

2013 ASI ELECTRONIC RATES

ALL RATES NET

Website	Ad Size	Monthly	Quarterly
HOME PAGE			
Leaderboard (Rotation 1-4)	728 x 90	\$1,725.00	\$4,600.00
Medium Rectangle (Rotation 1-4)	300 x 250	\$1,380.00	\$3,450.00
2 Rectangle adjacent (Rotation 1-4)	180 x 150	\$1,300.00	\$4,500.00
Expandable Leaderboard (Rotation 1-4)	728 x 90	\$3,450.00	N/A
Floating Ad	Varying Sizes (max 800 x 600)	\$4,025.00	N/A
Page Peel	150 x 150	\$3,680.00	N/A
Slider	970 x 90	\$2,500.00	N/A
Featured Products		\$690.00	N/A
Video Broadcast (creation not included)		\$1,200.00	\$3,000.00
Photo Gallery		\$200.00	\$230.00
Podcast		N/A	\$345.00
WEBSITE - SUB PAGE			
Wide Skyscraper	160 x 600	\$1,725.00	N/A
Expandable Skyscraper	160 x 600	\$2,000.00	N/A
Super Leaderboard subpage only (Rotation 1-4)	970 x 90	\$2,000.00	\$5,000.00
Half page Skyscraper	300 x 600	\$2,200.00	N/A
Article Sponsorship	180 x 150	\$690.00	N/A
Pushdown (sub-pages only)	970 x 70	\$2,500.00	N/A
Billboard (sub-pages only)	970 x 250	\$2,600.00	N/A
Filmstrip (sub-pages only)	300 x 600	\$2,700.00	N/A
WEBSITE - TOPIC PAGE			
Topic Sponsorship		\$1,265.00	N/A
WEBSITE - ADDITIONAL AD INVENTORY			
Video Sponsorship Banner	728 x 90	\$1,000.00	N/A
Registration Login Page	300 x 250	N/A	\$640.00
Showroom		\$620.00	N/A

ASI SPECIAL KEY INDUSTRIES TRADESHOWS

ASC Spring & Fall Conferences Pre-Show: Booth Showcase	\$575
European Coatings Show Pre-Show: Booth Showcase	\$575
PSTC Pre-Show: Booth Showcase	\$575
The Assembly Show Pre-Show: Booth Showcase	\$575
Composites 2012 Pre-Show: Booth Showcase	\$575



www.adhesivesmag.com

August 2012. Prices subject to change.

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ASI E-NEWS (WEEKLY)

Integrated Sponsorship (QUARTERLY ONLY) \$5,750

	1x (wk)	3x	6x	12x
Focus-On	\$1,725	\$1,610	\$1,495	\$1,380
Banner - above fold	\$1,265	\$1,150	\$1,121	\$1,093
Banner- below the fold	\$920	\$863	\$805	\$805
Tile ad	\$920	\$863	\$805	\$748

CUSTOM E-NEWSLETTER

11-15k names = \$4,462.50 net + \$1,575 for leads
6-10k names = \$3,675 net + \$1,575 for leads
1-5k names = \$2,625 net + \$1,575 for leads

VIDEO

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

FACEBOOK

\$350/each post
\$1,250/month - 4 posts
\$2,000/month - 8 posts
\$720/each 15 second video
\$1,080/each - 35 second video
\$375/week- Co-Branded Welcome Page
\$1,250/moth- Co-Branded Welcome Page

TWITTER

\$225/each Tweet
\$1,500/month- 8 Tweets
\$3,000/month- 16 Tweets
\$1,000/month- Twitter Widget
\$1,000/month-Sponsored Twitter Background

DIGITAL EDITION SPONSORSHIP AND ADS (MONTHLY)

Issue Sponsorship	\$2,300
Secondary sponsorship	\$1,150
Audio and Video	\$633
Flash animation	\$863
Index tab	\$257
Business reply card/call back card	\$230
Blow-in card (two panels)	\$690
Belly Band (two panels)	\$736
Gatefold (three panels)	\$1,047
Barn door (five panels)	\$2,070
Article text view	\$230

BUILD SOCIAL MEDIA PAGE PLUS

PER YEAR

Facebook and Twitter - Client provides materials, graphics, and content.	\$4,500
Facebook and Twitter - We provide creation of content and also promote the newly created pages to both BNP Media's Facebook and witter pages for one month.	\$5,000

WEBINAR RATE

\$8,925

YOUTUBE

\$720/ EACH -14 second video

QR CODES MOBILE TAGS

\$200/ EACH



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