Cartridges/guns                                       | • One-component adhesives          |
|                                                         | • Two-component adhesives          |
|                                                         | • Tapes/labels/PSAs                |
|                                                         | • Sealants                         |
|                                                         | • Used equipment                   |
|                                                         | • Professional services            |

# NEW for 2008

## ASI Online Exclusives

*Exclusive Web-only editorial.*

- Monthly topics.
- In-depth articles.
- Plus additional content, including:
  - ASC Best Paper – from fall convention.
  - Extended preview of the World Adhesive Conference.
  - Extended coverage of the World Adhesive Conference.
- Sponsorship opportunities give you outstanding exposure.

## Videos

*Today's Pick video*

- Add the excitement and interest of sound and images to your marketing presence.
- Up to 2 minutes in length, your supplied video offers the opportunity to tell a story, do a demonstration, educate or inform.
- Appears on the ASI homepage.

## New Directories Opportunities

### **E-Mail Lead Form - for premium listings**

- New e-mail form replaces "prepopulated e-mail subject line."
- Live e-mail link captures prospect information and e-mails lead form directly to you.

### **Videos**

*Enhance your premium listing*

- Place videos in your online listings to appear on your company detail page with hotlinks.
- Two-minute advertiser supplied video.

## Online Sponsorship and Exposure Opportunities

### **Dr. Dave sponsorship**

**At-the-Show sponsorship (real-time blog with photos)**

### **Editor's Blog sponsorship**

**ASI Resources** – Your logo hotlinks to your website in our special Resources section on the homepage.

**Literature Showcases** – In print and online.

## Official WAC Show Program Combo

*Combo gives you exposure five ways*

Reach show attendees, ASI subscribers and visitors to ASI's website.

- Ad in ASI April issue – 15,000 audited circulation.
- Ad in official ASC WAC Show Program – distribution at this key global trade show.
- Tile ad on ASI WAC preshow and coverage pages at [www.adhesivesmag.com](http://www.adhesivesmag.com).
- WAC booth showcase (in print and online).
- "At-the-Show" report sponsorship (real-time blog and photos).

## ASI Integrated Marketing Packages

Here's a marketing solution that really works

Build brand awareness, increase your exposure, enhance your market position

Integrated marketing is designed to help all aspects of your marketing communications work together. Your placements in print, online, through direct marketing, e-mail, trade shows, web seminars, and more become a unified force, rather than working in isolation. You use all the muscles of marketing to move your company forward.

Integrated marketing has developed into a primary strategy for most advertisers. While different media may be used for different purposes — for brand awareness, for lead generation, to educate, or to keep the message top-of-mind — the ultimate goal of all advertising is to sell. ASI's Integrated Marketing packages can help you do just that with products that position you in many media sources.



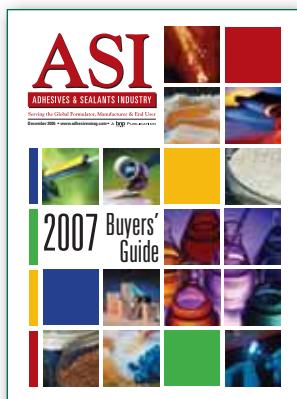
Sue Love  
Publisher



## DISCOVER Integrated Marketing with ASI/Multi-Media Marketing Channels

### ASI

- Print and online.
- Published monthly.
- BPA-audited 15,000 circulation.\*
- The only manufacturing-focused publication in the industry.
- Serving the global formulator, manufacturer and end user.

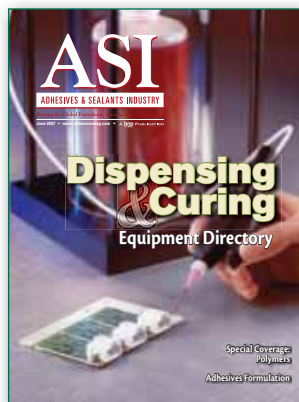


### ASI Buyers' Guide

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

### 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.
- Published in June and searchable online for 12 months.



### ASI Global Adhesives & Sealants Directory Special Audience – Special Distribution

- Annual purchasing directory and resource for finished adhesives and sealants.
- Includes address index, contract 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.

### www.adhesivesmag.com

- Redesigned for 2008!
- More resources, more functionality.
- More opportunities for superior exposure!
  - Over 65,000,000 hits.\*\*
  - Over 163,000 unique visitors.\*\*
  - Over 1.7 million page views.\*\*
- Searchable product and editorial databases.
- Updated breaking news.

