

# ASI

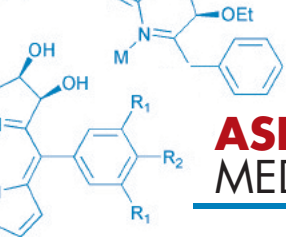
ADHESIVES & SEALANTS INDUSTRY

Serving the Global Formulator, Manufacturer & End User

# 2011 INTEGRATED MARKETING MEDIA PLANNING KIT

Connect to Adhesives and  
Sealants Formulators,  
Manufacturers, and  
End Users Worldwide





# ASI INTEGRATED MARKETING MEDIA PLANNING KIT 2011

## ASI DELIVERS AUDIENCE, INTEGRATED OUTREACH AND CONNECTION TO PROSPECTS.



### AUDITED CIRCULATION

- ➔ 10,000: Total qualified circulation\*
- ➔ 100% qualified \*

\* June 2011 ASI BPA statement (8,029 Print + 1,971 Digital)

### TOTAL AUDIENCE PROFILE\*\*\*

- ➔ Exposure to over **139,000** users each year!
- ➔ Generating over **250,000** impressions per year!

\*\*\* Print, E-News, web exposures. Publisher's own data aggregated from AdJuggler, SiteCensus and June 2011 ASI BPA statement.

## ELECTRONIC MEDIA METRICS

### KEY ANNUAL ASI WEB SITE METRICS

Monthly Metric	Avg/Mo <sup>~</sup>
Page Impressions	18,297
Unique Browsers	8,855
User Sessions	10,497

\* BPAWWW Interactive (January-June 2011 Monthly Averages)

### ONLINE MEDIA

Media	Avg Imp
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.

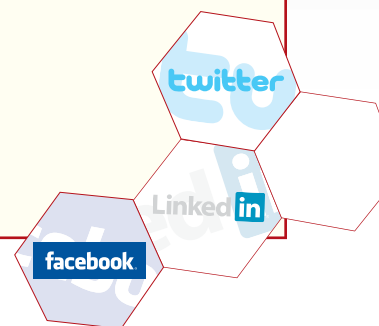
### ASI E-NEWS

**Over 8,500 subscribers!^**

^ExactTarget, February 2011 averages

### SOCIAL MEDIA

Follow **ASI** on Twitter  
Join our LinkedIn **ASI** magazine group  
Find us on Facebook®



### 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.

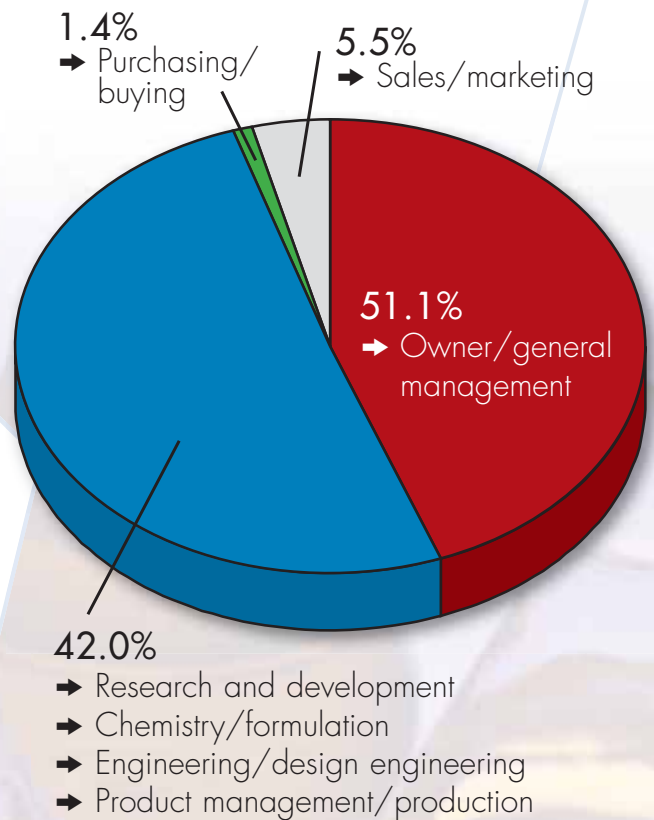
# ASI DELIVERS AUDIENCE

## FORMULATORS AND END USERS

### Fields Served\*

- ➔ Adhesive and sealant formulation
- ➔ Adhesive and sealant manufacturing
- ➔ Pressure-sensitive formulation
- ➔ Pressure-sensitive manufacturing
- ➔ Users of adhesive and sealant products for: Electronic/electrical; Transportation; General assembly; Plastics, rubber, elastomers; Metals; Packaging, converting
- ➔ And more

