



### 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

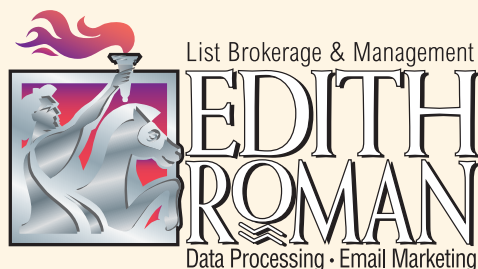
Rob Liska 800-223-2194 x726

[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**