

ASI

ADHESIVES & SEALANTS INDUSTRY

www.adhesivesmag.com



Serving the Global Formulator,
Manufacturer & End User



Click here to see
a video from ASI

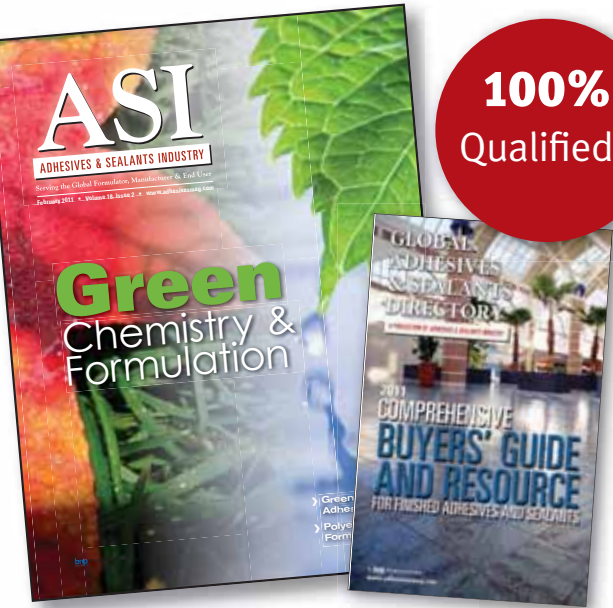
The Adhesives and Sealants Industry's Best Media Solution

2012 Integrated Media Planning Kit

On the cover:
 * Photo courtesy of Charles Ross
 # Photo courtesy of TAH

ASI Delivers Audience

AUDITED CIRCULATION



100%
 Qualified*

10,000
 Total
 qualified
 circulation*



FORMULATORS AND END USERS

Fields Served*

- Adhesive and sealant formulators
- Adhesive and sealant manufacturers
- Pressure-sensitive formulators
- Pressure-sensitive manufacturers
- Users of adhesive and sealant products for: electronic/electrical; transportation; general assembly; plastics, rubber, elastomers; metals; packaging, converting
- And more

PRODUCTS**

ASI subscribers purchase the following:

Chemicals

- Additives and chemical specialties
- Resins and base polymers
- Pigments, dyes, dispersions, extenders
- Solvents
- Oils/fatty acids

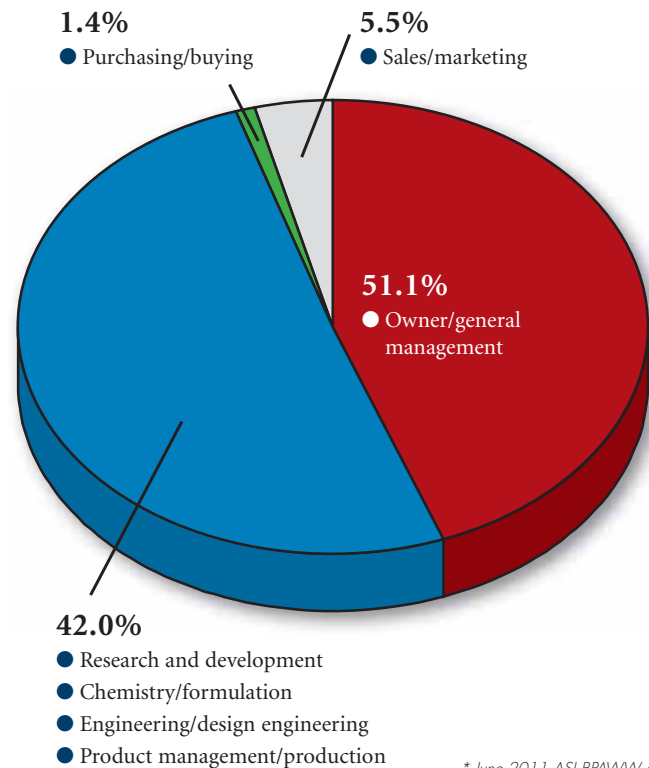
Equipment

- Materials handling equipment
- Blenders/mixers/grinders/mills
- Screeners/vibrators/separators
- Dispersers
- Environmental controls/wastewater-treatment equipment
- Meter/mix and dispensing equipment and supplies
- Ovens/curing equipment/dryers
- UV lamps/equipment
- Application equipment and supplies: roller coaters; screen printers; cartridges/guns
- Used equipment

Packaging

- Bags/cans/containers/drums
- Lab/test equipment to evaluate: abrasion; adhesion; flash point; hardness; peel strength; softening point; thickness; thermal analysis; viscosity; wettability; moisture
- Professional services
- Finished adhesives and sealants: waterborne; hot melts; solventborne adhesives; radiation curables; one-component adhesives; two-component adhesives; tapes/labels/PSAs; sealants

FUNCTIONS OF QUALIFIED RECIPIENTS



* June 2011 ASI BPA/VVV statement
 (8,029 print + 1,971 digital)
 ** Publisher's own data

The Integrated Media Approach

It's essential to reach your customers and prospects who receive information across multiple Media Platforms.

