

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.

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

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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