

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

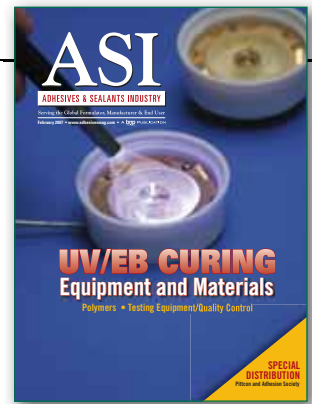
ASI E-News

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

View and download ASI's Media Kit and print and electronic specs online at www.adhesivesmag.com.