● KEY INDUSTRY TRADE SHOW E-NEWSLETTERS

- Reach over 8,200 ASI opt-in Subscribers*
- Highlight new products, company information, and your booth # at key industry trade shows

page 15



● PRINT

- Unique print opportunities: Front of Cover, Belly Band and Inserts

page 14



● WEBINARS

- Produce outstanding results using webinars to communicate and educate
- Generate leads and grow your business

page 12



● SOCIAL MEDIA

- Takes business to a new level
- Pioneer unique ways to connect with the market

page 11



● WEBSITE

- Our content-driven site attracts users worldwide
- Instant online visibility puts your message in front of the vast online market

page 4

● VIDEO PACKAGES

- Video is a great way to showcase your products and company
- ASI can shoot video footage for you. See our video package options

page 6



● E-NEWSLETTERS

- 100% opt-in focused audience*
- All the latest news delivered in an easy-to-read format

pages 7 & 8



● VIRTUAL TRADE SHOW

- An educational virtual event covering trends in manufacturing from design to delivery.

page 10



● DIGITAL EDITION

- Leading-edge technology for those who prefer reading their "magazine" electronically.
- Archived for even greater value
- Exclusive Sponsorship Opportunities

page 9

● LET'S GET STARTED!

- Contact your sales rep to create a custom Integrated Media program

Our info is on page 19

*Publisher's own data.

Online Marketing Solutions

Reach the ASI audience with our online ad opportunities.

Subscribers check online often for exclusive editorial, daily news, show previews, and other online features. **

[Click here to view our website](#)



WEB ADS Drive traffic to your website.

BANNER ADS (468 x 60 pixels)

High visibility with premier positioning helps increase awareness of your company. Displayed at the top and bottom of the ASI site in the rotation schedule.

SKYSCRAPER AD (120 x 60 pixels)

Grab extra attention for your products and services. Super-sized ads feature exclusive positioning.

TILE ADS (125 x 125 pixels)

Simple, cost-effective solution to get exposure and keep your company's name and products in front of potential buyers. Square-shaped ads appear throughout the site without rotation. Constant exposure.

ARTICLE SPONSORSHIP (300 x 250 pixels)

Place a high-visibility ad near editorial content related to your product or service.

VIDEO [Click here to see our videos](#)

Include your video in our homepage video player, located in a premium position at 320 x 250 px. If you need a video, we can shoot one for you at a trade show or at your facility. Contact your sales rep for more information.

PODCASTS [Click here to view our podcasts](#)

Enhance Message Delivery Deliver information quickly to customers and prospects. Podcasts remain on our website for one month and in ASI E-News at least once during that time period.

** Publisher's own data

ASI WEBSITE METRICS

Monthly Metric	Avg/Mo*
Page Impressions	18,297
Unique Browsers	8,855
User Sessions	10,497

+ BPAWW Interactive (January-June 2011 Monthly Averages)

ONLINE MEDIA

Media	Avg. Imp/Mo
Banner Ad	10,839
Tile Ad.....	17,471
Skyscraper ad	17,694

**Publisher's own data from AdJuggler. Average Impressions and Unique Users from Dec-June 2011.

Rich Media Ads

Expand the creativity and interactivity of your online message with rich media ads. Attention-grabbing rich media ads include animation and user interaction. These innovative tools effectively capture viewers' attention. A unique method to generate brand awareness, showcase your products, launch new products, promote events & conferences, and build buzz in the industry. **Contact your sales rep for specs and more information.**



PAGE PEEL
Reveal your message!

This ad starts in the top right corner of the homepage and then takes over the screen presenting your ad. When moused over, the ad opens up to reveal your animated ad message in a compelling, exciting way.

[Click here for an example](#)



FLOATING AD
Give your message extra attention!

This animated ad floats over the rest of the content on the

web page. Eye-catching and highly visible, your message will have great impact with our website visitors.

[Click here for an example](#)



EXPANDABLE BANNER

Get your message seen by all our website visitors!

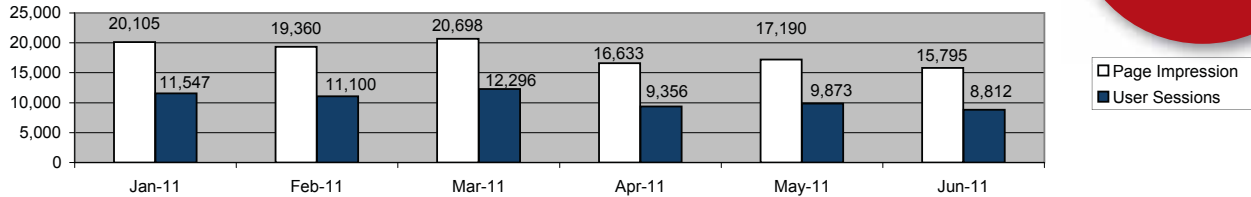
This expandable banner ad lies right below our search bar and

above the start of content on the homepage. When readers roll their mouse over your ad, it will expand with your detailed message. Include animation for even more impact.