# .COM

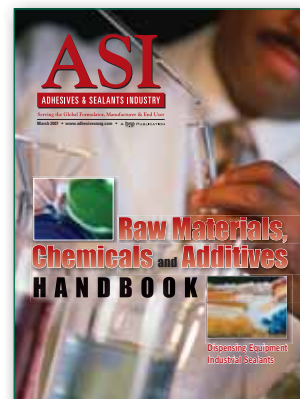


## Visit today!

\*\* June 2007 NetTracker data

### ASI Raw Materials, Chemicals and Additives Handbook

- A definitive resource for manufacturers and formulators of adhesives and sealants.
- Includes supplier listings, materials definitions and applications/use information.
- Opportunities in print and online for logos, listings, display ads, spec sheets, hotlinks, and tile and banner ads.
- May publication, searchable year-round at [www.adhesivesmag.com/materialshandbook](http://www.adhesivesmag.com/materialshandbook).



\* June 2007 ASI BPA statement

**ASI Expanded Distribution**

- Reach out to prospective buyers at over 20 key industry events.
- Bonus distribution provides global reach to worldwide shows serving manufacturers and formulators of adhesives and sealants and pressure-sensitive tapes and labels, plus end users in electronics/electrical, construction, assembly, medical/dental, transportation, packaging, tapes and labels, and other key industries.



**ASI E-News**

- Popular weekly electronic newsletter.
- Reaches over 5,500 registered recipients.\*
- Advertising opportunities including tile ads, banner ads, sponsorships, advertorial-style Focus On ads, classified ads, and more, give you immediate exposure.

**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.



**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.



**ASI NEW Microsites at www.adhesivesmag.com**

- Compiling the latest information in strategic industry areas
  - Green/Sustainability
  - Polymers
- Hotlinks to useful resources.
- Sponsorship opportunities plus banners and tiles offer excellent focused exposure.



**ASI Editorial and Web Partnering**

- ASI offers many opportunities for you 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, technical and practical use features, and more.
- Bring ASI to your website with our content licensing and partnership programs. Reciprocal link, banner and sponsorship opportunities also available.
- Contact Sue Love, publisher.

**ASI Focused Market Channels at www.adhesivesmag.com**

- Complements ASI End User print content for key end-user markets, including construction, packaging, assembly, electrical/electronics, and regulated industries.
- Concentrated coverage all year long.
- Focus exposure to reach buyer prospects through sponsorships, banner ads and tile ads.



**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.



\*June 2007 ExactTarget



### ASI Reprints and E-Prints

- Reprints of your ad or editorial feature appearing in ASI are available, along with electronic copies of your editorial or advertorial feature.
- Ideal for distribution at trade shows, customer mailings or posting on your website. Reprints and high-res PDF e-prints add third-party credibility to your sales message.

To order reprints, contact Peg Van Winkle, [vanwinklep@bnpmedia.com](mailto:vanwinklep@bnpmedia.com), 614-760-4222.

### ASI Mailing List/E-List Rental

- Take advantage of the targeted action of ASI's circulation.

-Largest and most highly qualified 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

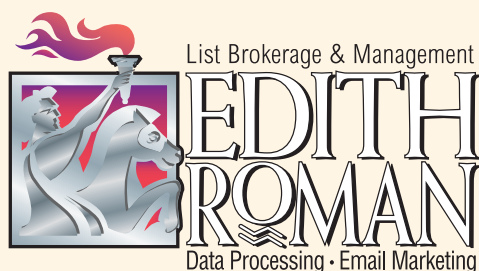
Rob Liska 800-223-2194 x726

[robert.liska@edithroman.com](mailto:robert.liska@edithroman.com)

#### e-mail mailing lists

Shawn Kingston 800-409-4443 x828

[shawn.kingston@epostdirect.com](mailto:shawn.kingston@epostdirect.com)



# INTEGRATED MARKETING PACKAGES

Be part of a dynamic new marketplace! Check out ASI's Print-Plus Integrated Marketing Packages, including online and offline products for all levels of budget and market involvement.

