ASI ADHESIVES & SEALANTS INDUSTRY

SERVING GLOBAL FORMULATORS, MANUFACTURERS & END USERS

2015 INTEGRATED MEDIA KIT

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ASI ADHESIVES & SEALANTS INDUSTRY

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

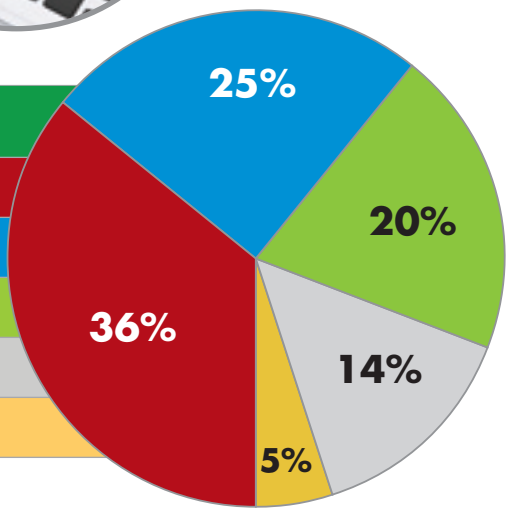
88%**

OF SUBSCRIBERS

take action after viewing an ad in **ASI**!

Formulators*	Manufacturers*	Users of Adhesives and Sealants Products*
• Adhesives and sealants • Pressure-sensitives • Adhesives and sealants products	• Adhesives and sealants • Pressure-sensitives • Adhesives and sealants products	• Electrical/electronics • Transportation (Auto, Aerospace, Other) • Product assembly • Plastics, rubber and elastomers • Metals • Food and medical/pharmaceutical • Packaging/paper products/converting • Lumber/wood furniture/fixture • Textiles/nonwovens/apparel/diapers • Tapes and labels • Construction • Composites • And more! (Note 1)

Purchase Influence**
Approve/Authorize purchases
Recommend purchases
Select/Specify products or services
Involved in other ways
Not involved in purchasing



**June 2014 BPA Brand Report*
Note 1: Other users of adhesives/sealants and/or adhesives/sealants products; suppliers including chemicals/raw materials, equipment, packaging/containers, distributors, other suppliers, and others allied to the field

***Adhesives & Sealants Industry 2013 Reader Preference/Profile Report*

ASI DIRECTORIES: **VALUABLE, TARGETED REACH**

ASI's five directories keep you connected to specific audiences within the adhesives and sealants industry. Dynamic Directory packages appear in print, digital and online year-round, providing you with maximum exposure. Multiple ad options—including preferred search results, links, logos, photos and much more—are available to meet your needs and fit every budget. Bonuses and discounts are available for display advertisers in corresponding months!

March – Raw Materials, Additives & Chemicals Handbook
June – Dispensing & Curing Equipment Directory
July – Distributor Directory
August – Global Adhesives & Sealants Directory – Special 13th Issue
December – Buyers' Guide

ASI END USER FOCUS

MICROSITE

Our **ASI** 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 automotive, aerospace, marine, electronics, construction, assembly, medical/dental, consumer products and more. Ads are specific to the microsite to help you reach this targeted audience. Sponsorship opportunities are also available.

ASI END USER DIGITAL EDITION

Each issue of **ASI's** End User Digital Edition focuses on a specific end user segment and **reaches 5,000*** subscribers** who are involved in that industry! Industry news, new products and features/case studies will be targeted specifically for end users. Ads and sponsorships mirror those available for the regular Digital Edition.

February – Electronics
April – Transportation
May – Packaging
October – Assembly
November – Construction

DIGITAL EDITION

ASI delivers expanded exposure with our Digital Edition, sent to subscribers and posted on our website. This multi-functional platform provides unique advertising options and great LEAD generation!