[Click here for an example](#)

Monthly Website Activity

Page Impressions and User Sessions*



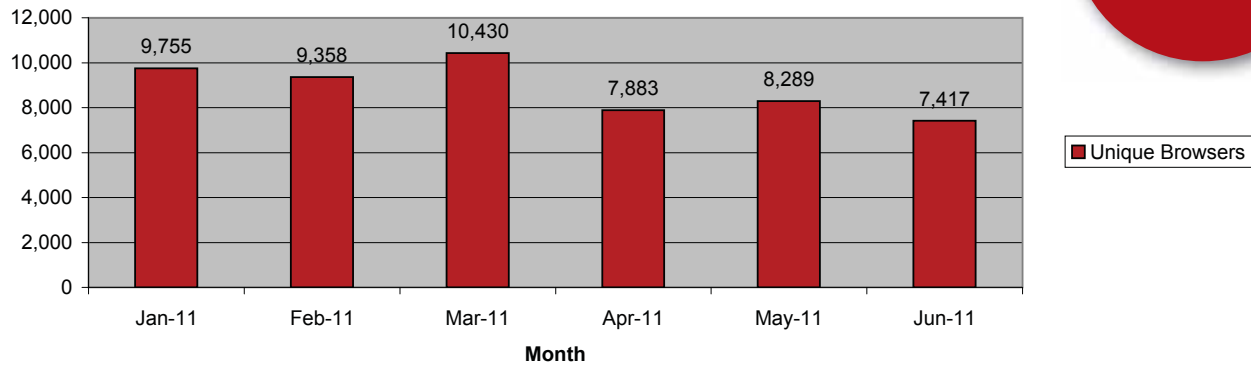
The average Page Impressions is 18,297*

The average User Sessions is 10,497*

PAGE IMPRESSIONS

The number of web pages successfully viewed by all browsers within the reporting period.

Unique Browsers*

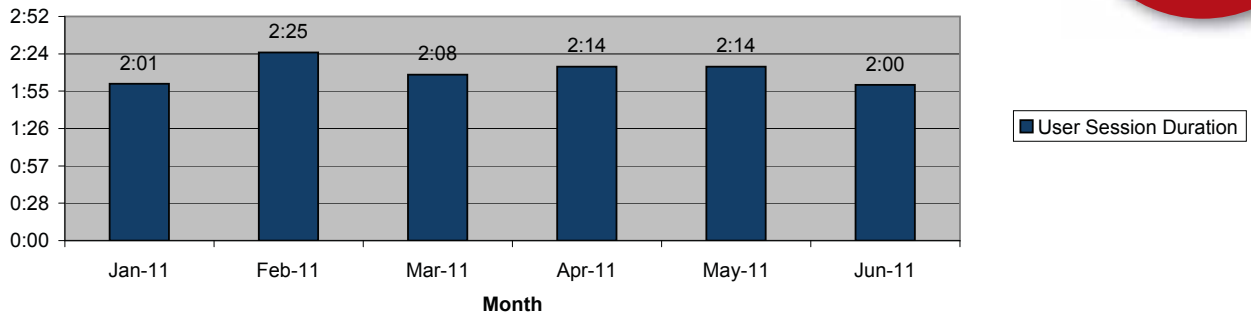


The average Unique Browsers is 8,855*

UNIQUE BROWSERS

An identified and unduplicated Cookie Browser that accesses Internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie ID to help determine browser uniqueness.

User Session Duration*



The average User Session Duration is 2:10*

USER SESSION DURATION

The average time a browser remains on the site per session.

*BPAVWW Interactive (January/June 2011 Monthly Averages)

Video Packages

Video — 70 novels worth of information for your customers

Let's say a picture is worth 1,000 words. Then one minute of video at 24 frames or pictures per second is worth 1,440,000 words. That's over 14 novels of text.

With a five-minute video, you can give your customers 70 novels of information about your product and/or company.

Take this opportunity to capture incredible detail about your company, product, or trade show presence.

PREMIUM VIDEO PACKAGE:

- Five-minute video
- 30 minutes of filming
- Editing

BOOTH VIDEO OPTION:

- Three-minute video
- 15 minutes of filming

INTERVIEW VIDEO OPTION:

- Two-minute video
- Two to three questions (interviewed by ASI Staff)

Both options include:

- Your video posted on the ASI website
- A free Mobile Tag to your video included with any print ad you run with ASI
- Your video included in your digital edition ad

Available at these key industry shows:



Contact your sales rep for more information

ASI E-News

ASI E-News has 8,224 opt-in subscribers who will receive ASI E-News twice a week, every Tuesday and Thursday in 2012. ASI E-News gives the latest information on market conditions, technology developments and industry practices. An ad in the ASI e-newsletter is a great way to reach your market and create traffic for your website.



