



Serving Global Formulators, Manufacturers & End Users

# 2014

## INTEGRATED MEDIA KIT

# WHY **ASI** ADHESIVES & SEALANTS INDUSTRY

## WE SERVE YOUR TARGET AUDIENCE: FORMULATORS, MANUFACTURERS & END USERS

### FIELDS SERVED\*

- » Adhesive and sealant formulators
- » Adhesive and sealant manufacturers
- » Pressure-sensitive formulators
- » Pressure-sensitive manufacturers
- » End users of adhesive and sealant products for: electrical/electronics; transportation; product assembly; plastics, rubber, elastomers; metals; food and medical/pharmaceutical products; packaging/paper products/converting; lumber/wood/furniture/fixture products; textile/nonwovens/apparel/diapers; tapes & labels; construction; composites and more (Note 1)

85%<sup>\*\*</sup>

pick **ASI** when asked which magazine is most useful in the adhesives and sealants industry!

70%<sup>\*\*</sup>

pick **www.adhesivesmag.com** when asked which industry website is the most useful!



## ASI DIRECTORIES: TARGETED REACH

**ASI's** Directories keep you connected to specific audiences within the adhesives and sealants industry. Dynamic Directory Packages appear in print, digital and online year-round. These packages fit every budget, offering preferred search results, links, logos, photos and much more. Bonuses and discounts are available for display advertisers!

\* June 2014 BPA Brand Report

\*\* 2013 **ASI** Reader Preference/Profile Study  
Note 1: More: Other users of adhesives/sealants products; chemical/raw materials suppliers; equipment suppliers; packaging/containers suppliers; distributors; other suppliers

# WWW.ADHESIVESMAG.COM: ATTRACTING VISITORS WORLDWIDE

## HOMEPAGE



- 1 **LEADERBOARD – 728 X 90**  
Super Leaderboard upgrade – 970 x 90
- 2 **MULTIMEDIA**
- 3 **MEDIUM RECTANGLE – 300 X 250**
- 4 **FEATURED PRODUCTS**  
Highlight your product with a product name, teaser and photo placed on our website. A maximum of three products will be featured at a time.
- 5 **RECTANGLE – 180 X 150**
- 6 **CLASSIFIEDS**  
Includes post date, headline, company name, location, photo and description. Three classifieds featured on the homepage at a time.
- 7 **RICH MEDIA (not shown)**
  - a. Expandable Leaderboard
  - b. Floating Ad
  - c. Page Peel Ad

## SUB-PAGE



- 1 **LEADERBOARD – 728 X 90**
- 2 **WIDE SKYSCRAPER – 160 X 600**  
Half Page Skyscraper upgrade – 300 x 600
- 3 **ARTICLE SPONSORSHIP AD – RECTANGLE AT 180 X 150**
- 4 **MEDIUM RECTANGLE - 300 X 250**
- 5 **TOPIC SPONSORSHIP (not shown)**  
Special ad package including a Wide Skyscraper and Medium Rectangle ad.

25,468  
**PER MONTH\***

Average Page Impressions

10,158  
**PER MONTH\***

Average Unique Browsers

### GLOBAL FOCUS WITH GEO TARGET

Geo Target allows you to specify which states, regions and/or countries view your ad on [www.adhesivesmag.com](http://www.adhesivesmag.com)!

**ASI** guarantees YOUR exposure is targeted exposure!




### END USER MICROSITE

Our End User Microsite offers industry news, personnel announcements, new product details, technology updates, case studies, Q&As and more to help users of adhesives, sealants and coatings succeed in their business. Site visitors include personnel involved in industries such as automotive, aerospace, marine, electronics, construction, assembly, medical/dental, consumer products and more.



**Ads are specific to the microsite to reach this targeted audience. Sponsorship opportunities are also available.**



# 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

# 2014 EDITORIAL CALENDAR

PRINT/DIGITAL EDITION	SPECIAL ADVERTISING OPPORTUNITIES/ BONUS DISTRIBUTION	SPECIAL EDITIONS
<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

# eNEWS: RESPECTED INFORMATION SOURCES

Sent every week to over 8,700 opt-in subscribers, **ASI eNews** supplies the latest information on market conditions, technology developments and industry practices.

## ASI eNEWS SPONSORSHIP

Includes a linked tile ad, linked 50 word text ad and banner ad on **ASI's** homepage.

1 LEADERBOARD AD — 728 X 90

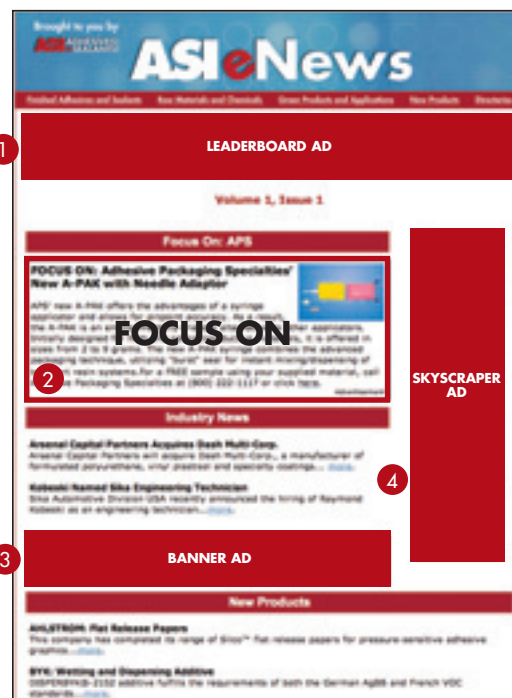
2 FOCUS ON

Exclusive spot per issue! Ad includes a photo or logo, 100 words of text and link.

