

# 2012 Classifieds

## SUPERIOR INTEGRATED EXPOSURE

- Find those hard-to-locate qualified job candidates.
- Generate \$\$\$\$ by selling used equipment.
- Lower your cost with frequency discounts.

### Print/Digital - in ASI magazine

➔ Available in 12 issues - both print and digital exposure

### Online - at [www.adhesivemag.com](http://www.adhesivemag.com)

- ➔ Your ad appears with HOTLINK to your site.
- ➔ Ads will be posted to our website within 24 hours of receipt (on request).

### ASI E-News - electronic newsletter

- ➔ Reach over 8,200 registered users.\*\*
- ➔ Fast, immediate delivery to subscribers' online mailbox.

**CLOSING: 1<sup>st</sup> OF MONTH PRECEDING PUBLICATION**

### 2012 Classified Rates

col inches	1x	3x	6x	12x	add'l color
2-1/8" x 1"	\$110	\$100	\$95	\$90	\$60
2-1/8" x 2"	\$210	\$190	\$180	\$165	\$60
2-1/8" x 3"	\$310	\$280	\$260	\$245	\$60
2-1/8" x 4"	\$415	\$370	\$350	\$325	\$60
2-1/8" x 5"	\$515	\$465	\$440	\$410	\$110
2-1/8" x 6"	\$615	\$555	\$525	\$490	\$110
2-1/8" x 7"	\$720	\$645	\$610	\$575	\$110
add \$65 for online posting					

### ASI E-News Classified Rates

Contact Peg Van Winkle at 614-760-4222 or [vanwinklep@bnpmedia.com](mailto:vanwinklep@bnpmedia.com) for 2012 ASI E-News Classified rates.

Print rates are based on column inches per insertion, billed monthly. For Web-only classifieds, including link, use above rates. For ads over 7.5 column inches (1/4 pg), display rates apply. Additional color charge includes single standard color only (no PMS colors). Display-size classified color rates: 1/4-page, add \$195; 1/2-page, add \$295; full-page, add \$545. Prepayment required with new orders. Classified advertising is non-commissionable and does not count toward display ad frequency. ASI does not guarantee specific placement of classified ads. All rates shown in USD.

\*\* Exact Target, June 2011

# ASI

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### ASI E-News

Welcome to ASI E-News - the weekly electronic newsletter for subscribers of Adhesives and Sealants Industry magazine. ASI E-News is a fast-scan format so you can quickly keep up on all the latest happenings in the adhesives and sealants industry. Please let us know what you think by sending your comments to Brian Hayes, E-News Editor, at [bhayesb@bnpmedia.com](mailto:bhayesb@bnpmedia.com).

**Vol. 4, Issue 39**

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**BANNER AD** ↑

**TILE AD** →

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