ASI E-NEWS SPONSORSHIP

ASI E-News Sponsorship includes a tile ad with link (125 x 125 pixels), text ad at bottom with link (50 words), and a banner ad and link on ASI's website. Available on a quarterly basis only.

Over 8,200 opt-in subscribers!

FOCUS ON

Up front! Exclusive! Advertorial-style ad appears as the first news item. Great for new products! Ad is highlighted and boxed, and includes photo or logo, 100 words of text, and link. One per issue.

BANNER ADS (468 x 60 pixels)

High visibility with premier positioning helps build brand awareness. Top and below-the-fold positions. Only one each per issue.

TILE ADS (125 x 125 pixels)

Simple, cost-effective solution to get exposure and keep your company's name and products in front of potential buyers. Square-shaped ads appear at right with links.

[Click here to see our ASI E-News archive](#)

ASI Quarterly E-Newsletter

In 2012, ASI's quarterly e-newsletter will go out the first Wednesday of each month



Banner Positions (468 x 60 pixels)

Tile Ad (125 x 125 pixels)

Skyscraper Ad (120 x 600 pixels)

Over 8,200 opt-in subscribers!

FOCUS ON

Advertorial-style ad appears as the first news item in the e-newsletter. Ad is highlighted and boxed, and includes photo or logo, 100 words of text, and link. One per issue.

TOPICS COVERED

February: Composites

May: Coatings

August: Meter/Mix Dispense

November: Packaging

Custom E-Newsletters

Great Content = Great Leads
Your content creates unique e-newsletters deployed to our *ASI E-News* subscribers.

WHY IS IT TIME TO DEVELOP YOUR OWN E-NEWSLETTER?

- Promote new white papers, video, products or services.
 - Videos and “how-to” articles generate clicks.
- Educate the industry with valuable and compelling content delivered on a consistent basis.
- Show your products and/or services as solutions to industry problems.

BY WORKING WITH ASI YOU TAP INTO:

- Expert and experienced creative editorial teams with more than 80 years of publishing experience.
- Subscribers recognize and trust the *ASI* brand and have most likely added us to their safe sender list, leading to improved deliverability and open rates.

QUALITY Leads

Premium Lead Package provides a lead list with contact information for follow-up.



custommedia.bnpmedia.com

Connect to Prospects

Unlimited Reach to the World

ASI DIGITAL EDITION SPONSORSHIPS AND ADS

ASI's BPA-audited digital edition is published on ASI's website for easy reading and downloading. Our digital edition is a multi-functional platform that provides advertising exposure and opportunities to generate leads. Your print ad runs in the digital version at no additional cost.

Delivered to 1,971 subscribers*

PRIMARY SPONSORSHIP

- 1 Left of Cover Ad
- 2 Banner
- 3 Skyscraper

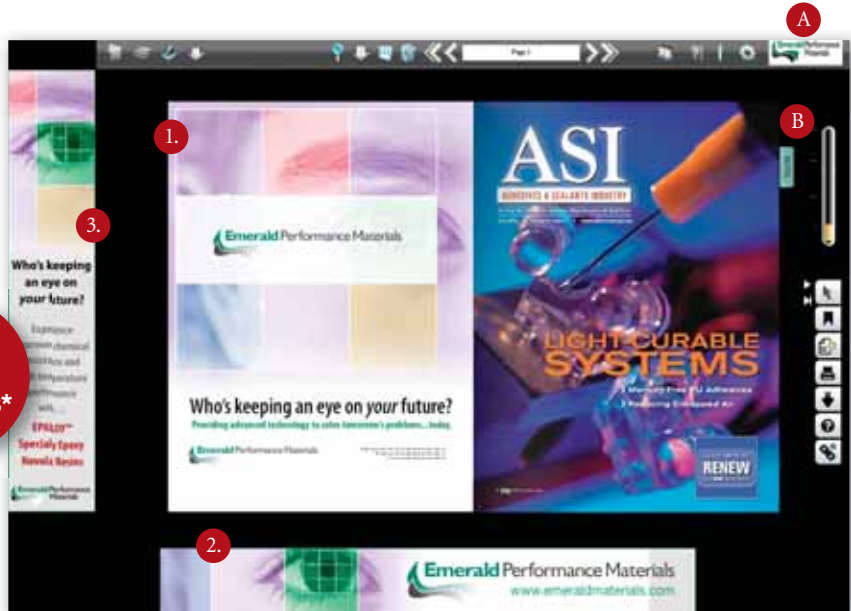
SECONDARY SPONSOR

- A Logo Ad
- B Tab to your full page ad in the digital edition

To see an example click here

To see our digital edition archive click here

*June 2011 ASI BPAVVV Statement



ASI DELIVERS Digital

- Rapid outreach
- Unique advertising options
- Expanded exposure
- **Lead generation opportunities**

GENERATE LEADS through hotlinks, call back cards, and business reply cards

ADDITIONAL DIGITAL EDITION ADVERTISING OPPORTUNITIES

Audio or video, max 25GB

Gatefold, bellyband, blow-in card

Tabs

Call back card and business reply card



TECH ManufactureXPO

An educational virtual event covering trends in manufacturing from design to delivery.

