

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.
- 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

