

ASI ADHESIVES & SEALANTS INDUSTRY

20th ANNIVERSARY

Serving the Global Formulator, Manufacturer & End User for 20 Years



2013
INTEGRATED MEDIA
PLANNING KIT
PRINT » ONLINE » DIGITAL

*Photo courtesy of SEMCO®

THE INTEGRATED MEDIA APPROACH

It's essential to reach your customers and prospects who receive information across multiple Media Platforms.

WEBSITE

- » Our content-driven site attracts users worldwide
- » Instant online visibility puts your message in front of the vast online market

NEW DESIGN!

page 5

VIDEO PACKAGES

- » Video is a great way to showcase your products and company
- » ASI can shoot video footage for you. See our video package options

page 9

eNEWSLETTERS

- » 100% opt-in focused audience*
- » All the latest news delivered in an easy-to-read format

page 10

KEY INDUSTRY TRADE SHOW eNEWSLETTERS

- » Reach over 9,053 ASI optin subscribers*
- » Highlight new products, company information, and your booth # at key industry trade shows

page 11

DIGITAL EDITION

- » Leading-edge technology for those who prefer reading their "magazine" electronically
- » Archived for even greater value
- » Exclusive Sponsorship Opportunities

page 12

SOCIAL MEDIA

- » Takes business to a new level
- » Pioneer unique ways to connect with the market

page 13

WEBINARS

- » Produce outstanding results using webinars to communicate and educate
- » Generate leads and grow your business

page 14

PRINT

- » Unique print opportunities: Front of Cover, Belly Band and Inserts

page 16

LET'S GET STARTED!

- » Contact your sales rep to create a custom Integrated Media program
- Our info is on page 20

*Publisher's own data.

YOUR TARGET AUDIENCE IS WITHIN REACH

CONNECTING TO YOUR AUDIENCE

FORMULATORS AND END USERS

FIELDS SERVED*

- » Adhesive and sealant formulators
- » Adhesive and sealant manufacturers
- » Pressure-sensitive formulators
- » Pressure-sensitive manufacturers
- » Users of adhesive and sealant products for: electronic/electrical; transportation; general assembly; plastics, rubber, elastomers; metals; packaging, converting and more

PRODUCTS**

ASI subscribers purchase the following:

CHEMICALS

- » Additives and chemical specialties
- » Resins and base polymers
- » Pigments, dyes, dispersions, extenders
- » Solvents
- » Oils/fatty acids

EQUIPMENT

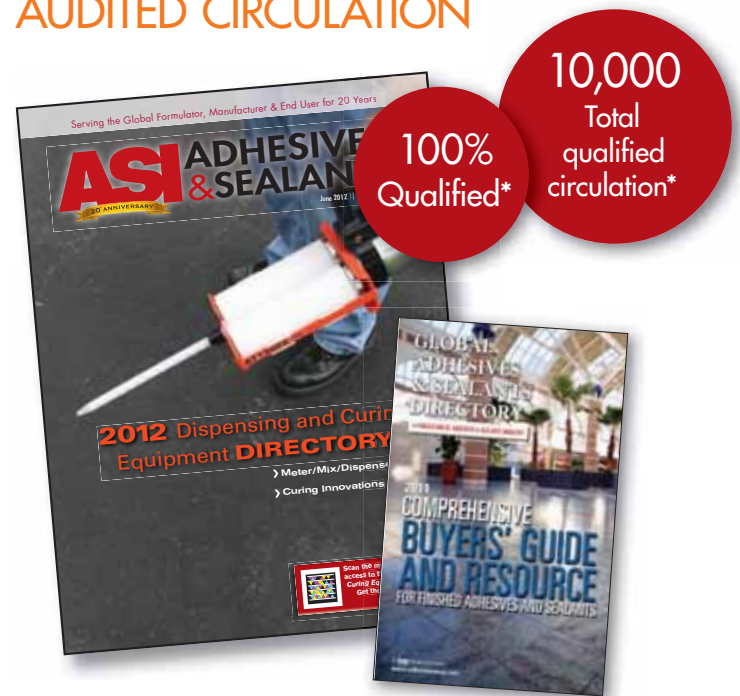
- » Materials handling equipment
- » Blenders/mixers/grinders/mills
- » Screeners/vibrators/separators
- » Dispersers
- » Environmental controls/wastewater-treatment equipment
- » Meter/mix and dispensing equipment and supplies
- » Ovens/curing equipment/dryers
- » UV lamps/equipment
- » Application equipment and supplies: roller coaters; screen printers; cartridges/guns
- » Used equipment

PACKAGING

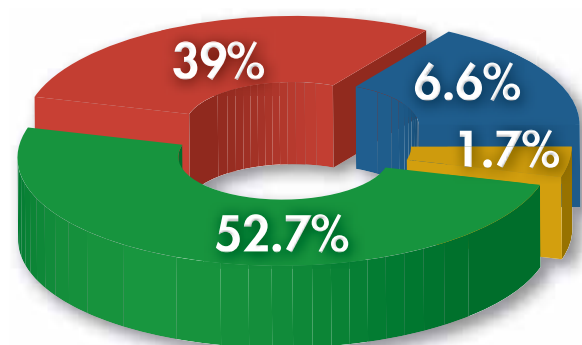
- » Bags/cans/containers/drums
- » Lab/test equipment to evaluate: abrasion; adhesion; flash point; hardness; peel strength; softening point; thickness; thermal analysis; viscosity; wettability; moisture
- » Professional services
- » Finished adhesives and sealants: waterbornes; hot melts; solventborne adhesives; radiation curables; one-component adhesives; two-component adhesives; tapes/labels/PSAs; sealants