Event Date: **May 2, 2012**

Presentation opportunities and booth sales are filling up... call now!

Reach manufacturing professionals in the adhesives and sealants, appliance, assembly, quality and global trade markets.

Trade Show Benefits without Trade Show Costs

- Cost effectiveness – no travel or set-up costs
- Time savings – reach multiple prospects in one place
- Convenience – more readily available than traditional face-to-face events
- Marketing – print and online promotion for the event
- Lead generation – full contact information for everyone who visits your booth



2011 Statistics & Testimonials

Registrants: 1,372

Attendees: 645

**Viewer Show Duration:
123 minutes**

Booths: 33

Leads per Booth: 166

Content Downloads: 1,671

1-to-1 chats: 726

96% of attendees would recommend
Tech ManufactureXPO to others.

Thanks to you and your colleagues for the fantastic experience at the Tech ManufactureXPO. Over 25 years I have attended or exhibited at many trade shows in many sectors around the world. I never thought that there could be a virtual equivalent to a physical show. I spent a little over an hour on your show and made a good number of contacts and had some very interesting discussions. I also learned a lot in a very short amount of time. The content, quality of exhibitors and the mechanics of navigating the show were excellent. It was well worth my time. I look forward to additional events like this in the future from BNP Media. Congratulations on an innovative event!

- Best regards, D. Paul Zito, Sales Representative, W.E.S.T. Forwarding Services

View a demo at www.techmanufactureexpo.com

Social Media Opportunities

Social Media Content Builder

“I want to engage loyal customers to understand their perception of our brand.”

“I’d like to put a face to our company. Let our customers know we’re human.”

“Getting notice of potential product or service problems would be a huge benefit.”

IS SOCIAL MEDIA FOR YOUR BUSINESS? HAVING TROUBLE GETTING STARTED? WE CAN HELP!

- ASI will help you build a Facebook page, LinkedIn account, or Twitter page.
- Then our editors will work with you to post content on your Social Media page, 2x/week.
- New content keeps your social media pages fresh, which keeps people coming back.
- If you already have a Facebook page, LinkedIn account, or Twitter page, but need to add some unique content, we can help with that, too.

Contact your sales rep for pricing.



FACEBOOK, LINKEDIN POSTS, AND TWITTER TWEETS

Customized Facebook posts and Tweets from Twitter broadcast to our fan base. Each can include copy, images and links. Posted to ASI’s social media pages to extend your reach.



“I think learning opportunities for new products and services from our customers would be amazing.”

- Maximum visibility
- Broadcast to entire fan base
- Customized content
- Drives web traffic

“Increasing word of mouth about my brand could really drive profits.”

FACEBOOK SPECS
75 – 100 words; under 4MB jpg image; one hyperlink

TWITTER SPECS
100 characters including one #tag and hyperlink (link not included in 100 characters)

LINKEDIN SPECS
50-75 words, including one hyperlink

1,332
LINKEDIN MEMBERS

224
FACEBOOK FOLLOWERS

588
TWITTER FOLLOWERS

Webinars

Educate. Build Brands. Generate Leads.



YOUR ALL-IN-ONE SOLUTION TO REACH ASI PROFESSIONALS

- ASI produces educational Webinars to help manufacturers grow their businesses
- Professional audio/visual presentations from industry experts
- Industry-leading subscriber databases help ensure the highest quality registration
- Producing outstanding results as a communication tool and lead generation device

RESULTS FROM PAST BNP MEDIA WEBINARS

100%
of sponsors were
satisfied with their
BNP Media
Webinar
experience!

**Average
Leads**

501 REGISTRANTS
267 ATTENDEES

93%
of attendees would
recommend
BNP Webinars
to others!

For Webinar tips and more information,
contact your sales rep or visit
<http://portfolio.bnpmedia.com/webinars>

AGGRESSIVE MARKETING CAMPAIGN — BEFORE & AFTER EVENT

- Multiple promotional e-blasts to ASI e-subscribers
- Ad on www.adhesivesmag.com
- Two print ads in ASI
- Multiple announcements in ASI E-News
- Dedicated registration page, plus confirmation and follow-up e-mails to registrants

RECOGNIZED MODERATOR

- ASI will provide a recognized editorial representative to oversee/moderate the session Interactivity
- Capabilities include live polling and result presentation
- Viewer questions submitted to speaker during event
- Exit survey to gather feedback from attendees

QUALITY LEADS

- Receive high-quality registration leads (demographics)
- Q&A lead information also forwarded to sponsor

ARCHIVED EVENT

- Posted online at www.adhesivesmag.com after the event
- Archived for one year with 24/7 accessibility

BNP Media
has produced
more than
450
Webinars



Additional Integrated Media Opportunities

ASI DIRECTORIES

- Directories keep you connected to specific audiences within the adhesives and sealants industry
- Dynamic Directory Packages are in print, digital, and online
- Year-round bonuses and discounts with display ads
- Packages to fit every budget, offering preferred search results, links, logos, photos, and much more!