## DECISION MAKERS Titles Of Qualified Recipients\*



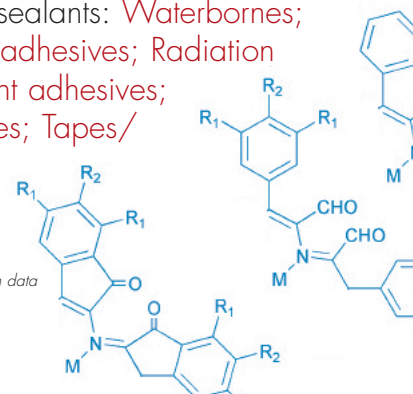
\* June 2011 ASI BPA statement  
(8,029 Print + 1,971 Digital)

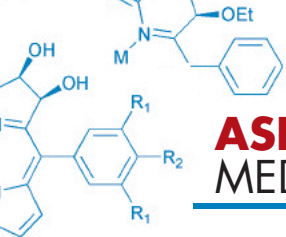
## PRODUCTS! \*\*

### ASI subscribers purchase the following:

- ➔ Additives and chemical specialties
- ➔ Resins and base polymers
- ➔ Pigments, dyes, dispersions, extenders
- ➔ Solvents
- ➔ Oils/fatty acids
- ➔ Materials-handling equipment
- ➔ Blenders/mixers/grinders/mills
- ➔ Screeners/vibrators/separators
- ➔ Dispersers
- ➔ Environmental controls/wastewater-treatment equipment
- ➔ Bags/cans/containers/drums
- ➔ Meter/mix and dispensing equipment and supplies
- ➔ Ovens/curing equipment/dryers
- ➔ UV lamps/equipment
- ➔ Application equipment and supplies: Roller coaters; Screen printers; Cartridges/guns
- ➔ Lab/test equipment to evaluate: Abrasion; Adhesion; Flash point; Hardness; Peel strength; Softening point; Thickness; Thermal analysis; Viscosity; Wettability; Moisture
- ➔ Used equipment
- ➔ Professional services
- ➔ Finished adhesives and sealants: Waterbornes; Hot melts; Solventborne adhesives; Radiation curables; One-component adhesives; Two-component adhesives; Tapes/labels/PSAs; Sealants

\*\* Publisher's own data





# ASI INTEGRATED MARKETING MEDIA PLANNING KIT 2011

## E-NEWSLETTERS

Over 6,800 opt-in e-subscribers\* receive the weekly **ASI E-News** with the latest information on market conditions, technology developments and industry practices. An ad in **ASI E-News**, is a great way for your company to reach your market and create traffic for your website.

### Advertising Opportunities

- ➔ Sponsorship (Top) Banner ads (468 x 60 pixels)
- ➔ Tile ads (125 x 125 pixels)

### ASI E-News Sponsorships

3 MAXIMUM PER ISSUE Includes:

- ➔ Tile ad with link (125 x 125 pixels)
- ➔ Text ad at bottom with link (50 words)
- ➔ Banner ad on **ASI** website with link.

Available on a quarterly basis only.

### ASI E-News Classified Ads

Try a classified tile or banner ad.

- ➔ Tile ad includes your logo and hotlink (125 x 125 pixels)
  - ➔ Banner ad includes headline, 25 words of text and a graphic (468 x 60 pixels).
- One of each available per week. Display advertiser discounts available.

### Custom E-News

Your own editorial and images e-mailed directly under a special heading to our **ASI E-News** subscription list.

### Focus On

Advertorial-style ad appears as the first news item in **ASI E-News**. Your ad is highlighted and boxed and includes photo or logo, 100 words of text, and link. One per issue. Display advertiser discount available.