Delivered to
1,661
SUBSCRIBERS*

SPONSORSHIPS
1. LEFT OF COVER AD
2. SKYSCRAPER
3. BANNER
4. LOGO AD
5. TAB TO YOUR FULL-PAGE AD

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

*June 2014 BPA Brand Report
***Publisher's Own Data

2015 EDITORIAL CALENDAR

PRINT/DIGITAL EDITION	SPECIAL ADVERTISING OPPORTUNITIES/ BONUS DISTRIBUTION	SPECIAL EDITIONS
JANUARY Ad Close: December 4 **Manufacturing and Testing/Quality Control Equipment** — coverage on mixers, pumps, meter/mix/dispense, testing **High-Tech Formulations/Applications** **Packaging of Adhesives and Sealants** — coverage on catridges, packages, syringes, nozzles, cans, custom packaging	**MUST SEE Products & Services eBlast: 50% off** for January display advertisers — showcase your products/services to **ASI** print/digital and **ASI eNews** subscribers — LEADS include name, company and contact information!	**New Editorial Section ADHESIVES AT WORK** Adhesives at Work showcases materials and technology innovations for end-use applications of adhesives and sealants in sectors such as electronics (Feb.), transportation (Apr.), packaging (May), assembly (Oct.) and construction (Nov.).
FEBRUARY Ad Close: January 2 **Converting & Packaging** — coverage on heat-seal polymers, tapes, labels, hot melts, labeling and application **Composites** **Coatings** — coverage on end uses for coatings, formulation, curing **Curing** **Adhesives at Work: Electronics**	**Adhesion Society Annual Meeting & Expo, February 20-25, Savannah, GA** **IPC APEX Expo, February 22-26, San Diego, CA** **RadTech West, March 10-11, Redondo Beach, CA**	**End User Digital Edition: Electronics** — targeted editorial for users of finished adhesives, sealants and coatings in the electronics sector **Targeted Circulation of 5,000*****
MARCH Ad Close: February 5 ***Raw Materials, Chemicals, Polymers & Additives Handbook*** — 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 **Raw Materials Roundtable** — a discussion of materials-related trends, challenges and opportunities	***Raw Materials, Chemicals, Polymers & Additives Handbook* Options:** listings, hot links, spec sheets, videos, social media, mobile tagging **Website Video: 50% off** for March display advertisers **Innovation Showcase:** March display advertisers (1/2-pg or larger) receive **FREE** 1/3-pg vertical space to highlight innovative products/ services	**ASI China** **Manufacturing and Testing/ Quality Control Equipment** **Raw Materials/Chemicals** **Packaging of Adhesives and Sealants** Circulation to 2,000*** industry professionals in China
APRIL Ad Close: March 5 **Adhesive and Sealant Council (ASC) Spring Convention & Expo Pre-Event Guide** **European Coatings Show (ECS) Pre-Event Guide** **Coatings** — coverage on topics such as end uses, formulation, curing **Raw Materials** — coverage on additives, resins, pigments and dyes **Manufacturing and Testing/Quality Control Equipment** — coverage on mixers, pumps, meter/mix/dispense, testing **Adhesives at Work: Transportation**	**ASC Special Ad Package for April Display Advertisers:** — **50% off** your choice of a MUST VISIT Booth eVite, 1-2 minute video or 1 minute podcast — **FREE** Exhibit in Print in **ASI** April print and digital issues — **FREE** product write-up in daily **ASI eNews** ASC edition — **FREE** pre-show tweet and Facebook post **ECS Special Ad Package for April Display Advertisers:** — **FREE** Exhibit in Print in **ASI** April print and digital issues **ASC Spring Convention & Expo, April 21-22, Nashville, TN** **European Coatings Show, April 21-23, Nuremberg, Germany**	**End User Digital Edition: Transportation** — targeted editorial for users of finished adhesives, sealants and coatings in automotive, marine, aerospace and related industries **Targeted Circulation of 5,000*****
MAY—GREEN ISSUE Ad Close: April 2 **Green: Chemistry, Formulation, Manufacturing** **Pressure Sensitive Tape Council (PSTC) Pre-Event Guide** **PSAs, Tapes, Films, Labels** **Converting & Packaging** — coverage on heat-seal polymers, tapes, labels, hot melts, labeling and application **Adhesives at Work: Packaging**	**PSTC Special Ad Package for May Display Advertisers:** — **50% off** your choice of a MUST VISIT Booth eVite, 1-2 minute video or 1 minute podcast — **FREE** Exhibit in Print in **ASI** May print and digital issues — **FREE** product write-up in **ASI eNews** — **FREE** pre-show tweet and Facebook post **PSTC Tape Summit and Tech 38, May 11-15, Baltimore, MD**	**End User Digital Edition: Packaging** — targeted editorial for users of finished adhesives, sealants and coatings in the packaging of food/ beverages, medical products/ pharmaceuticals, etc. **Targeted Circulation of 5,000*****
JUNE Ad Close: May 7 ***Dispensing & Curing Equipment Directory*** — quick-reference chart provides comprehensive listing of dispensing and curing equipment suppliers. Includes complete supplier contact information and is available as a searchable database online for 12 months **Meter/Mix/Dispense** **Curing** **Coatings** — coverage on end uses for coatings, formulation, curing	***Dispensing & Curing Equipment Directory* Options:** listings, hot links, spec sheets, videos, social media, mobile tagging **Virtual Supplier Brochures:** Include your product info on www.adhesivesmag.com/virtualbrochures for six months. Receive LEADS from our MUST SEE Virtual Supplier Brochure eBlast! **MUST SEE Products & Services eBlast: 50% off** for June display advertisers — showcase your products/services to **ASI** print/digital and **ASI eNews** subscribers — LEADS include name, company and contact information! **SEMICON West, July 8-10, San Francisco, CA**	**ASI China** **PSAs, Tapes, Films, Labels** **Green Chemistry and Formulation** **Coatings** **Composites** Circulation to 2,000*** industry professionals in China

