



# 2014 EDITORIAL CALENDAR

PRINT/DIGITAL EDITION	SPECIAL ADVERTISING OPPORTUNITIES/ BONUS DISTRIBUTION	SPECIAL EDITIONS
<b>JANUARY</b> Ad Close: December 4 <b>Manufacturing and Testing/Quality Control Equipment</b> — coverage on mixers, pumps, meter/mix/dispense, testing <b>High-Tech Formulations/Applications</b> <b>Packaging of Adhesives and Sealants</b> — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging	<b>MUST SEE Product eBlast: 50% off</b> for January issue display advertisers. Great LEAD generator! (See page 6 for details.)  <b>Electronics West, February 11-13, Anaheim, CA</b>  <b>Adhesion Society Annual Meeting &amp; Expo, February 23-26, San Diego, CA</b>	<b>End User Digital Edition: Electronics</b> — targeted editorial for users of finished adhesives, sealants and coatings in the electronics sector  <b>Targeted Circulation</b>
<b>FEBRUARY</b> Ad Close: January 8 <b>Raw Materials, Chemicals, Polymers &amp; Additives Handbook</b> — 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 <b>Raw Materials Roundtable</b> — discussion of materials-related trends, challenges and opportunities	<b>Handbook options:</b> listings, logos, hotlinks, spec sheets, videos, social media, mobile tagging  <b>Website Video: 50% off</b> for February display advertisers  <b>Innovation Showcase: FREE</b> 1/3 pg. vertical ad to highlight innovation products/services for February display advertisers (1/2 pg. or larger)	
<b>MARCH</b> Ad Close: February 5 <b>ASC Spring Convention Pre-Event Guide</b> <b>American Coatings Show Pre-Event Guide</b> <b>Coatings</b> — coverage on end uses for coatings, formulation, curing <b>High-Tech Formulations/Applications</b> <b>Manufacturing and Testing/Quality Control Equipment</b> — coverage on mixers, pumps, meter/mix/dispense, testing	<b>ASC and ACS Special Ad Package for March Display Advertisers Includes:</b> - <b>50% off</b> your choice (Booth Preview eBlast, 1-2 minute video or 1 minute podcast) - <b>FREE</b> Exhibit-in-Print in March print and digital issues - <b>FREE</b> Product Write-up (Daily <b>ASI eNews</b> ASC edition or regular <b>ASI eNews</b> for ACS) - <b>FREE</b> Pre-show tweet and Facebook post  <b>APEX EXPO IPC, March 25-27, Las Vegas, NV</b>  <b>ASC Spring Convention, April 28-30, Orlando, FL</b>  <b>American Coatings Show, April 8-10, Atlanta, GA</b>	<b>ASI China</b>  <b>Manufacturing and Testing/Quality Control Equipment</b>  <b>Raw Materials/Chemicals</b>  <b>Packaging of Adhesives and Sealants</b>  Circulation to 2,000 industry professionals in China
<b>APRIL</b> Ad Close: March 5 <b>PSTC Pre-Event Guide</b> <b>PSAs, Tapes, Films, Labels</b> <b>Composites</b> <b>Converting &amp; Packaging</b> — coverage on heat-seal polymers, tapes, labels, hot melts, labeling and application	<b>PSTC Special Ad Package for April Display Advertisers Includes:</b> - <b>50% off</b> your choice (Booth Preview eBlast, 1-2 minute video or 1 minute podcast) - <b>FREE</b> Exhibit-in-Print in <b>ASI</b> April print and digital issues - <b>FREE</b> Product write-up in <b>ASI eNews</b> - <b>FREE</b> pre-show tweet and Facebook post  <b>PSTC Tape Summit and Tech 37, April 28-May 2, Nashville, TN</b>  <b>ASC Spring Convention, April 28-30, Orlando, FL</b>	<b>End User Digital Edition: Transportation</b> — targeted editorial for users of finished adhesives, sealants and coatings in automotive, marine, aerospace and related industries  <b>Targeted Circulation</b>
<b>MAY—GREEN ISSUE</b> Ad Close: April 2 <b>Green Chemistry and Formulation</b> <b>Green Coatings</b> <b>High-Tech Formulations/Applications</b> <b>Raw Materials</b> — coverage on additives, resins, pigments and dyes <b>Packaging of Adhesives and Sealants</b> — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging	<b>MUST SEE Product eBlast: 50% off</b> for May issue display advertisers. Great LEAD generator! (See page 6 for details.)	
<b>JUNE</b> Ad Close: May 7 <b>Dispensing and Curing Equipment Directory</b> — quick-reference chart provides comprehensive listing of dispensing and curing equipment suppliers, including complete supplier contact information; searchable database online for 12 months <b>Meter/Mix/Dispense</b> <b>Pumps</b> <b>Curing</b>	<b>Directory options:</b> listings, hot links, spec sheets, videos, social media, mobile tagging  <b>Virtual Supplier Brochures:</b> Include your product info on <a href="http://www.adhesivesmag.com/virtualbrochures">www.adhesivesmag.com/virtualbrochures</a> for six months. You'll also receive LEADS from our MUST SEE Virtual Supplier Brochure eBlast!  <b>SEMICON West, July 8-10, San Francisco, CA</b>  <b>AAT Expo (dates TBA)</b>	<b>ASI China</b>  <b>PSAs, Tapes, Films, Labels</b>  <b>Green Chemistry and Formulation</b>  <b>High-Tech Formulations/Applications</b>  Circulation to 2,000 industry professionals in China