\*Publishers own data



## WEB ADS

### Drive traffic to your website.

- Banner ad (468 x 60 pixels)
- Skyscraper ad (120 x 600 pixels)
- Tile ad (125 x 125 pixels)
- Article Sponsorship (300 x 250 pixels)

### Product Of The Week

Week-long placement on **ASI**'s homepage. 30 words of text, product image and link.



## ASI END USER REPORTS

Special market-focused issues outreach to key enduser segments including: construction, electronic/electrical, assembly, converting/packaging, and regulated industries.

**ASI** END USER

## DIGITAL EDITION SPONSORSHIP AND ADVERTISING OPPORTUNITIES

### Digital Magazine Sponsor

Includes opposite cover position, skyscraper and banner.

### Rich Media Advertising Opportunities

Belly-bands, Blow-In Card, Call Back Cards, Audio, Video, and Animation.

**For more information, see page 8.**



## ASI PRINT/DIGITAL

Published monthly, the BPA audited print edition, reaches 10,000\* total qualified readers in the industry. Use our bonus distribution to reach prospective buyers at over 15\* key industry events.

**Mobile Tags** - Connecting Print to Digital Available quarterly starting in January 2011. Use mobile tags to extend editorial, add video or other detail to your product releases or highlights, and connect readers from your ads to your website.

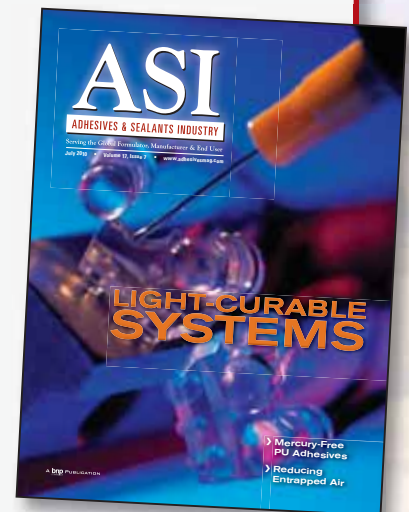
### Corporate Spotlight (July)

With a 1/3 - page print display ad or larger, receive a 1/3 - page corporate spotlight. Use the corporate spotlight to share your company's story, highlight an expansion or detail a new product line. Send 100-150 words of text, photo (or logo) and your company contact information, and we'll do the rest.

**ASI Goes Green!** (February and November)  
Target our Green focused readers!

### Exclusive Sponsorship (per Issue)

There is only one. First come/first served. Reserve your space today!



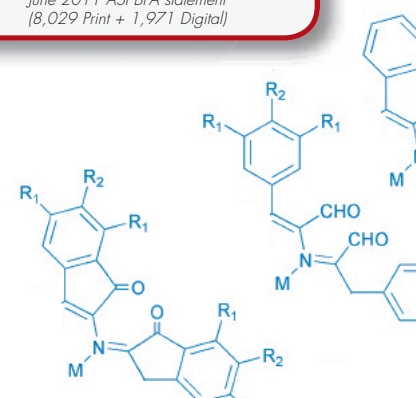
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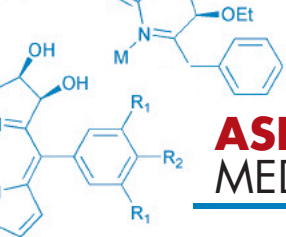


# Reaching our Target Audience

### Web BPA-Audited Website Traffic

Traffic on the **ASI** website is independently filtered, audited and reported by BPA Worldwide. The Nielsen Online system and BPA tool, SiteCensus, is in conformance with the Interactive Advertising Bureau (IAB) guidelines that were released in February 2009. **ASI** now provides a reliable online system to login to and get detailed and accurate web traffic reports.





## ADDITIONAL ELECTRONIC EXPOSURE

### WEB VIDEO BROADCASTS

Educate buyers about your latest product lines or technological advancements. Short video clips remain on our website for one month and in **ASI** E-News at least once during that time period.



### 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.



### RICH MEDIA ADS

#### High-impact Advertising Tools

Attention-grabbing rich media ads expand the creativity and interactivity of your online message. Use these unique tools to generate brand awareness, showcase your products, launch new products, promote events and conferences, or build buzz in the industry.