*December 2012 BPA Brand Report
** Publisher's own data

AUDITED CIRCULATION

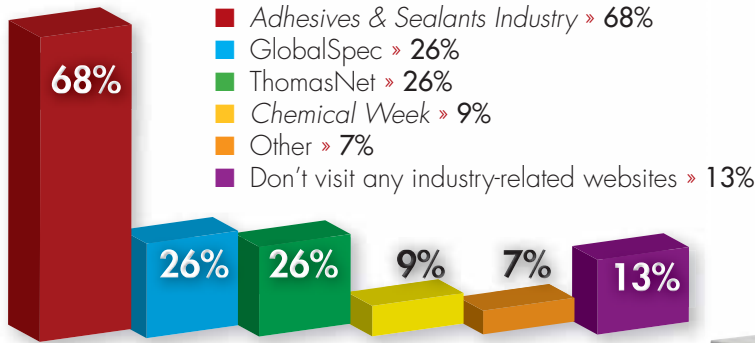


FUNCTIONS OF QUALIFIED RECIPIENTS*



- Purchasing/buying — 1.6%
- Sales/marketing — 6.3%
- Research and development; chemistry/formulation; engineering/design engineering; product management/production — 38.5%
- Owner/general management — 53.6%

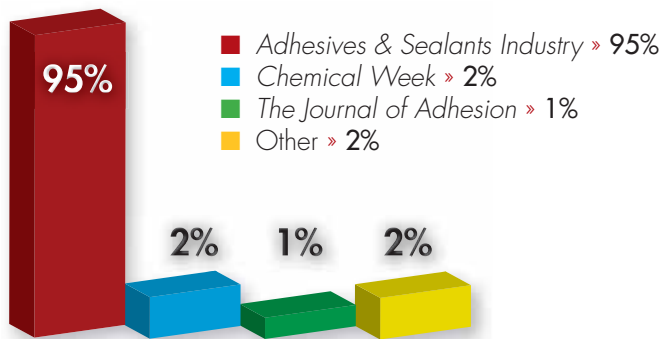
INDUSTRY WEBSITE USAGE*



TOTAL RESPONDENTS=227



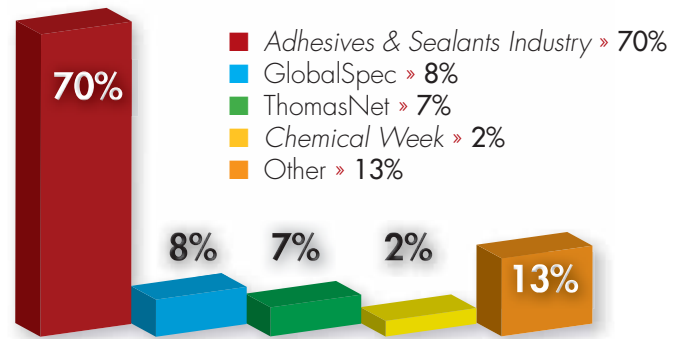
MOST USEFUL INDUSTRY MAGAZINE*



TOTAL RESPONDENTS=216

Among those who receive at least one industry-related related magazine

MOST USEFUL INDUSTRY WEBSITE*



TOTAL RESPONDENTS=175



*2011 ASI Reader Preference/Profile Study

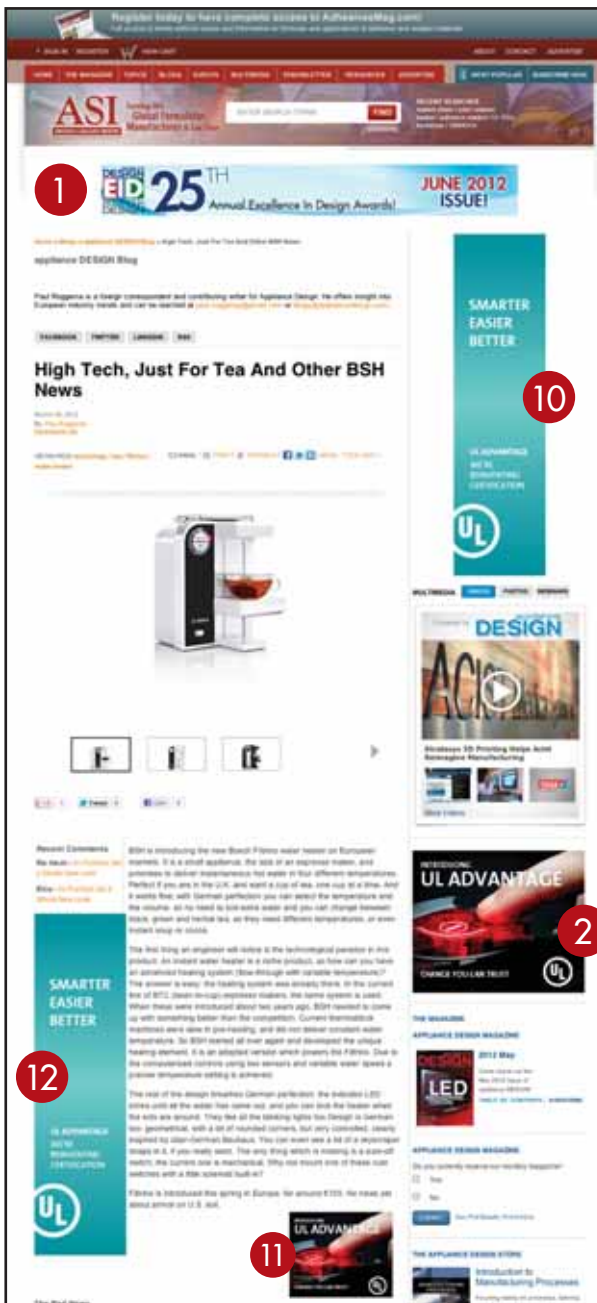
OUR CONTENT-DRIVEN SITE ATTRACTS USERS WORLDWIDE

INNOVATIVE
ONLINE SOLUTIONS

- 1 Leaderboard – 728 x 90**
With run of site and rotation (one of four), the leaderboard is more than 2x the size of a 468x60 banner ad and the only ad positioned in this space with prime visibility.
- 2 Medium Rectangle – 300 x 250**
With run of site and rotation (one of four), the medium rectangle is more than 4x the size of a 125x125 tile ad with minimal ad competition.
- 3 Rectangle – 180 x 150**
Available in rotation in 2 adjacent spots on the home page only.
- 4 Rich Media (not shown)**

 - a. **Expandable Leaderboard**
 - » The expandable leaderboard interacts with website users and expands down when scrolled over. This ad has run of site.
 - b. **Floating Ad**
 - » Positioned over page content, the floating ad is available on the home page only. A rest position is an additional placement purchase, based on which position is selected from the above options.
 - c. **Page Peel Ad**
 - » Available on the home page only, the page peel ad pulls back from the main web page to reveal your advertisement.
- 5 Featured Products**
