

# 2012 ASI Electronic Rates

{ All Rates Are Net }

<b>WEBSITE (MONTHLY BASIS)</b>	<b>MONTH</b>	<b>QUARTER</b>	<b>2 QTRS</b>	<b>ENTIRE YEAR</b>
Website Banner Ad	n/a	\$4,700	\$9,300	\$18,000
Tile Ad	n/a	\$3,000	\$5,800	\$11,000
Skyscraper Ad	\$1,800	\$4,700	\$9,300	\$18,000
Video Broadcast (creation not included)	\$1,200	\$3,000	\$5,000	\$9,000
Podcast				\$1,350
Article Sponsorship	\$600			
Page Peel	\$3,200			
Floating Ad	\$3,500			
Expandable Banner	\$3,500			

<b>ASI E-NEWS (WEEKLY)</b>				
	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Integrated Sponsorship (quarterly only)	\$5,000			
Focus-On	\$1,500	\$1,400	\$1,300	\$1,200
Banner - above fold	\$1,100	\$1,000	\$975	\$950
Banner- below the fold	\$800	\$750	\$700	\$650
Tile Ad	\$800	\$750	\$700	\$650

<b>ASI E-NEWS (QUARTERLY)</b>				
	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Banner - above fold	\$1,000	\$900	\$850	\$800
Tile Ad	\$1,000	\$475	\$450	\$425
Skyscraper	\$1,100	\$1,000	\$950	\$900
Focus-On	\$1,200	\$1,000	\$950	\$900

<b>DIGITAL EDITION SPONSORSHIP AND ADS (MONTHLY)</b>			
Issue Sponsorship	\$2,000	Business reply card/call back card	\$200
Secondary sponsorship	\$1,000	Blow-in card (two panels)	\$600
Audio and Video	\$550	Belly Band (two panels)	\$640
Flash animation	\$750	Gatefold (three panels)	\$910
Index tab	\$310	Barn door (five panels)	\$1,800
		Article text view	\$200

## **ASI/ SPECIAL KEY INDUSTRIES TRADESHOWS**

<b>World Adhesives Conference</b>	
Pre-Show: Show Preview, Booth Showcase	\$500
At-the-Show Report: News and Schedule	\$600
Post-Show: Product Showcase	\$500
Sponsorship Banner ad in all three e-blasts	\$3,000

<b>ASC Spring &amp; Fall Conferences</b>	
Pre-Show: Show Preview, Booth Showcase	\$500
At-the-Show Report: News and Schedule	\$600
Post-Show: Product Showcase	\$500
Sponsorship: Banner ads in all three e-blast	\$3,000

<b>American Coatings</b>	
Pre-Show: Show Preview, Booth Showcase	\$500

<b>PSTC</b>	
Pre-Show: Show Preview, Booth Showcase	\$500

<b>Composites 2012</b>	
Pre-Show: Show Preview, Booth Showcase	\$500

## **CUSTOM E-NEWSLETTER**

11-15k names = \$4250 net + \$1500 net for leads
6-10k names = \$3500 net + \$1500 for leads
1-5k names = \$2500 net + \$1500 for leads

## **SOCIAL MEDIA**

### **BROADCAST TO ASI/ FANBASE 4 PER MO. 8 PER MO. 20 PER MO.**

Twitter Tweets	\$950	\$1,500	\$2,950
Facebook Posts	\$600	\$1,000	n/a
Linkedin Posts	\$950	\$1,500	\$2,950

### **BUILD SOCIAL MEDIA PAGE PLUS**

	<b>PER YEAR</b>
Content posted 2 times per week for one year	\$6,500

## **VIDEOS**

Premium Video Package	\$2,000
Booth Video Option	\$1,500
Interview Video Option	\$1,000

<b>WEBINAR</b> (see Media Kit page 12 for details)	\$8,500
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