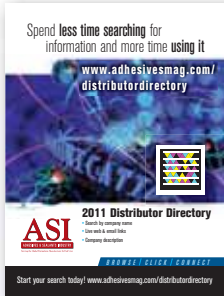
SOCIAL MEDIA ICONS



- Promote your company's presence on LinkedIn, Facebook and Twitter.
- Discounts available for display advertisers. Products available in selected directories.

MOBILE TAGS

Mobile Tags are the newest print innovation. Turn your display ad or listing package into digital experiences, connecting customers to every facet of your brand: your website, video, webinar, podcast or other online content. You'll reach more people, using the one thing they carry everywhere—their mobile phone.



ASI



MAKING THE COMPLEX CLEAR.

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.



To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact:

Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com
www.clearseasresearch.com

LIST RENTAL

The most powerful, responsive list of adhesives and sealants professionals is just a call away. Complement your advertising program and introduce new products by renting ASI's exclusive subscriber list.

Contact Michael Costantino of infogroup
michael.costantino@infogroup.com or 800-223-2194 x748.

CONTENT DEVELOPMENT • CUSTOM PUBLISHING • MARKET-SPECIFIC DELIVERY

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers. Learn more about custom publishing and content marketing at custommedia.bnpmmedia.com or contact us directly.

Chris Wilson, (248) 244-8264, wilsonc@bnpmmedia.com.

Print Advertising Options

FRONT OF COVER AD

- Cover an issue of *ASI* with your marketing message. You'll be the first thing subscribers see!
- Trim size: 7 7/8" x 10 3/4".
\$5,500 net



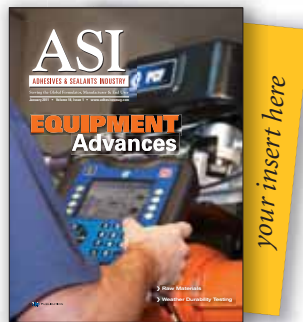
BELLY BANDS

- Wrap around an issue with this high-profile, dynamic ad presentation.
- Call your sales rep for exact specs.
\$3,975 net



INSERTS

- Your marketing message can be a hidden gem inside our issues with an insert.
- Contact your sales rep for specs and pricing.



MOBILE TAGS

- Connecting from print directly to the web
- Instant access to product information, website, videos and more via your mobile phone
- Insert tags in ads, articles, indexes: \$200 ea.



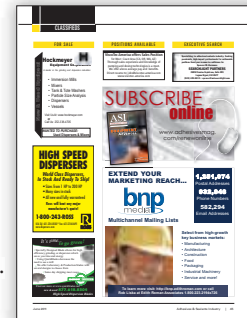
SERVICES MARKETPLACE

- Showcase your services in print, digital and online through the monthly Services Marketplace! Pay one fee and get exposure in print, digital, and online for 12 MONTHS.



CLASSIFIEDS

- Promote used equipment and business opportunities or find qualified candidates for open positions.
- Ask about frequency discounts and color. Rates include online posting.
- Contact Peg Van Winkle for pricing. vanwinkle@bnpmmedia.com, 614-760-4222



ASI REPRINT PACKAGES

- Reprints of your ad or editorial feature appearing in *ASI* are available, along with electronic copies, tile ads for your website, custom covers and other useful products.
- 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.
- See separate sheet for details.
- To order, contact Peg Van Winkle, vanwinkle@bnpmmedia.com, 614-760-4222.

PRODUCT & LITERATURE SHOWCASE

Increase Your Exposure with Showcases!

- Showcases include 30 words of text, a color photo of your product and your company contact information.
- Contact Peg Van Winkle for pricing. vanwinkle@bnpmmedia.com, 614-760-4222



Special Key Industry Trade Show E-Newsletters

Inbox Immediacy: Reach over 8,200 ASI E-News opt-in Subscribers

Reach over 8,200 opt-in ASI E-News subscribers who will receive our special Trade Show E-Newsletters in 2012. Included in these e-newsletters are booth showcase opportunities highlighting new products, company information, and your booth # at key industry tradeshows. Subscribers will see your new product and company information, even if they didn't attend the show!