#### Page Peel

Reveal your message!

This ad, which appears as the top right corner of the homepage, peels back with animation to attract the reader's attention! Once the reader rolls their mouse over the corner, it opens to reveal the rest of the ad. Great for promoting your longer message or large image ad.



#### Floating Ad

Give your message extra attention! This animated ad floats over the rest of the content on **ASI's** website and comes to rest in one of our standard ad placements. Eye-catching and highly visible.



#### Expandable Banner

Get your message seen by all our website visitors! This expandable banner ad is positioned right below our search bar and is positioned above the start of content. When readers roll their mouse over your ad, it will expand with your detailed message.

For pricing and specifications on these rich media ads, please contact your sales rep.

# ASI DIRECTORIES

## ASI ONLINE AND DIGITAL DIRECTORY ADVERTISING OPPORTUNITIES

Get your company information into the hands of buyers in your industry who are looking for your products. Newly expanded online directory options make easier for buyers to find you and for your company to stand out.

- ➔ Online Listings and Logos — with hotlinks and E-mail links.
- ➔ Keyword Search — more exposure for your online listings.
- ➔ Preferential Results — appear at the top of product categories.
- ➔ Company Detail Pages — post more info in your listing.
- ➔ Directory Enhancements (in selected directories).  
Directory Banner ads; Directory Tile ads; Digital hotlinks from logos, e-mail, URLs; Videos; Spec Sheets; RFPs.

### NEW for 2011! Social Media Icons

Promote your company's presence on LinkedIn®, Facebook® and Twitter®

Discounts available for display advertisers. Contact Peg Van Winkle, [vanwinklep@bnpmedia.com](mailto:vanwinklep@bnpmedia.com), for details. Products available in selected directories.



## ASI DISPENSING & CURING EQUIPMENT DIRECTORY

- ➔ Comprehensive listing of dispensing and curing equipment suppliers.
- ➔ Includes dispensers, pumps, mixers, dispensing heads, UV, EB, and infrared curing equipment.
- ➔ Easy-to-use quick-reference chart format.
- ➔ Includes complete supplier contact information.
- ➔ Opportunities in print, digital and online.
- ➔ Published in June and searchable online for 12 months.

Contact your sales rep for details.



## ASI GLOBAL ADHESIVES & SEALANTS DIRECTORY

### Special Audience – Special Distribution

- ➔ Annual purchasing directory and resource for finished adhesives and sealants.
- ➔ Includes address index, contact information, product listings and reference material.
- ➔ Digest-sized directory searchable online for 12 months.
- ➔ Designed to be the single-best resource to specify and purchase finished adhesives and sealants.
- ➔ Distributed in August to over 5,000 prospective purchasers in key industry segments. \*\*\*

Contact your sales rep for details.

\*\*\*Publishers Own Data



## ASI RAW MATERIALS, CHEMICALS, POLYMERS & ADDITIVES HANDBOOK

- ➔ A definitive resource for manufacturers and formulators of adhesives and sealants.
- ➔ Includes supplier listings, materials definitions and application/use information.
- ➔ Opportunities in print, digital and online for logos, listings, display ads, spec sheets, hotlinks, and tile and banner ads.
- ➔ March publication, searchable year-round at [www.adhesivesmag.com/materialshandbook](http://www.adhesivesmag.com/materialshandbook).

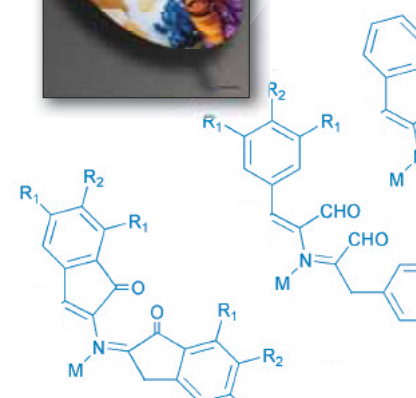
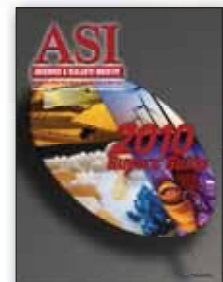
Contact your sales rep for details.