COMPONENT	PLATINUM	GOLD	SILVER
Print- display	6x full page 12x fractional	3x full page 6x fractional	all other multi-x display
Print- specialty	6x Lit Showcase	3x Lit Showcase	1x Lit Showcase
Print- corporate profile	✓	✓	✓
Print- belly band duo	✓		
Case Study- reprints and PDF	1,000	500	
Web sponsorship	✓	✓	✓
Web banner		✓	
Web tile			✓
Web- "At-the-Show" report sponsorship			
Directories	Premium Plus	Premium	Deluxe
ASI E-News Focus On	6x	3x	1x
Today's Pick video	6x	3x	1x
E-mail blast/ direct mail	5,000 names	2,500 names	1,500 names

# PLATINUM (For full page 6x or more and fractional 12x advertisers)

**Includes your display ad package plus:**

- Literature Showcases (print and online) 6 max
- BG directories package (premium plus including video)

- Choice of sponsorship - Resources, Blog, Online Exclusives, At-the-Show report (month)
- E-mail blast/mailling list-5,000 names
- E-News Focus On - 6x

- Corporate capabilities profile
- Belly band duo (full page only) (replaces one full-page ad in schedule)
- Case study with 1,000 reprints and PDF
- Today's Pick video - 6x

# GOLD (For full page 3x or more and fractional 6x advertisers)

**Includes your display ad package plus:**

- Literature Showcases (print and online) three max
- Banner ad
- BG directories package (premium)

- Choice of sponsorship - Resources, Blog, Online Exclusives, At-the-Show report
- E-mail blast/mailling list-2,500 names
- E-News Focus On - 3x

- Corporate capabilities profile
- Case study with 500 reprints
- Today's Pick video - 3x

# SILVER (For any other advertiser)

**Includes your display ad package plus:**

- Literature Showcases (print and online) 3 max
- Tile ad

- BG directories package (deluxe)
- Choice of sponsorship - Resources, Blog, Online Exclusives, At-the-Show report

- E-mail blast/mailling list-1500 names
- E-News Focus On - 1x
- Corporate capabilities profile
- Today's Pick video - 1x

# WORLD ADHESIVE CONFERENCE ADVERTISING

*for all ASI advertisers*



ASI magazine-exclusive media sponsor for WAC.

ASI is proud to be producing the Official WAC Show Program.

## WAC PROGRAM COMBO

**Get superior exposure at the event, on the net and in print**

Includes your display ad package with your ad in April ASI plus:

- Ad in the official ASC WAC Program
- Tile ad on ASI's online WAC preshow and coverage pages
- WAC booth showcase (in print and online)
- At-the-Show report sponsorship (real-time blog and photos)

COMPONENT	PACKAGE INCLUDES
Print- display	any frequency with April ad
Print- specialty	official WAC program
Web- tile	✓
Web- At-the-Show report sponsorship	✓

Contact your sales rep to discuss prices and specifications. • **WAC program deadline: February 20, 2008**

# 2008 Media Planning Kit

# EDITORIAL Calendar

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

## GLOBAL ADHESIVES DIRECTORY- AUGUST 15

### Finished Adhesives and Sealants

JULY	AUGUST	SEPTEMBER	OCTOBER
<p><b>High-Tech Applications</b> Electronics/Electrical Applications: RoHS, Pb-Free</p>	<p><b>Raw Materials / Formulation</b> Chemicals, Polymers, Additives</p>	<p><b>Tapes and Labels</b> Formulation: Tapes, Films, Labels, PSAs; Structural Adhesives</p>	<p><b>Year in Review/ 2009 Preview</b> ASI Honor Roll Industry Analysis and Forecasts</p>
<p><b>Special Reports</b> Materials Handling, Transportation, Logistics</p>	<p><b>Special Reports</b> Business of Adhesives and Sealants: Regulation Adhesives and Sealants 101: Fillers</p>	<p><b>Special Reports</b> Dispensing and Application</p>	<p><b>Special Reports</b> Formulation: Raw Materials, Polymers, Green Chemistry Adhesives and Sealants 101: Hot Melts</p>
<p><b>End-User Applications</b> Electrical/Electronic</p>	<p><b>End-User Applications</b> Electrical/Electronic</p>	<p><b>End-User Applications</b> Assembly</p>	<p><b>End-User Applications</b> Assembly</p>
<p><b>ONLINE EXCLUSIVES</b> Trends in Manufacturing</p>	<p><b>ONLINE EXCLUSIVES</b> Regulatory Concerns</p>	<p><b>ONLINE EXCLUSIVES</b> Robotics, Automation and Dispense Equipment At-the-Show Report: ATEXPO</p>	<p><b>ONLINE EXCLUSIVES</b> At-the-Show Reports: Fall ASC Convention, ICE</p>
<p><b>BONUS DISTRIBUTION</b> SEMICON West</p>	<p><b>BONUS DISTRIBUTION</b> SEMICON West</p>	<p><b>BONUS DISTRIBUTION</b> LabelExpo Americas, ATEXPO, TAPPI, FEICA, Nepcon/Assembly East</p>	<p><b>BONUS DISTRIBUTION</b> 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, ATE expo, 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](http://www.adhesivesmag.com). Plus we have our breaking news reports and other daily updates on our newly designed website, [www.adhesivesmag.com](http://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](mailto:mcperson@bnpmedia.com). We strive to be your customers' number-one resource for the adhesives and sealants industry.