3 BANNER AD — 468 X 60

4 SKYSCRAPER AD— 120 X 600

5 TILE ADS (not shown)— 125 X 125



## MUST SEE PRODUCTS & SERVICES eBLAST

This eNews source is a great way to highlight your exciting products and company information. Ads include your logo and/or product image, 100 word write-up and link, and are placed in the order they are received. **Book today to guarantee a top position!**

*Great Lead Generator!*

## CUSTOM eNEWSLETTERS

Let **ASI** help you create a co-branded eNewsletter customized to your needs. Our oranetap content marketing group can help you develop compelling custom eNews content and design through our experienced creative and editorial teams. A custom eNewsletter can take your company to the next level with these benefits:

- Including editorial or educational content in an eNewsletter can help position your company as an industry leader
- Editorial content creates greater reader engagement
- Subscribers trust **ASI**. They're more likely to open emails from our publication and consider our endorsements

## TRADE SHOW PREVIEW eNEWSLETTERS

Includes booth showcases featuring new products, company information, booth number and link to your website. **Create excitement for your booth prior to the show!**

**Available at:** ASC Spring Conference & Expo; American Coatings Show; PSTC Tape Summit; ASC Fall Conference & Expo and The ASSEMBLY Show

# INTERACTIVE MEDIA OPTIONS

## VIDEO: YOUR COMPANY IN MOTION

Video packages let you capture incredible detail about your company and deliver it to your customers in a unique way. All packages include your video posted on [www.adhesivesmag.com](http://www.adhesivesmag.com), a mobile tag to your video featured on your **ASI** print ad and your video included on your Digital Edition ad. Premium packages also available!

### BOOTH VIDEO

- » 3 minute video; 15 minutes of filming
- » Available at:
  - ASC Spring Convention and Expo
  - PSTC Tape Summit
  - ASC Fall Convention and Expo
  - The ASSEMBLY Show

### VIDEO INTERVIEW

- » 2 minute video
- » 2-3 questions asked by **ASI** staff



### YOUTUBE

**ASI's** YouTube channel offers additional video sponsorships! Play your advertiser clip before or after **ASI's** video and receive information on the number of views, viewer demographics, traffic sources and audience retention.



## DIGITAL EDITION: UNLIMITED REACH

Expand your exposure with **ASI's** Digital Edition, sent to subscribers and posted on our website. This multi-functional platform provides unique advertising options and **great lead generation!** Your print ad runs in the Digital Edition with a **FREE** hotlink at no additional cost.

### SPONSORSHIPS

- 1 LEFT OF COVER AD
- 2 SKYSCRAPER
- 3 BANNER
- 4 LOGO AD
- 5 TAB TO YOUR FULLPAGE AD

### ADDITIONAL SPONSORSHIPS AVAILABLE

- » Audio or Video
- » Gatefold, Bellyband, Blow-in card
- » Call back card or Business reply card



Delivered to  
**1,661**  
**SUBSCRIBERS\***



### END USER DIGITAL EDITIONS

**ASI's** End User Digital Editions focus on a specific application: Electronics (January), Transportation (April), Assembly (October) and Construction (November). Industry news, new products and features/case studies will be targeted specifically for readers who are users of finished adhesives, sealants and coatings for each sector.

**Ads and sponsorships mirror those available for regular Digital Editions.**

## WEBINARS

Through a turnkey solution, our educational Webinars increase brand awareness and interest in your products while our dedicated team builds attendance and manages every detail surrounding the event.

### Webinar benefits

- » Establish your brand as a thought leader
- » Receive qualified registration leads with demographics
- » Engage a captive audience with Q&A sessions, polling and survey reporting
- » Event promotions across our multiple platforms – print, online, newsletter, emails and social media

Anyone can produce a Webinar. But only **ASI** offers the expertise, audience and tools to help your Webinar succeed.

**Our industry-leading Webinars draw big numbers!**  
**200 Attendees, 400 Registrants**

(Source: 2013 BNP Media Corporate Webinar Averages)

For Webinar tips, samples and more information, contact your sales rep or visit:  
<http://portfolio.bnpmmedia.com/webinars>



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# ASI ADHESIVES & SEALANTS INDUSTRY

## 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.

## MOBILE TAGS

Turn your display ad or listing into a digital experience, connecting customers to every facet of your brand: website, video, webinar, podcast or other online content. **Reach more of your customers using the one thing they carry everywhere – their mobile phone.**

## PODCASTS

Podcasts provide educational and promotional information to industry professionals through short audio clips. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring an editorial podcast. **For more information, contact your sales rep or visit: <http://portfolio.bnpmedia.com/podcasts>**

## LIST RENTAL

The most powerful, responsive list of adhesive and sealant professionals is just a call away. Complement your advertising program and introduce new products by renting **ASI's** exclusive subscriber list. **Contact Kevin Collopy of InfoGroup at [kevin.collopy@infogroup.com](mailto:kevin.collopy@infogroup.com) or 402-836-6265.**

## CLEAR SEAS RESEARCH

### *Making the Complex Clear*

Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups or bulletin boards); we present results that are easily understood, insightful and actionable.

## GET STARTED NOW.

**Contact Beth Surowiec at 248-786-1619  
OR [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com).  
[www.clearseasresearch.com](http://www.clearseasresearch.com)**



# ASI ADHESIVES & SEALANTS INDUSTRY



**orangetap**

## CONTENT MARKETING SERVICES

Orangetap marketing services equips your brand with the marketing, editorial and publishing resources of BNP Media to help capture the attention of your customers. From content development to media design and publishing services... we've got you covered.

**To learn more about our services or to quote out a project, please contact our content marketing strategies team:**

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