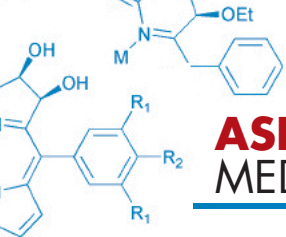


## ASI DECEMBER BUYERS' GUIDE

- ➔ Valuable annual purchasing resource.
- ➔ In print, digital and searchable online for superior exposure.
- ➔ Includes comprehensive list of products and suppliers, complete contact information, distributor information, association rosters.
- ➔ Published as December issue.
- ➔ BPA-audited circulation.

Contact your sales rep for details.





# ASI DELIVERS CONNECTION TO PROSPECTS

## ASI DIGITAL EDITION!

**Adhesives & Sealants Industry** digital edition is published on **ASI's** website and is sent to opt-in digital readers. **ASI** Digital Edition delivers:

- ➔ Rapid outreach
- ➔ Expanded exposure
- ➔ **Direct connections to prospects**

And best of all — your display ad runs in all versions at no additional cost!

Click here for a demonstration of these dynamic exposure opportunities in **ASI** digital.

- ➔ Hotlink from digital ad, links to URL shown in ad
- ➔ Sponsorship — choose three from six high-profile positions — can include audio, video or animation
- ➔ Audio or video
- ➔ Gatefold, bellyband, blow-in card
- ➔ Tabs
- ➔ **Business Reply Card or Call Back Cards allow readers to contact advertisers directly**

## SOCIAL MEDIA

**Social media platforms are ideal for low-cost interaction and relationship building.**

Let **ASI** get you connected!

- ➔ Create *Brand Awareness*
- ➔ Manage your online reputation
- ➔ Drive traffic to your online sites
- ➔ Encourage discussion with customers and prospects



## WEB SEMINARS



- ➔ Let **ASI** Host Your Web Seminars.
- ➔ Get your unique message out to customers and prospects economically and electronically, plus benefit from promotional efforts and PR!
- ➔ We provide the site and administration, handle the invitations, registration and promotion, and give you a post-show report on attendees. All you do is supply your speaker!
- ➔ Single, inclusive fee.

### **Use ASI Online Solutions Web Seminars To:**

- ➔ Introduce new products.
- ➔ Educate users on product use.
- ➔ Share new technologies.
- ➔ Demonstrate equipment capabilities.
- ➔ Present product applications.
- ➔ Review sales strategies.
- ➔ Gather customers, prospects or your own sales force!

**The registration list provides high-quality sales prospects, includes names, companies, phone numbers and e-mail addresses.**

# ASI ADVERTISING RATES

## 2011 RATES (BLACK AND WHITE)

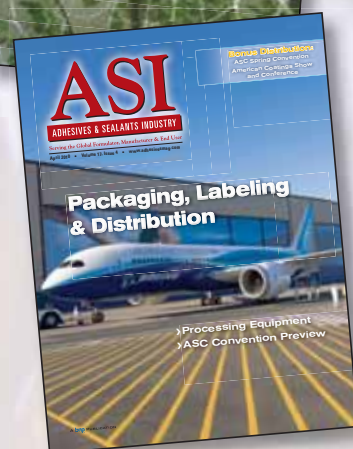
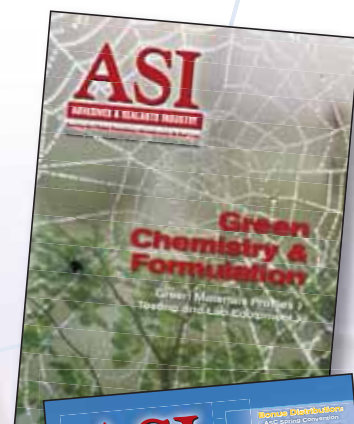
Frequency determined by the number of insertions within 12 months from the date of the first insertion.