A maximum of three products will be featured on the home page at any given time. Featured Products will show product name, teaser and photo, and will be prioritized by Feature Product then date.
- 6 Supplied Videos**
The most recent video will be given the lead spot, videos have run of site. Videos will be presented on the home page as thumbnails.
- 7 Photo Gallery (R.O.S.)**
- 8 Multimedia**
- 9 Classifieds**
There are three classifieds on the home page at any given time. Each includes the post date, headline, company name, location, photo, and description.





SUB-PAGE AD INVENTORY

- 1 **Leaderboard – 728 x 90**
In addition to the traditional Leaderboard, an alternate sized Super Leaderboard at 970 x 90 is available on sub-pages only.
- 2 **Medium Rectangle – 300 x 250**
- 10 **Wide Skyscraper – 160 x 600**
The Wide Skyscraper sits in a prime advertising location above the fold on sub-pages, and has the run of site except on the home page. This ad is larger than a standard skyscraper, and is available in expandable rich media for an additional fee. Also available is the alternate sized Half-Page Skyscraper at 300 x 600.
- 11 **Article Sponsorship Ad – Rectangle at 180 x 150**
This ad is purchased at a flat fee and remains for the life of the article sponsored.
- 12 **Topic Sponsorship**
Offered as a special ad package that displays two different ads for the given topic sponsored: a Wide Skyscraper at 160 x 600 on related article pages, and a Medium Rectangle at 300 x 250 on the topic main page.



TOPIC PAGE

- 1 **Leaderboard – 728 x 90**
- 2 **Medium Rectangle – 300 x 250**
- 10 **Wide Skyscraper – 160 x 600**
- 12 **Topic Sponsorship**

GRAPHICAL DISPLAY ADVERTISING

13 Super Leaderboard - 970 x 90

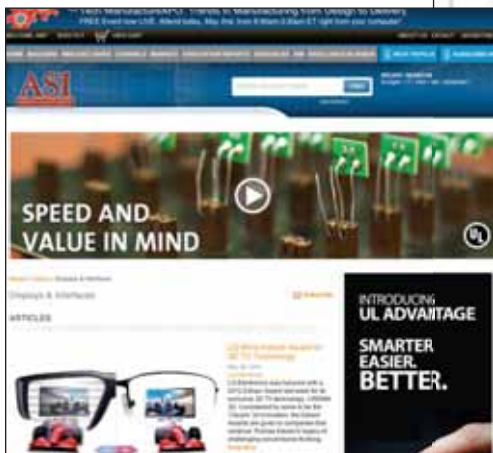
The Super Leaderboard is larger than a the Standard Leaderboard and has run of site except on the home page.