Teresa McPherson  
Editor



# RATES and Terms

## 2008 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	\$4,725	\$4,150	\$4,000	\$3,900	\$3,800	\$3,650	\$3,325	\$3,225
2/3 page	\$3,900	\$3,775	\$3,675	\$3,525	\$3,425	\$3,225	\$2,975	\$2,750
1/2 island	\$3,225	\$3,175	\$3,025	\$2,950	\$2,825	\$2,650	\$2,475	\$2,300
1/2 v or h	\$2,850	\$2,750	\$2,675	\$2,550	\$2,500	\$2,350	\$2,200	\$2,025
1/3 h, s or v	\$2,375	\$2,300	\$2,225	\$2,175	\$2,050	\$1,900	\$1,775	\$1,625
1/4 page	\$1,975	\$1,900	\$1,850	\$1,800	\$1,700	\$1,625	\$1,525	\$1,350

## 2008 COVER RATES

Rates include the use of 4-color.

2nd cover	\$6,625	\$6,475	\$6,375	\$6,250	\$6,075	\$5,725	\$5,575
3rd cover	\$6,625	\$6,475	\$6,375	\$6,250	\$6,075	\$5,725	\$5,575
4th cover	\$6,825	\$6,700	\$6,550	\$6,425	\$6,300	\$5,875	\$5,775
belly band - 4C	\$8,100	contact your sales rep for specs and frequency discounts					

## 2008 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



## 2008 GLOBAL ADHESIVES & SEALANTS DIRECTORY (GAD) DISPLAY AD RATES

Digest-sized	Rate	Std Size
full page (vertical)	\$3,750	(std 1/2 pg)
full page (horizontal)	\$3,750	(std 1/2 island)
2/3 page	\$2,750	(std 1/3 square)
1/3 h, square	\$2,200	(std 1/4)
4 color	add'l \$1,100	
additional color	add'l \$550	

GAD is digest-sized, equivalent standard size ad in parenthesis for special positions, add 15%, all rates shown in USD

## 2008 WORLD ADHESIVE CONFERENCE (WAC) OFFICIAL PROGRAM (rates include the use of color)

(select rate based on your signed ASI display ad program, use 1x rate plus 15% if not ASI advertiser)

	1x	3x	6x	9x	12x	18x	24x	36x
full page	\$2,125	\$1,870	\$1,800	\$1,755	\$1,710	\$1,645	\$1,495	\$1,450
2/3 page	\$1,755	\$1,700	\$1,655	\$1,585	\$1,540	\$1,450	\$1,340	\$1,240
1/2 island	\$1,450	\$1,430	\$1,360	\$1,330	\$1,270	\$1,195	\$1,115	\$1,035
1/2 v or h	\$1,285	\$1,240	\$1,205	\$1,450	\$1,125	\$1,060	\$990	\$910
1/3 h, s or v	\$1,070	\$1,035	\$1,000	\$980	\$925	\$855	\$800	\$730
1/4 page	\$890	\$855	\$835	\$810	\$765	\$730	\$685	\$610



## 2008 CLASSIFIED AD RATES

Col. Inches	1x	3x	6x	12x	Add 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"	\$385	\$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

For web-only classified, including link, use above rates

For ads over 7.5 column inches (1/4 pg), display rates apply.

Classified rates are non-commissionable, shown net USD.

## 2008 ASI E-NEWS CLASSIFIED AD RATES

	Adv Weekly	Non-Adv Weekly	Adv Monthly	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. Rates are non-commissionable, shown net USD.