	1x	3x	6x	9x	12x	18x	24x	36x
full page	\$5,025	\$4,400	\$4,250	\$4,150	\$4,025	\$3,850	\$3,525	\$3,425
2/3 page	\$4,150	\$4,025	\$3,900	\$3,725	\$3,625	\$3,425	\$3,175	\$2,900
1/2 island	\$3,425	\$3,375	\$3,225	\$3,150	\$2,975	\$2,800	\$2,625	\$2,450
1/2 v or h	\$3,025	\$2,900	\$2,825	\$2,700	\$2,650	\$2,500	\$2,350	\$2,125
1/3 h, s or v	\$2,525	\$2,450	\$2,375	\$2,325	\$2,200	\$2,000	\$1,875	\$1,725
1/4 page	\$2,075	\$2,000	\$1,950	\$1,900	\$1,800	\$1,725	\$1,625	\$1,450

## 2011 COVER & SPECIAL RATES

Rates include the use of 4-color.

2nd cover	\$7,025	\$6,875	\$6,775	\$6,625	\$6,425	\$6,075	\$5,925
3rd cover	\$7,025	\$6,875	\$6,775	\$6,625	\$6,425	\$6,075	\$5,925
4th cover	\$7,225	\$7,100	\$6,950	\$6,825	\$6,700	\$6,225	\$6,125
Belly Band - 4C	\$8,350	contact your sales rep for specs and frequency discounts					
Cover Tile ad - 4C	\$1,025	(with display ad in same issue, rate does not include display ad space)					
	\$3,100	(without display ad)					
Green Issue Sponsorship	\$5,150						



## 2011 GLOBAL ADHESIVES & SEALANTS DIRECTORY (GAD) DISPLAY AD RATES

Digest-sized	Rate	Std Size
full page (vertical)	\$3,975	(std 1/2 pg)
full page (horizontal)	\$3,975	(std 1/2 island)
2/3 page	\$2,900	(std 1/3 square)
1/3 h, square	\$2,325	(std 1/4)
4 color	add'l \$1,125	
additional color	add'l \$575	

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

## 2011 CLASSIFIEDS RATES

col inches	1x	3x	6x	12x	add'l color
2-1/8" x 1"	\$105	\$95	\$90	\$85	\$55
2-1/8" x 2"	\$200	\$180	\$170	\$160	\$55
2-1/8" x 3"	\$300	\$270	\$250	\$235	\$55
2-1/8" x 4"	\$400	\$355	\$335	\$315	\$55
2-1/8" x 5"	\$500	\$450	\$425	\$395	\$105
2-1/8" x 6"	\$597	\$535	\$505	\$475	\$105
2-1/8" x 7"	\$695	\$625	\$590	\$555	\$105

add \$60 for online posting

## SEND ALL I/Os AND MATERIALS TO:

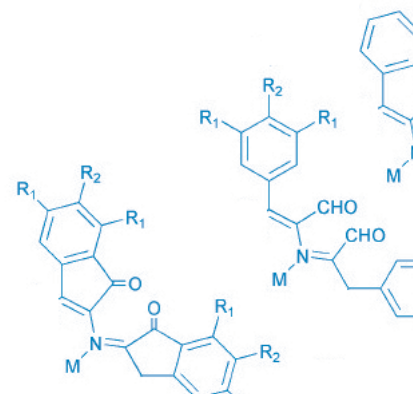
### Kelly Southard

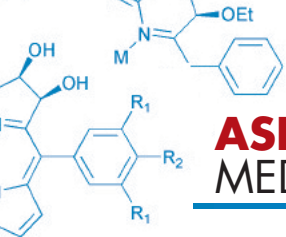
Production Manager  
Adhesives & Sealants Industry (ASI)  
2401 W. Big Beaver Road, Ste. 700, Troy, MI 48084  
Ph: 248-244-6409 : Fax: 248-786-1348  
Email: southardk@bnpmedia.com  
FTP site: <http://upload.bnpmedia.com>

Effective January 2011 (all rates shown in USD)

## 2011 COLOR RATES

2-color standard	\$675
PMS matched	\$925
Metallic	\$1,150
4C process -	
single unit or jr spread	\$1,800
4C process - spread	\$2,875





# ASI INTEGRATED MARKETING MEDIA PLANNING KIT 2011

★ Literature Showcase  
available in this issue

📱 Mobile Tagging  
available in this issue

## Print/Digital Edition

## Website

## E-Newsletters

## Social Media

January

**Equipment**—meter/mix/dispense, application equipment  
**Packaging of Adhesives**—cartridges, packages, syringes  
**Raw Materials**—additives, resins  
**Testing/Quality Control**—rheology, particle sizing

**Adhesives and Sealants Application News**

**ASI E-News**—4 issues  
**Green Opportunities**—Quarterly roundup of the latest news and issues in renewable energy, sustainability and all things green.