14 Half-Page Skyscraper - 300 x 600

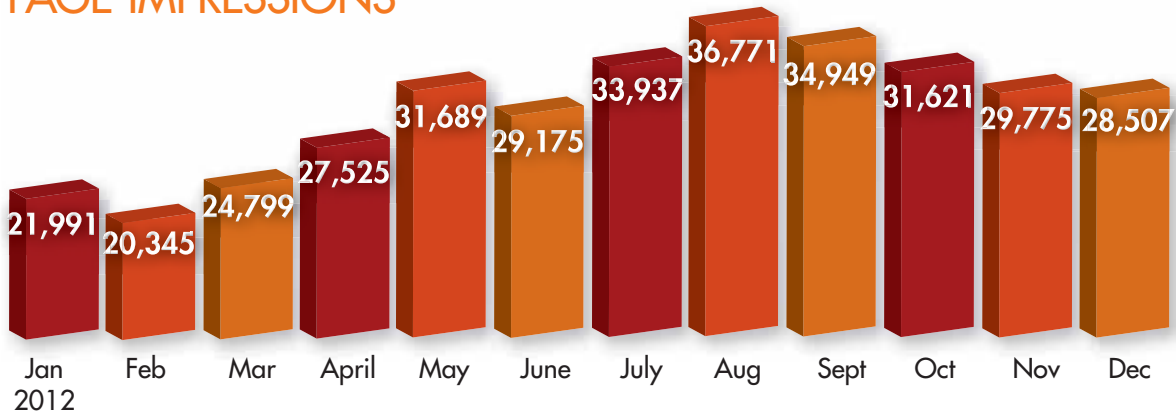
The Half-Page Skyscraper is in place of the right-hand Skyscraper, has run of site except on the home page, and sits above the fold.

Additional Rich Media Sub-Pages

- a. Pushdown - 970 x 90
- b. Billboard - 970 x 250
- c. Filmstrip - 300 x 600



PAGE IMPRESSIONS*

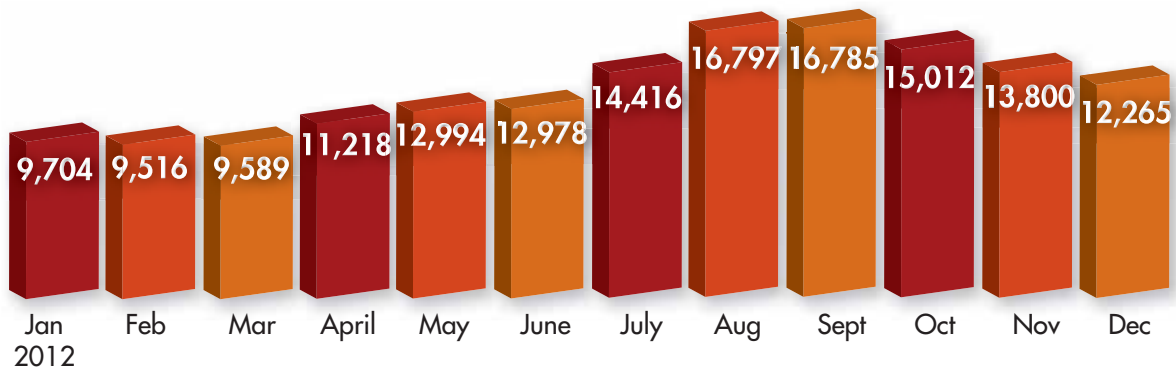


The average Page Impressions per Month is 32,593*

PAGE IMPRESSIONS

The number of web pages successfully viewed by all browsers within the reporting period.

UNIQUE BROWSERS*

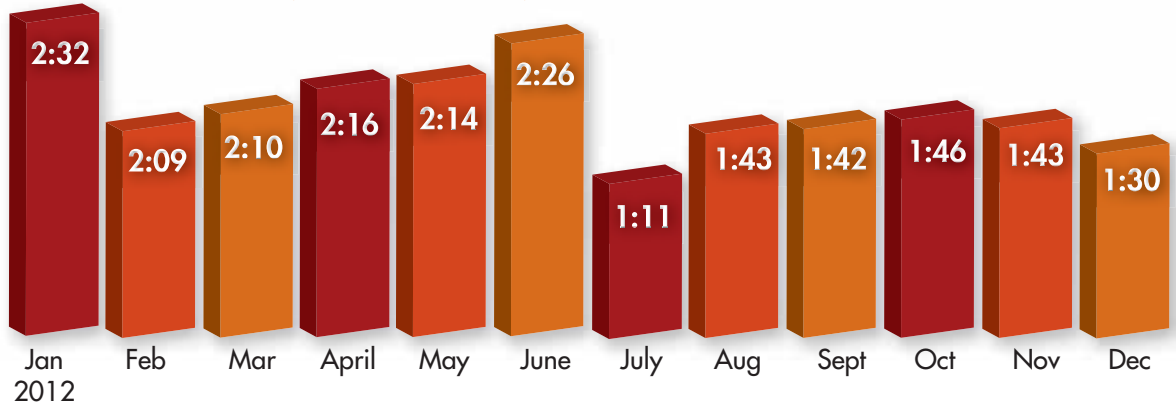


The average Unique Browsers per Month is 14,846*

UNIQUE BROWSERS

An identified and unduplicated Cookie Browser that accesses Internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie ID to help determine browser uniqueness.