***Publisher's Own Data

2015 EDITORIAL CALENDAR

PRINT/DIGITAL EDITION	SPECIAL ADVERTISING OPPORTUNITIES/ BONUS DISTRIBUTION	SPECIAL EDITIONS
JULY Ad Close: June 4 ***Distributor Directory*** — 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 **Raw Materials** — coverage on additives, resins, pigments and dyes **Distributor Roundtable** — a discussion of distribution-related trends, challenges and opportunities **PSAs, Tapes, Films, Labels**	***Distributor Directory* Options:** listings, hot links, spec sheets, videos, social media, mobile tagging **Distributor Showcase:** July distributor display advertisers (1/2-pg and larger) receive a **FREE** 1/3-pg profile to highlight products and services 	
AUGUST Ad Close: July 2 **ASI Top 25** — our exclusive listing of the leading manufacturers of adhesives/sealants, pressure sensitives and adhesives/sealants products **Packaging of Adhesives and Sealants** — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging **Manufacturing and Testing/Quality Control Equipment** — coverage on mixers, pumps, meter/mix/dispense, testing **Composites**	**ASI Top 25 Sponsorships** — associate your company with industry leaders in our most popular article of the year! Exclusive sponsorships include company name and logo listed at the beginning of the **ASI** Top 25 article, as well as in all promotional materials **MUST SEE Products & Services eBlast: 50% off** for August display advertisers — showcase your products/services to **ASI** print/digital and **ASI eNews** subscribers — LEADS include name, company and contact information! 	
GAD—SPECIAL ISSUE Ad Close: July 10 ***Global Adhesives & Sealants Directory*** — 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	***Global Adhesives & Sealants Directory* Options:** listings, hot links, spec sheets, videos, social media, mobile tagging **Digital Edition Pop-Up Ad: 50% off** for GAD display advertisers	
SEPTEMBER Ad Close: August 6 **Adhesive and Sealant Council (ASC) Fall Convention & Expo Pre-Event Guide** **High-Tech Formulations and Applications** **NEW for 2015! Annual Materials & Chemicals Overview** — news, trends and forecasts for popular materials and chemicals used in the adhesives, sealants and coatings industries **Coatings** — coverage on end uses for coatings, formulation, curing	**ASC Special Ad Package for September and October Display Advertisers:** — **50% off** your choice of a MUST VISIT Booth eVite, 1-2 minute video or 1 minute podcast — **FREE** Exhibit in Print in **ASI** October print and digital issues — **FREE** product write-up in daily **ASI eNews** ASC editions — **FREE** pre-show tweet and Facebook post **FEICA, September 9-11, Portugal** **PACK EXPO, September 28-30, Las Vegas, NV** **ASC Fall Convention & Expo, October 20-21, Pittsburgh, PA**	**ASI China** **ASI Top 25** **Raw Materials/Chemicals** **Manufacturing and Testing/ Quality Control Equipment** **Curing** Circulation to 2,000*** industry professionals in China
OCTOBER Ad Close: September 3 **The ASSEMBLY Show Pre-Event Guide** **ASC Fall Convention At-the-Show Coverage** **Curing** **Composites** **Manufacturing and Testing/Quality Control Equipment** — coverage on mixers, pumps, meter/mix/dispense, testing **Converting and Packaging** — coverage on heat-seal polymers, tapes, labels, hot melts, labeling and application **Adhesives at Work: Assembly**	**The ASSEMBLY Show (dates/location TBD)** **ASC Fall Convention & Expo, October 20-21, Pittsburgh, PA** **CAMX - The Composites and Advanced Materials Expo, October 26-29, Dallas, TX** **RadTech East (dates/location TBD)**	**End User Digital Edition: Assembly** — targeted editorial for users of finished adhesives, sealants and coatings for assembly applications **Targeted Circulation of 5,000***