**New Year's Resolutions**

February

**Green Chemistry and Formulation**—waterborne, soy, natural adhesives  
**Green Raw Material Profiles**  
**Renewable Energy Applications**  
**Bonus Distribution**—Green Mfg Expo, Adhesion Society Annual Meeting

**Green Manufacturing News, Updates and Blogs**

**ASI E-News**—4 issues

**Is it Easy Being Green?**

March

**Raw Materials, Chemicals, Polymers & Additives Handbook**  
**Construction Adhesives & Sealants**—structural adhesives, sealants, caulks  
**Coatings**  
**Bonus Distribution**—European Coatings Show 2011

**Raw Materials, Chemicals, Polymers & Additives Handbook**—Comprehensive searchable handbook with descriptions, hot links and more

**ASI E-News**—5 issues

**Materials Sourcing**

April

**Processing Equipment**—mixing/processing equipment and components  
**ASC Spring Convention Preview**  
**Bonus Distribution**—ASC Spring Convention, TAPPI's PLACE

**Spring ASC Convention Preview**

**ASI E-News**—4 issues  
**Green Opportunities**—Quarterly roundup of the latest news and issues in renewable energy, sustainability and all things green.

**Trade Shows/Virtual Events**

May

**PSAs, Tapes, Films, Labels**  
**Packaging of Adhesives**—nozzles, cans, custom packaging  
**Testing and Application Equipment**—sheer, durability UV/EB Curing  
**Bonus Distribution**—PSTC Week of Learning, RadTech

**PSTC Week of Learning Preview**

**ASI E-News**—4 issues

**Continuing Education**

June

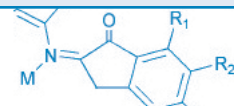
**Dispensing and Curing Equipment Directory**—meter/mix/dispense, pumps, curing equipment  
**Materials Handling**  
**Coatings**

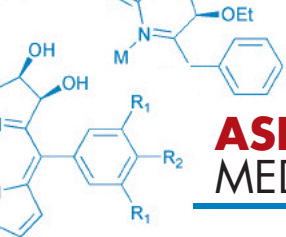
**Dispensing and Curing Equipment Directory**—Searchable handbook with descriptions, hot links and more

**ASI E-News**—5 issues

**Budgeting and Planning**

	Print/Digital Edition	Website	E-Newsletters	Social Media
July	<p>High-Tech Formulations and Applications</p> <p>Meter/Mix/Dispense, Robotics</p> <p>Composites</p> <p>Bonus Distribution—SEMICON® West</p>	SEMICON West Preview	<p><b>ASI E-News</b>—4 issues</p> <p><b>Green Opportunities</b> Quarterly roundup of the latest news and issues in renewable energy, sustainability and all things green.</p>	Operation Innovation
August	<p>Distributor Directory—warehousing, distributor training and selection</p> <p>Raw Materials—pigments, dyes, additives</p> <p>Testing/Quality Control—cohesion, peel</p>	Distribution and Logistics	<b>ASI E-News</b> —5 issues	Supply Chain Management
GAD	<p><b>Global Adhesive &amp; Sealant Directory</b>—finished adhesives &amp; sealants</p> <p><b>Bonus Distribution</b>—International Builders Show, MD&amp;M West/WestPack/Electroics West, NAHB Green Building Conference, GlassBuild America</p>	GAD—Free hotlinks, discounted logos for advertisers	Published August 15	
September	<p>Application and Equipment—roller coaters, robotics and related equipment</p> <p>Assembly/Structural Adhesives</p> <p>Films, Labels, Tapes, PSAs</p> <p>Bonus Distribution—ASC Fall Convention, ATEexpo, LabelExpo Americas, FEICA</p>	<p>FEICA Preview</p> <p>ASC Fall Convention Preview</p>	<b>ASI E-News</b> —4 issues	Employee Management
October	<p>Converting and Packaging—heat-seal polymers, tapes, labels, hot-melts, labeling and application equipment</p> <p>Testing/Quality Control—thickness, viscosity</p> <p>Coatings</p> <p>Bonus Distribution—PackExpo/CPP</p>	PackExpo/CPP Preview	<p><b>ASI E-News</b>—4 issues</p> <p><b>Green Opportunities</b>—Quarterly roundup of the latest news and issues in renewable energy, sustainability and all things green.</p>	Regulatory Issues
November	<p>Green Manufacturing—renewable energy, sustainability, recycling, debonding</p> <p>Green Formulated Product Profiles</p> <p>Year in Review/2012 Preview—industry analysis and forecasts</p>	Green Manufacturing News, Updates and Blogs	<b>ASI E-News</b> —5 issues	Renewable Energy
December	Buyers' Guide—additives, chemical specialties oils, resins and base polymers, pigments and dyes, solvents, equipment, services	Buyers' Guide—Comprehensive, searchable handbook with hotlinks	<b>ASI E-News</b> —5 issues	Planning for the Future