USER SESSION DURATION*



The average User Session Duration per Month is 1:29*

USER SESSION DURATION

The average time a browser remains on the site per session.

*BPAWWW Interactive (January - June 2012 Monthly Averages) and December 2012 BPA Brand Report (July-December 2012 Monthly Averages)

Go beyond an advertisement and give your customers all of the information they need to select your company's product and services. Take this unique opportunity to capture incredible detail about your company, product, or trade show presence.

PREMIUM VIDEO PACKAGE

- » Five-minute video
- » 30 minutes of filming
- » Editing

BOOTH VIDEO OPTION

- » Three-minute video
- » 15 minutes of filming

INTERVIEW VIDEO OPTION

- » Two-minute video
- » Two to three questions (interviewed by ASI Staff)

BOTH OPTIONS INCLUDE:

- » Your video posted on the ASI website
- » A free Mobile Tag to your video included with any print ad you run with ASI
- » Your video included in your digital edition ad



AVAILABLE AT THESE KEY INDUSTRY SHOWS:



CONTACT YOUR SALES REP FOR MORE INFORMATION



SHOW YOUR CUSTOMERS THE FACE OF YOUR COMPANY!

Broadcast your video advertisement with ASI's all-new YouTube channel. Play your advertiser clip before or after ASI's video and you will receive information on the number of views, viewer demographics, traffic sources and audience retention.

PODCASTS

Podcasts provide educational and promotional information to industry professionals through short audio presentations. 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.bnppmedia.com/podcasts>.

ASI E-News has 9,053* opt-in subscribers who will receive ASI E-News twice a week, every Tuesday and Thursday in 2013. ASI E-News gives the latest information on market conditions, technology developments and industry practices. An ad in the ASI eNewsletter is a great way to reach your market and create traffic for your website.

ASI E-NEWS

ASI E-NEWS SPONSORSHIP (125 x 125 pixels)
 ASI E-News Sponsorship includes a tile ad with link, text ad at bottom with link (50 words), and a banner ad and link on ASI's website. Available on a quarterly basis only.



- 1 FOCUS ON**
 Up front! Exclusive! Advertorial-style ad appears as the first news item. Great for new products! Ad is highlighted and boxed, and includes photo or logo, 100 words of text, and link. One per issue.
- 2 BANNER ADS** (468 x 60 pixels)
 High visibility with premier positioning helps build brand awareness. Top and below-the-fold positions. Only one each per issue.
- 3 TILE ADS** (125 x 125 pixels)
 Simple, cost-effective solution to get exposure and keep your company's name and products in front of potential buyers. Square-shaped ads appear in far-right column with links.



ASI QUARTERLY FINISHED ADHESIVES eNEWSLETTER

In 2013, ASI's quarterly eNewsletter will go out January 9, April 3, July 10 and October 2 to end users

- 1 BANNER POSITIONS** (468 X 60 PIXELS)
- 2 TILE AD** (125 X 125 PIXELS)
- 3 SKYSCRAPER AD** (120 X 600 PIXELS)
- 4 FOCUS ON**
 Advertorial-style ad appears as the first news item in the eNewsletter. Ad is highlighted and boxed, and includes photo or logo, 100 words of text, and link. One per issue.



*Publisher's own data

GREAT CONTENT = GREAT LEADS

CUSTOM
eNEWSLETTERS

Your content creates unique eNewsletters deployed to our *ASI E-News* subscribers. Custom eNewsletters give advertisers an opportunity to engage industry professionals with specialized editorial and educational content in the advertiser's own voice. Co-branded with *ASI*, custom eNewsletters have trackable open and click-through rates for maximized lead generation.

WHY IS IT TIME TO DEVELOP YOUR OWN eNEWSLETTER?

- » Show how your products and/or services solve industry problems
- » Provide prospects with numerous opportunities to engage with you and request info
- » Become a thought leader for the industry
- » Stay in touch with your past, present and future customers
- » Educate the industry with valuable and compelling content that's delivered on a consistent basis

BY WORKING WITH *ASI* YOU TAP INTO:

- » Expert and experienced creative editorial teams with more than 80 years of publishing experience
- » Subscribers recognize and trust the *ASI* brand and have most likely added us to their safe sender list, leading to improved deliverability and open rates



SPECIAL KEY INDUSTRY TRADE SHOW PREVIEW eNEWSLETTERS

Inbox Immediacy: Reach over 9,053* *ASI E-News* opt-in Subscribers

Reach over 9,053* opt-in *ASI E-News* subscribers who will receive our special Trade Show Preview eNewsletters in 2013. Included in these eNewsletters are booth showcase opportunities highlighting new products, company information, and your booth # at key industry tradeshows. Subscribers will see your new product and company information, even if they didn't attend the show!