NOV.—GREEN ISSUE Ad Close: October 1 **2015 ASI Readers' Choice Awards** — our readers vote for their favorite new products in three categories: Raw Materials, Equipment and Finished Adhesives/Sealants **Sustainable Packaging of Adhesives/Sealants** — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging **Green Materials and Formulations** — coverage on waterborne formulations and 100% solid systems **PSAs, Tapes, Films, Labels** **Year in Review/2016 Preview** **Adhesives at Work: Construction**	**2015 ASI Readers' Choice Sponsorships** — company name and logo listed at the beginning of the 2015 **ASI** Readers' Choice Awards article, as well as in all promotional materials. Exclusive sponsorship - first come, first serve; existing sponsor has first right of refusal **MUST SEE Products & Services eBlast: 50% off** for November display advertisers — showcase your products/services to **ASI** print/digital and **ASI eNews** subscribers — LEADS include name, company and contact information! **Design-Build Conference & Expo, November 2-4, Denver, CO**	**End User Digital Edition: Construction** — targeted editorial for users of finished adhesives, sealants and coatings in the construction industry **Targeted Circulation of 5,000***
DECEMBER Ad Close: November 5 ***Buyers' Guide*** — annual purchasing resource includes comprehensive list of products and suppliers, complete contact info and association rosters; searchable database online for 12 months	***Buyers' Guide* Options:** listings, hot links, spec sheets, videos, social media, mobile tagging **Virtual Supplier Brochures:** Include your product info on www.adhesivesmag.com/virtualbrochures for six months. Receive LEADS from our MUST SEE Virtual Supplier Brochure eBlast!	**ASI China** **ASI Readers' Choice Winners** **High-Tech Formulations/ Applications** **Converting/Packaging** Circulation to 2,000*** industry professionals in China

*** *Publisher's Own Data*

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HOMEPAGE

1. **LEADERBOARD – 728 X 90**
   Super Leaderboard upgrade – 970 x 90
2. **MEDIUM RECTANGLE – 300 X 250**
3. **RECTANGLE – 180 X 150**
4. **FEATURED PRODUCTS (not shown)**
   We highlight your products with a product name, teaser and photo placed on our website. Maximum of three featured at a time.

Visit http://portfolio.bnpmedia.com for details on items listed, along with additional innovative rich media options.

Direct ads to your audience with **GeoTargeting**, which allows you to specify which states or regions view your ad.

25,468
PER MONTH*
Average Page Impressions

MOBILE APP

Launching in 2015!

Our new mobile app gives readers access to our content—anytime, anywhere! Specifically designed for smartphones and tablets, the **ASI** mobile app will feature the latest breaking news, exciting new products, feature articles, videos and more! Limited ad positions are available, which means an extremely high share of voice for marketers looking to reach a deeply engaged, highly targeted audience. Receive more information by reaching out to your sales rep!

PODCASTS

Sponsor your own exclusive, custom podcast or gain exposure by sponsoring an editorial podcast. For more information, contact your sales rep or visit http://portfolio.bnpmedia.com/podcasts.