# ASI INTEGRATED MARKETING MEDIA PLANNING KIT 2011

## 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 Karen Talan, Production Manager, [talank@bnpmedia.com](mailto:talank@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.

## MAIN OFFICE

6075 B Glick Rd.  
Powell, OH 43065 USA  
614-789-1880

Amy Vallance  
Publisher  
281-550-5855  
248-283-6543 (fax)  
[vallancea@bnpmedia.com](mailto:vallancea@bnpmedia.com)

## EDITORIAL

Susan Sutton  
Editor-in-Chief, Integrated Media  
330-336-4098  
248-502-2033 (fax)  
[suttons@bnpmedia.com](mailto:suttons@bnpmedia.com)

Teresa McPherson  
Managing Editor  
734-332-0541  
248-502-2102 (fax)  
[mcpheerson@bnpmedia.com](mailto:mcpheerson@bnpmedia.com)

Kelsey Seidler  
Associate Editor  
614-789-1881  
248-502-2051 (fax)  
[seidlerk@bnpmedia.com](mailto:seidlerk@bnpmedia.com)

## PRODUCTION

Kelly Southard  
Production Manager  
248-244-6409  
248-786-1348 (fax)  
[southardk@bnpmedia.com](mailto:southardk@bnpmedia.com)

## CORPORATE

John Schrei  
Publishing Director  
Manufacturing Group  
248-786-1637

Tom Esposito  
Senior Group Publisher  
610-436-4220  
[esposito@bnpmedia.com](mailto:esposito@bnpmedia.com)

## CORPORATE OFFICE

2401 W. Big Beaver Rd.  
Suite 700, Troy, MI 48084  
[www.bnpmedia.com](http://www.bnpmedia.com)  
<http://upload.bnpmedia.com>



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## SALES

AMY VALLANCE  
Midwest, West, Southwest,  
Western Canada  
281-550-5855  
248-283-6543 (fax)  
[vallancea@bnpmedia.com](mailto:vallancea@bnpmedia.com)

BRANDON MILLER  
East Coast Sales Manager  
Eastern U.S. and Canada, Latin  
America  
600 Willowbrook Lane,  
Suite 610  
West Chester, PA 19382  
610-436-4220 ext. 8513  
248-502-9065 (fax)  
e-mail: [miller@bnpmedia.com](mailto:miller@bnpmedia.com)

PATRICK CONNOLLY  
Europe, Australia;  
Patco Media-London  
99 Kings Rd.  
Westcliff, Essex UK SSO 8PH  
(+) 44-1702-477341  
(+) 44-1702-477559 (fax)  
[patco44uk@aol.com](mailto:patco44uk@aol.com)

PEG VAN WINKLE  
Inside Sales Associate:  
Directory Listings, Classifieds,  
Service Marketplace ads,  
Reprints  
614-760-4222  
248-283-6530 (fax)  
[vanwinklep@bnpmedia.com](mailto:vanwinklep@bnpmedia.com)