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<b>JULY</b> Ad Close: June 4 <b>Distributor Directory</b> — reference tool to help connect manufacturers with the appropriate distributor partner—includes complete distributor contact info, along with listing of represented suppliers; searchable database online for 12 months <b>Raw Materials</b> — coverage on additives, resins, pigments and dyes <b>High-Tech Formulations and Applications</b> <b>Coatings</b> — coverage on end uses for coatings, formulation, curing	<b>Directory options:</b> listings, hot links, spec sheets, videos, social media, mobile tagging  <b>Distributor Showcase: FREE</b> 1/3 pg. profile to highlight products and services for July display advertisers (1/2 pg. or larger)	
<b>AUGUST</b> Ad Close: July 2 <b>ASI Top 25</b> — our exclusive listing of the leading manufacturers of adhesives/sealants, pressure sensitives and adhesives/sealants products <b>Packaging of Adhesives and Sealants</b> — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging <b>Manufacturing and Testing/Quality Control Equipment</b> — coverage on mixers, pumps, meter/mix/dispense, testing <b>Composites</b>	<b>ASI Top 25 Sponsorships</b> — your logo included in promotional materials, as well as in our print/digital/online editions, <b>ASI eNews</b> and our social media platforms  <b>MUST SEE Product eBlast: 50% off</b> for August issue display advertisers. Great LEAD generator! (See page 6 for details.)	
<b>GAD—SPECIAL ISSUE</b> Ad Close: July 10 <b>Global Adhesive &amp; Sealant Directory</b> — annual purchasing directory and resource for finished adhesives and sealants to special targeted circulation: 5,000 end user industry professionals; includes contact info, product listings and reference material; searchable database online for 12 months	<b>Directory options:</b> listings, hot links, spec sheets, videos, social media, mobile tagging  <b>Digital Edition Pop-Up Ad: 50% off</b> for GAD display advertisers	
<b>SEPTEMBER</b> Ad Close: August 6 <b>ASC Fall Convention Pre-Event Guide</b> <b>High-Tech Formulations and Applications</b> <b>Raw Materials</b> — coverage on additives, resins, pigments and dyes <b>Coatings</b> — coverage on end uses for coatings, formulation, curing	<b>ASC Specialized Ad Package for September and October Display Advertisers Includes:</b> <ul style="list-style-type: none"> <li>- <b>50% off</b> your choice (Booth Preview eBlast, 1-2 minute video or 1 minute podcast)</li> <li>- <b>FREE</b> Exhibit-in-Print in <b>ASI</b> October print and digital issues</li> <li>- <b>FREE</b> Product write-up in daily <b>ASI eNews</b> ASC editions</li> <li>- <b>FREE</b> Pre-show tweet and Facebook post</li> </ul> <b>ASC Fall Convention &amp; Expo, October 20-22, Greenville, SC</b>	<div>NEW</div> <b>ASI China</b> <b>ASI Top 25</b> <b>Coatings</b> <b>Manufacturing and Testing/Quality Control Equipment</b> Circulation to 2,000 industry professionals in China
<b>OCTOBER</b> Ad Close: September 3 <b>The ASSEMBLY Show Pre-Event Guide</b> <b>ASC Fall Convention At-the-Show Coverage</b> <b>Curing</b> <b>Composites</b> <b>Manufacturing and Testing/Quality Control Equipment</b> — coverage on mixers, pumps, meter/mix/dispense, testing <b>Converting and Packaging</b> — coverage on heat-seal polymers, tapes, labels, hot melts, labeling and application	<b>The ASSEMBLY Show, October 27-29, Rosemont, IL</b>  <b>ASC Fall Convention &amp; Expo, October 20-22, Greenville, SC</b>  <b>CAMX - The Composites and Advances Materials Expo, October 13-16, Orlando, FL</b>  <b>PACK EXPO, November 2-5, Chicago, IL</b>	<b>End User Digital Edition: Assembly</b> — targeted editorial for users of finished adhesives, sealants and coatings for assembly applications  <b>Targeted Circulation</b>
<b>NOVEMBER—GREEN ISSUE</b> Ad Close: October 1 <b>ASI Readers' Choice Winners Announced</b> — our readers vote on their favorite new products of the year in three categories: Raw Materials, Formulated Adhesives/Sealants and Equipment <b>Green Manufacturing</b> <b>Packaging of Adhesives</b> — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging <b>Composites</b> <b>PSAs, Tapes, Films, Labels</b> <b>Year in Review/2012 Preview</b>	<b>ASI Readers' Choice Sponsorships</b> — your logo included on promotional materials, in our print/digital/online editions, <b>ASI eNews</b> and our social media platforms  <b>MUST SEE Product eBlast: 50% off</b> for November issue display advertisers. Great LEAD generator! (See page 6 for details.)  <b>Design-Build Conference &amp; Expo, October 6-8, Dallas, TX</b>	<b>End User Digital Edition: Construction</b> —targeted editorial for users of finished adhesives, sealants and coatings in the construction industry  <b>Targeted Circulation</b>
<b>DECEMBER</b> Ad Close: November 5 <b>Buyers' Guide</b> — annual purchasing resource includes comprehensive list of products and suppliers, complete contact info and association rosters; searchable database online for 12 months	<b>Buyers' Guide options:</b> listings, hot links, spec sheets, videos, social media, mobile tagging  <b>Virtual Supplier Brochures:</b> Include your product info on <a href="http://www.adhesivesmag.com/virtualbrochures">www.adhesivesmag.com/virtualbrochures</a> for six months. You'll also receive LEADS from our MUST SEE Virtual Supplier Brochure eBlast!	<div>NEW</div> <b>ASI China</b> <b>Innovation of the Year Winners</b> <b>High-Tech Formulations/Applications</b> <b>Converting/Packaging</b> Circulation to 2,000 industry professionals in China