<p>World Adhesives Conference September 18-21, 2012 Paris</p>		<p>Daily Show E-Newsletters (3) -Pre-Show: Show Preview, Booth Showcase -At-the-Show Report: News and Schedule -Post-Show: Product Showcase -Specials for September 2012 Print Advertisers</p>
<p>ASC Spring & Fall Conferences April 15-17, Denver October 7-9, Louisville</p>		<p>Daily Show E-Newsletters (3) -Pre-Show: Show Preview, Booth Showcase -At-the-Show Report: News and Schedule -Post-Show: Product Showcase -Specials for April, October 2012 Print Advertisers</p>
<p>American Coatings May 8-10, Indianapolis E-News deployment date: Friday, May 4th</p>		<p>Pre-Show: Show Preview, Booth Showcase</p>
<p>PSTC May 2-4, Boston E-News deployment date: Friday, April 27th</p>		<p>Pre-Show: Show Preview, Booth Showcase</p>
<p>Composites 2012 February 21-23, Las Vegas E-News deployment date: Friday, February 17th</p>		<p>Pre-Show: Show Preview, Booth Showcase</p>

Pre-Show Sponsorship:
Top Banner Ad
Booth Showcase-
 100 Words
Link To Website
Booth #

At the Show Report Includes:
Top Banner Ad
Skyscraper Ad
Tile Ad
Below the fold
Banner Ad

Post-Show Sponsorship:
Top Banner Ad
Product Showcase-
 100 Words
Photo of Product
Link To Website

Contact your sales rep for more information

2012 ASI Editorial Calendar

	PRINT/DIGITAL EDITION	BONUS DISTRIBUTION	SPECIAL ADVERTISING OPPORTUNITIES
JANUARY	Equipment coverage on topics such as meter/mix/dispense, application and processing equipment Packaging of Adhesives coverage on topics such as cartridges, packages, syringes, nozzles, cans, custom packaging Raw Materials coverage on topics such as additives, resins, pigments and dyes	Adhesion Society Annual Meeting & Expo, February 26-29	 Ad Close: 12/01/11 • Materials Due: 12/06/11
	Composites Finished Adhesives & Sealants Testing/Quality Control coverage on topics such as rheology, particle sizing, shear, durability, cohesion, peel and viscosity Composites 2012 Pre-Event Guide	Composites 2012, February 21-23	Composites 2012 Booth Preview E-Blast Spotlight on Composites Focused E-Newsletter  Ad Close: 01/04/12 • Materials Due: 01/09/12
MARCH	Raw Materials, Chemicals, Polymers & Additives Handbook definitive resource for manufacturers and formulators of adhesives and sealants; includes supplier listings, materials definitions and application/use information; searchable database online for 12 months Construction Adhesives & Sealants Coatings Processing Equipment		Raw Materials, Chemicals, Polymers & Additives Handbook listings, logos, hotlinks, spec sheets, videos, social media, mobile tagging  Ad Close: 02/02/12 • Materials Due: 02/07/12
	GREEN ISSUE PSAs, Tapes, Films, Labels Converting & Packaging coverage on topics such as heat-seal polymers, tapes, labels, hot melts, and labeling and application Green Chemistry and Formulation Renewable Energy Applications ASC Spring Convention Pre-Event Guide PSTC Week of Learning Pre-Event Guide	ASC Spring Convention, April 15-17 PSTC Week of Learning, April 30-May 4 TAPPI European PLACE Conference, May 7-9	ASC E-Blasts: Pre-Show/ Booth Preview, At-the-Show Report, Post-Show Product Showcase  Ad Close: 03/02/12 • Materials Due: 03/07/12
MAY	Coatings Packaging of Adhesives coverage on topics such as cartridges, packages, syringes, nozzles, cans, custom packaging Materials Handling	American Coatings Show, May 8-10 Powder & Bulk, May 8-10	American Coatings Show Booth Preview E-Blast Spotlight on Coatings Focused E-Newsletter  Ad Close: 04/02/12 • Materials Due: 04/05/12
	Dispensing and Curing Equipment Directory quick-reference chart provides comprehensive listing of dispensing and curing equipment suppliers includes complete supplier contact information searchable database online for 12 months Meter/Mix/Dispense Pumps Curing	AATEXPO, June 19 Semicon West, July 10-12	Dispensing and Curing Equipment Directory listings, hot links, spec sheets, videos, social media, mobile tagging  Ad Close: 05/02/12 • Materials Due: 05/07/12