VIDEO

Our video packages capture incredible detail about your company and deliver it to your customers in a unique way. Contact your sales representative to learn more about this interactive media option!

47%
OF SUBSCRIBERS
have viewed online videos in the past 6 months**

WEBINARS

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

WEBINAR BENEFITS

- **LEADS:** Receive 100 qualified registration LEADS[1] with demographics
- **Brand Awareness:** Increase interest in your products
- **Product Management:** Every detail is managed by a certified Webinar expert
- **Promotions:** A visually appealing and professional campaign is created and deployed, positioning you as a leader in your industry
- **NEW! Educational:** Offer CEUs to attendees, generating higher viewership

Frequency and advertiser discounts available. For Webinar tips, samples and more information, contact your sales rep or visit: http://portfolio.bnpmedia.com/webinars.

[1]*Source: 2014 Adhesives & Sealants Industry Average Webinar Registration Leads*

**June 2014 BPA Brand Report*
***Adhesives & Sealants Industry 2013 Reader Preference/Profile Study*

New Responsive Design!
Currently, over 50% of emails are opened on mobile devices. **ASI** eNewsletters automatically adapt to the size of the screen they're presented on, giving maximum impact to your advertising message on any device!

ASI eNews

With **8,511*** average sent per occurrence each week, **ASI eNews** supplies the latest information on market conditions, technology developments and industry practices. Designed to showcase your ad on both desktop and mobile devices!

1. **LEADERBOARD – 728 X 90**
2. **FOCUS ON**
   Includes photo or logo, 100 word write-up and link
3. **BANNER AD – 468 X 60**
4. **SMALL RECTANGLE – 180 X 150 (not shown)**

ASI TechFlash

ASI TechFlash eNewsletters package your company's message with relevant editorial from **ASI**. Simply supply your leaderboard ad, photo/logo and 50 word write-up. Receive LEAD information from subscribers who opened the eNewsletter, including name, company and contact information!

Great LEAD Generator!

MUST SEE & MUST VISIT eBlasts

These eNews options highlight your exciting products or drive traffic to your booth at an upcoming show. Ads include your logo and/or product image, 100 word write-up and link. Receive LEAD information from subscribers who opened the eBlast, including name, company and contact information! Ad space is limited to 8 companies to give you greater visibility! Receive a top position by booking early!

MUST SEE Products & Services	MUST VISIT Booth eVites
January June August November	April – ASC Spring Convention & Expo May – PSTC Tape Summit September – ASC Fall Convention & Expo

*June 2014 BPA Brand Report

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ASI ADHESIVES & SEALANTS INDUSTRY

Print Specs	
Full-Page – Non Bleed	7" x 10" (178mm x 254mm)
Full-Page – Bleed	8-1/4" x 11" (210mm x 279mm)
2/3-Page	4-5/8" x 10" (118mm x 254mm)
1/2-Page Island	4-5/8" x 7-1/2" (118mm x 191mm)
1/2-Page Horizontal	7" x 4-7/8" (178mm x 118mm)
1/2-Page Vertical	3-3/8" x 10" (86mm x 254mm)
1/4-Page	3-3/8" x 4-7/8" (86mm x 124mm)
1/3-Page Square	4-5/8" x 4-7/8" (118mm x 124mm)
1/3-Page Vertical	2-1/8" x 10" (54mm x 254mm)

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

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Making the complex clear

ASI ADHESIVES & SEALANTS INDUSTRY + orangetap

CONTENT MARKETING SERVICES

Orangetap equips your brand with the editorial and publishing resources of **ASI** to help market and capture the attention of your customers.

Connect with Readers & Earn LEADS
ASI will co-brand your content to improve deliverability and open rates and promote it to our readership. We'll supply you with LEADS through these three high-impact strategies:

1) Content Blast
2) High-Value Media Download
3) Interactive Product Spotlights—**NEW!**

Need Content? We can help.
Orangetap can help you plan and create fresh, unpublished, industry-relevant content every single month.

LIST RENTAL

The most powerful, responsive list of adhesives and sealants 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 or 402-836-6265.