ASC Spring & Fall Conferences
April 21-23, Atlanta
September 21-23, Minneapolis

Specials for April, September,
 and October 2013
 Print Advertisers



PSTC
May 13-17, New Orleans



The ASSEMBLY Show
October 28-30, Rosemont, IL



European Coatings Show
March 19-21
Nuremburg, Germany



Composites 2013
January 29-31, Orlando

PARTNER WITH *ASI* FOR MORE VISIBILITY! **

Pre-Show Opportunities include:

- Top Banner Ad
- Booth Showcase (100 words)
- Link to Website
- Booth #

CONTACT YOUR SALES REP FOR MORE INFORMATION

*Publisher's own data
**Exclusive per trade show.

Unlimited Reach to the World—Generate Leads through hotlinks, call back cards, and business reply cards



ASI DIGITAL EDITION SPONSORSHIPS AND ADS

ASI's BPA-audited digital edition is published on ASI's website for easy reading and downloading. Our digital edition is a multi-functional platform that provides advertising exposure and opportunities to generate leads. Your print ad runs in the digital version at no additional cost.

PRIMARY SPONSORSHIP

- 1 Left of Cover Ad
- 2 Banner
- 3 Skyscraper

SECONDARY SPONSOR

- a Logo Ad
- b Tab to your full page ad in the digital edition

ASI DELIVERS Digital

- » Rapid outreach
- » Expanded exposure
- » Unique advertising options
- » Lead generation opportunities

ADDITIONAL OPPORTUNITIES

- » Audio or video, max 25GB
- » Tabs
- » Gatefold, bellyband, blow-in card
- » Call back card and business reply card

Delivered to 1,750 subscribers*



Facebook, LinkedIn Posts, and Twitter Tweets

Customized LinkedIn and Facebook posts, as well as Tweets from Twitter broadcast to our fan base. Each can include copy, images and links. Posted to ASI's Social Media pages to extend your reach.

- » Maximum visibility
- » Broadcast to entire fan base
- » Customized content
- » Drives web traffic

b2b
41% of B2B companies are acquiring customers through Facebook

social media
86% of B2B companies are using social media

strategy
Social Media helps B2B marketers improve search results



Considering Social Media for Your Business? Having Trouble Getting Started? We Can Help!

- » ASI will help you build a Facebook page, LinkedIn account, or Twitter page.
- » Then our editors will work with you to post content on your Social Media page (2x/week).
- » New content keeps your social media pages fresh, which keeps people coming back.
- » If you already have a Facebook page, LinkedIn account, or Twitter page, but need to add some unique content, we can help with that, too.

CONTACT YOUR SALES REP FOR PRICING.



There are more Facebook users than cars (800 million vs 750 million)

56% of consumers say they are more likely to recommend a brand after becoming a fan on Facebook

800 million active site users

1 billion users by August 2012

1 trillion pageviews



190,000,000 Tweets sent per day

225,000,000 users

34% of marketers have generated leads using Twitter and 20% have closed deals

1 billion Tweets sent every 5 days

572,000 new Twitter accounts were created in a single day



Facebook Specs

75-100 words; under 4 MB jpg image; 1 hyperlink

Twitter Specs

100 characters, including one #tag and hyperlink (link not included in 100 characters)

LinkedIn Specs

50-75 words, including 1 hyperlink

EDUCATE. BUILD BRANDS. GENERATE LEADS.

WEBINARS

WEBINARS – NOW WITH VIDEO!

Sponsor a live or pre-recorded video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing a live video of the speaker, a demonstration of your product, and more. Of course, video webinars offer all the same features and benefits as our traditional webinar packages, including:

- » Dynamic audience interaction
- » One-on-one pre-qualified sales
- » Brand reinforcement
- » Market growth
- » Measurable ROI
- » And more!

60% of registrants attend video webinars,* a 12% increase from BNP's current attendee average.†

*ON24 2010 Webcasting Report, Webcast Benchmarks and Best Practices for Lead Generation, Averages

†2011 BNP Media corporate webinar averages



FOR WEBINAR TIPS AND MORE INFORMATION, CONTACT YOUR SALES REP OR VISIT [HTTP://PORTFOLIO.BNPMEDIA.COM/WEBINARS](http://portfolio.bnpmedia.com/webinars).

AGGRESSIVE MARKETING CAMPAIGN — BEFORE & AFTER EVENT

- » Multiple promotional e-blasts to ASI e-subscribers
- » Ad on www.adhesivesmag.com
- » Two print ads in ASI
- » Multiple announcements in ASI E-News
- » Dedicated registration page, plus confirmation and follow-up emails to registrants

RECOGNIZED MODERATOR

- » ASI will provide a recognized editorial representative to oversee/moderate the session interactivity
- » Capabilities include live polling and result presentation
- » Viewer questions submitted to speaker during event
- » Exit survey to gather feedback from attendees

QUALITY LEADS

- » Receive high-quality registration leads (demographics)
- » Q&A lead information also forwarded to sponsor

ARCHIVED EVENT

- » Posted online at www.adhesivesmag.com after the event
- » Archived for one year with 24/7 accessibility



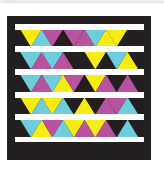
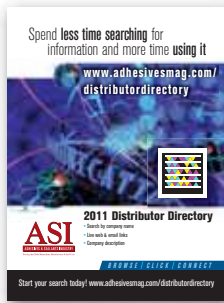


ASI DIRECTORIES

- » Directories keep you connected to specific audiences within the adhesives and sealants industry
- » Dynamic Directory Packages are in print, digital, and online
- » Year-round bonuses and discounts with display ads
- » Packages to fit every budget, offering preferred search results, links, logos, photos, and much more!