2012 ASI Editorial Calendar

	PRINT/DIGITAL EDITION	BONUS DISTRIBUTION	SPECIAL ADVERTISING OPPORTUNITIES
JULY	Distributor Directory reference tool to help connect manufacturers with the appropriate distributor partner; includes complete distributor contact information along with listing of represented suppliers; searchable database online for 12 months High-Tech Formulations and Applications Composites		Distributor Directory listings, hot links, spec sheets, videos, social media, mobile tagging 
			Ad Close: 06/04/12 • Materials Due: 06/07/12
AUGUST	ASI Top 25 our exclusive listing of the leading North American manufacturers of adhesives/sealants, pressure sensitives and adhesives/sealants products Packaging of Adhesives coverage on topics such as cartridges, packages, syringes, nozzles, cans, custom packaging Raw Materials coverage on topics such as additives, resins, pigments and dyes Coatings		ASI Top 25 Sponsorships Spotlight on Raw Materials Focused E-Newsletter 
			Ad Close: 07/02/12 • Materials Due: 07/06/12
GAD	Global Adhesives & Sealants Directory annual purchasing directory and resource for finished adhesives and sealants; includes contact information, product listings and reference material; searchable database online for 12 months	GlassBuild America, September 12-14	Global Adhesives & Sealants Directory listings, hot links, spec sheets, videos, social media, mobile tagging
			Ad Close: 07/10/12 • Materials Due: 07/16/12
SEPTEMBER	World Adhesives Conference Pre-Event Guide Application and Equipment Meter/Mix/Dispense Assembly/Structural Adhesives Films, Labels, Tapes, PSAs	World Adhesives Conference, September 18-21	World Adhesives Conference Booth Preview E-Blasts: Pre-Show/Booth Preview, At-the-Show Report, Post-Show Product Showcase 
			Ad Close: 08/02/12 • Materials Due: 08/07/12
OCTOBER	Converting and Packaging coverage on topics such as heat-seal polymers, tapes, labels, hot melts, and labeling and application High-Tech Formulations and Applications Coatings ASC Fall Convention Pre-Event Guide Testing/Quality Control coverage on topics such as rheology, particle sizing, shear, durability, cohesion, peel and viscosity	ASC Fall Convention & Expo, October 7-9 PackExpo/CPP, October 28-31	ASC Booth Preview E-Blasts: Pre-Show/Booth Preview, At-the-Show Report, Post-Show Product Showcase 
			Ad Close: 08/30/12 • Materials Due: 09/05/12
NOVEMBER	GREEN ISSUE Green Manufacturing Packaging of Adhesives coverage on topics such as cartridges, packages, syringes, nozzles, cans, custom packaging Composites Year in Review/2012 Preview		Value-Added Bonus for November Display Advertisers Green Product Profiles Spotlight on Packaging of Adhesives Focused E-Newsletter 
			Ad Close: 10/03/12 • Materials Due: 10/08/12
DECEMBER	Buyers' Guide annual purchasing resource; includes comprehensive list of products and suppliers, complete contact information, association rosters; searchable database online for 12 months		Buyers' Guide listings, hot links, spec sheets, videos, social media, mobile tagging 
			Ad Close: 11/05/12 • Materials Due: 11/08/12

Rates

2012 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	\$5,175	\$4,525	\$4,375	\$4,275	\$4,150	\$3,975	\$3,625	\$3,525
2/3 page	\$4,275	\$4,150	\$4,025	\$3,850	\$3,750	\$3,525	\$3,275	\$2,975
1/2 island	\$3,525	\$3,475	\$3,325	\$3,250	\$3,075	\$2,875	\$2,700	\$2,525
1/2 v or h	\$3,125	\$2,975	\$2,900	\$2,775	\$2,725	\$2,575	\$2,425	\$2,200
1/3 h, s or v	\$2,600	\$2,525	\$2,450	\$2,400	\$2,275	\$2,075	\$1,925	\$1,775
1/4 page	\$2,150	\$2,075	\$2,000	\$1,950	\$1,850	\$1,775	\$1,675	\$1,500

2012 COLOR RATES

2-color standard	\$695
PMS matched	\$955
Metallic	\$1,185
4C process - single unit or jr spread	\$1,855
4C process - spread	\$2,975

2012 COVER & SPECIAL RATES

Rates include the use of 4-color.

2nd cover	\$7,250	\$7,075	\$6,975	\$6,825	\$6,625	\$6,250	\$6,100
3rd cover	\$7,250	\$7,075	\$6,975	\$6,825	\$6,625	\$6,250	\$6,100
4th cover	\$7,450	\$7,325	\$7,150	\$7,025	\$6,900	\$6,400	\$6,300
Belly Band - 4C	\$8,600	contact your sales rep for specs and frequency discounts					
Cover Tile ad - 4C	\$1,050	(with display ad in same issue, rate does not include display ad space)					
	\$3,200	(without display ad)					
Green Issue Sponsorship	\$5,300						

2012 GLOBAL ADHESIVES & SEALANTS DIRECTORY (GAD) DISPLAY AD RATES

Digest-sized	Rate	Std Size
full page (vertical)	\$4,100	(std 1/2 pg)
full page (horizontal)	\$4,100	(std 1/2 island)
2/3 page	\$3,000	(std 1/3 square)
1/3 h, square	\$2,400	(std 1/4)
4 color	add'l \$1,150	
additional color	add'l \$600	

GAD is digest-sized. Equivalent standard size ad in parentheses. For special positions, add 15%. All rates shown in USD.

Effective January 2012 (all rates shown in USD)



SEND ALL I/Os AND MATERIALS TO:

Kelly Southard

Production Manager
 Adhesives & Sealants Industry (ASI)
 2401 W. Big Beaver Road, Ste. 700, Troy, MI 48084
 Ph: 248-244-6409 | Fax: 248-786-1348
 Email: southardk@bnpmmedia.com
 FTP site: <http://upload.bnpmmedia.com>

Terms and Contact Information

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 Kelly Southard, Production Manager, southardk@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.

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. Firsttime 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.

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Succeed in Business with
Superior Information

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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.