## 2008 ASI ELECTRONIC PRODUCT RATES

### ASI Website

ASI Website banner ad (qtr)	\$3,200
ASI Website tile ad (month)	\$450
ASI Website tile ad (qtr)	\$1,500
ASI Website feature article box-style ad (month)	\$300
ASI Website skyscraper (month)	\$2,800
ASI Website Ask Dr. Dave sponsorship (qtr)	\$2,380
ASI Website Resources sponsorship (qtr)	\$1,275
ASI Website online exclusives sponsorship (qtr)	\$2,800
ASI Website At The Show report sponsorship	\$1,500
ASI Website Microsites (Green, Polymers) sponsorships (qtr)	\$2,800
ASI Website Focused Channel sponsorships (qtr) (assembly, packaging, construction, electronic)	\$2,550
ASI Website Editor's Blog sponsorship (month)	\$1,500
ASI Website Today's Pick video (as featured video, max 2 min)	\$250

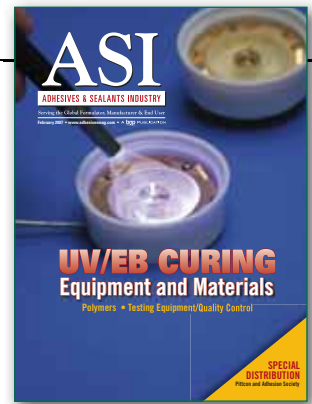
### ASI E-News

ASI E-News Focus On (week)	\$750
ASI E-News banner - top (week)	\$400
ASI E-News banner - top (month - 4 issues)	\$1,200
ASI E-News banner - below the fold (week)	\$300
ASI E-News banner - below the fold (month - 4 issues)	\$900
ASI E-News sponsorship (as avail) (qtr)	\$3,500

### ASI Online Solutions Web Seminars

ASI Online Solutions Web Seminar (non advertiser)	\$4,900
ASI Online Solutions Web Seminar (advertiser)	\$3,500

Rates are non-commissionable, shown net USD.



## 2008 SPONSORSHIP RATES

Ask Dr. Dave sponsorship (quarter)	\$2,380
Resources sponsorship (quarter)	\$1,275
At-the-Show sponsorships (real time blog/photos)	\$1,500
Editor's Blog sponsorship (qtr)	\$1,500
Online exclusives sponsorship (qtr)	\$2,800
Microsites (Green, Polymers) sponsorships (qtr)	\$3,500
Today's Pick video (as featured video, max 2 min)	\$250

Rates are non-commissionable, shown net USD.

## 2008 LITERATURE SHOWCASE RATES

Available	1x	3x	6x
January, April and June	\$575	\$550	\$475
July, October and November			

Rates are per showcase, non-commissionable, shown net USD.

## 2008 SERVICE MARKETPLACE AD RATES

Size	B/W Rate	With Color (Red Only)
One unit 3-3/8" x 1-3/4"	\$725	\$1,100
Two unit 3-3/8" x 3-1/2"	\$1,450	\$1,200
Three unit 3-3/8" x 5-1/2"	\$2,175	\$3,300
Four unit 3-3/8" x 7"	\$2,900	\$4,400

Online posting with hotlink (12 mo.) \$100

Maximum four units, vertical. Rates are non-commissionable, shown net USD.

### SEND ALL I/Os AND MATERIALS TO:

Susan Sutton • Production Manager  
**Adhesives & Sealants Industry**  
 125 Humboldt Ave., Wadsworth, OH 44281  
 330-336-4098; fax: 248-502-2033  
[suttons@bnpmedia.com](mailto:suttons@bnpmedia.com)

View and download ASI's Media Kit and print and electronic specs online at [www.adhesivesmag.com](http://www.adhesivesmag.com).

# 2008 Media Planning Kit

## 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 Susan Sutton, production manager, [suttons@bnpmedia.com](mailto:suttons@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.

## PROMOTIONAL ADVERTISING

Make your message stand out with ad options like inserts (*ASI* accepts paper and other media inserts, including disks), bellybands, cover wraps, cover folds and other specialty promotions. Contact your sales representative or Sue Love, publisher, for quotes and specifications.

## FAST FACTS

- ✓ *ASI* delivers 13x a year
- ✓ *ASI* delivers to 15,000 QUALIFIED recipients\*
- ✓ *ASI* delivers personal direct request (over 70%)\*
- ✓ Over 60% of *ASI*'s subscribers are involved with purchasing decisions\*
- ✓ *ASI* connects you to the cyber world
- ✓ *ASI* offers bonus distribution at key international trade shows (see editorial calendar, page 8)

\*June 2007 *ASI* BPA statement

VISIT *ASI* ONLINE AT [WWW.ADHESIVESMAG.COM](http://WWW.ADHESIVESMAG.COM)

## *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.

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