SOCIAL MEDIA ICONS

- » Promote your company's presence on LinkedIn, Facebook and Twitter
- » Discounts available for display advertisers. Products available in selected directories



MOBILE TAGS

Mobile Tags are the newest print innovation. Turn your display ad or listing package into digital experiences, connecting customers to every facet of your brand: your website, video, webinar, podcast or other online content. You'll reach more people, using the one thing they carry everywhere—their mobile phone.

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.

You are a B2B marketer.

Your role is more than just branding, product promotion, and ad placements. You are responsible for building and maintaining an industry thought-leadership position for your brand. You are tasked with establishing trust and engagement between your brand and your customers. You are the one providing the sales team with qualified leads and direct inquiries. You are the one exploring innovative and unique ways to communicate to your audience – all while making your brand more successful than it has ever been. **You are a B2B marketer. And we're here to help.**



Contact us for a free marketing consultation
orangetap@bnpmmedia.com | www.bnporangetap.com

content marketing strategy · content development · custom publishing · targeted delivery

MAKING THE COMPLEX CLEAR.

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

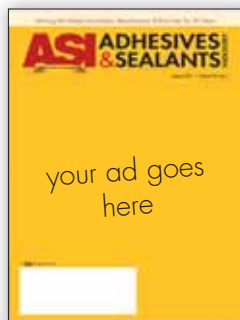


To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact:

Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com
www.clearseasresearch.com

FRONT OF COVER AD

- » Cover an issue of ASI with your marketing message. You'll be the first thing subscribers see!
- » Trim size: 7 7/8" x 10 3/4".
\$5,665 net

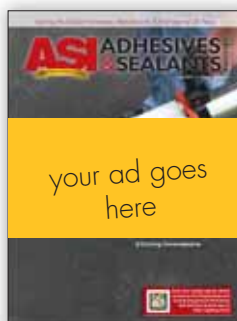


INSERTS

- » Your marketing message can be a hidden gem inside our issues with an insert.
- » Contact your sales rep for specs and pricing.

BELLY BANDS

- » Wrap around an issue with this high-profile, dynamic ad presentation.
- » Call your sales rep for exact specs. \$4,095 net



MOBILE TAGS

- » Connecting from print directly to the web.
- » Instant access to product information, website, videos and more via your mobile phone.
- » Insert tags in ads, articles, indexes: \$200 ea.

SERVICES MARKETPLACE

- » Showcase your services in print, digital and online through the monthly Services Marketplace! Pay one fee and get exposure in print, digital, and online for 12 MONTHS.



ASI REPRINT PACKAGES

- » Reprints of your ad or editorial feature appearing in ASI are available, along with electronic copies, tile ads for your website, custom covers and other useful products.
- » Ideal for distribution at trade shows, customer mailings or posting on your website. Reprints and high-res PDF e-prints add third-party credibility to your sales message.
- » See separate sheet for details.

CLASSIFIEDS

- » Promote used equipment and business opportunities or find qualified candidates for open positions.
- » Ask about frequency discounts and color. Rates include online posting.



PRODUCT & LITERATURE SHOWCASE

Increase Your Exposure with Showcases!

- » Showcases include 30 words of text, a color photo of your product and your company contact information.

Contact Peg VanWinkle for more information
vanwinklep@bnpmedia.com, 614-781-6462

EDITORIAL CALENDAR

SPECIAL ISSUE

PRINT/DIGITAL EDITION	END-USER	BONUS DISTRIBUTION	SPECIAL ADVERTISING OPPORTUNITIES
<p>JANUARY- 20th ANNIVERSARY ISSUE</p> <p>Packaging of Adhesives & Sealants—coverage of topics such as cartridges, packages, syringes, nozzles, cans, custom packaging</p> <p>Raw Materials—coverage on topics such as additives, resins, pigments and dyes</p> <p>Equipment—coverage on topics such as meter/mix/dispense, application and packaging equipment</p> <p>Composites, including Composites 2013 Pre-Event Guide</p>		<p>Composites 2013, January 29-31</p>	<p>Composites 2013 Booth Preview E-Blast</p>
Ad Close: 12/05/12 Materials Due: 12/11/12			
<p>FEBRUARY</p> <p>Coatings</p> <p>Testing/Quality Control—coverage on topics such as rheology, particle sizing, shear, durability, cohesion, peel and viscosity</p> <p>European Coatings Show Pre-Event Guide</p>	<p>Finished Adhesives & Sealants special focus on Electronics</p>	<p>European Coatings Show, March 19-21</p> <p>Adhesion Society Annual Meeting & Expo, March 3-6</p> <p>Electronics West, February 12-14</p>	<p>European Coatings Show Booth Preview E-Blast</p>
Ad Close: 01/09/13 Materials Due: 01/15/13			
	<p>MARCH</p> <p>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</p> <p>High-Tech Formulations/Applications</p>		<p>Raw Materials, Chemicals, Polymers & Additives Handbook listings, logos, hotlinks, spec sheets, videos, social media, mobile tagging</p>
Ad Close: 02/06/13 Materials Due: 02/12/13			
<p>APRIL</p> <p>Converting & Packaging—coverage on topics such as heat-seal polymers, tapes, labels, hot melts, and labeling and application</p> <p>Composites</p> <p>ASC Spring Convention Pre-Event Guide</p>	<p>Finished Adhesives & Sealants—special focus on Transportation</p>	<p>ASC Spring Convention, April 21-23</p> <p>TAPPI European PLACE Conference, May 6-8</p> <p>SAE World Congress & Exposition, April 13-18</p>	<p>ASC Booth Preview E-Blast</p>
Ad Close: 03/06/13 Materials Due: 03/12/13			
<p>MAY—GREEN ISSUE</p> <p>Green Chemistry and Formulation</p> <p>Renewable Energy Applications</p> <p>Coatings</p> <p>Packaging of Adhesives—coverage on topics such as cartridges, packages, syringes, nozzles, cans, custom packaging</p> <p>PSAs, Tapes, Films, Labels</p> <p>PSTC Pre-Event Guide</p>		<p>PSTC Tape Summit and Tech 36, May 13-17</p>	<p>PSTC Booth Preview E-Blast</p>
Ad Close: 04/03/13 Materials Due: 04/09/13			
	<p>JUNE</p> <p>Dispensing and Curing Equipment Directory—quick-reference chart provides comprehensive listing of dispensing and curing equipment suppliers, includes complete supplier contact information; searchable database online for 12 months</p> <p>Meter/Mix/Dispense</p> <p>Pumps</p> <p>Curing</p>	<p>SEMICON West, July 9-11</p> <p>AATExpo</p>	<p>Dispensing and Curing Equipment Directory listings, hot links, spec sheets, videos, social media, mobile tagging</p>
Ad Close: 05/01/13 Materials Due: 05/07/13			

EDITORIAL CALENDAR

PRINT/DIGITAL EDITION	END-USER	BONUS DISTRIBUTION	SPECIAL ADVERTISING OPPORTUNITIES
 <p>JULY Distributor Directory—reference tool to help connect manufacturers with the appropriate distributor partner, includes complete distributor contact information along with listing of represented suppliers; searchable database online for 12 months Raw Materials—coverage on topics such as additives, resins, pigments and dyes High-Tech Formulations and Applications Coatings</p>			<p>Distributor Directory—listings, logos, hot links, spec sheets, videos, social media, mobile tagging</p>
		<p>Ad Close: 06/05/13 Materials Due: 06/11/13</p>	
<p>AUGUST ASI Top 25—our exclusive listing of the leading manufacturers of adhesives/sealants, pressure sensitives and adhesives/sealants products Packaging of Adhesives—coverage on topics such as cartridges, packages, syringes, nozzles, cans, custom packaging Meter/Mix/Dispense Composites</p>			<p>ASI Top 25 Sponsorships</p>
		<p>Ad Close: 07/03/13 Materials Due: 07/09/13</p>	
 <p>GAD—SPECIAL ISSUE Global Adhesives & Sealants Directory—Annual purchasing directory and resource for finished adhesives and sealants, includes contact information, product listings and reference material; searchable database online for 12 months</p>			<p>Global Adhesives & Sealants Directory—listings, logos, hot links, spec sheets, videos, social media, mobile tagging</p>
		<p>Ad Close: 07/10/13 Materials Due: 07/16/13</p>	
<p>SEPTEMBER ASC Fall Convention Pre-Event Guide Raw Materials—coverage on topics such as additives, resins, pigments and dyes Coatings PSAs, Tapes, Films, Labels</p>	<p>Finished Adhesives & Sealants—special focus on Construction</p>	<p>CONSTRUCT, September 24-27 Pack Expo, September 23-25 ASC Fall Convention & Expo, October 21-23</p>	
		<p>Ad Close: 08/07/13 Materials Due: 08/13/13</p>	
<p>OCTOBER The ASSEMBLY Show Pre-Event Guide ASC Fall Convention At-the-Show Coverage Converting and Packaging—coverage on topics such as heat-seal polymers, tapes, labels, hot melts, and labeling and application High-Tech Formulations and Applications Curing Meter/Mix/Dispense Testing/Quality Control—coverage on topics such as rheology, particle sizing, shear, durability, cohesion, peel and viscosity</p>	<p>Finished Adhesives & Sealants—special focus on Assembly</p>	<p>ASC Fall Convention & Expo, October 21-23 The ASSEMBLY Show, October 28-30</p>	<p>ASC Must-See E-Blast</p>  <p>For more information, contact your Sales Rep</p>
		<p>Ad Close: 09/04/13 Materials Due: 09/10/13</p>	
<p>NOVEMBER—GREEN ISSUE Innovation of the Year Winners Announced—our readers vote for their favorite new products of the year in two categories: manufacturers and suppliers Green Manufacturing Packaging of Adhesives—coverage on topics such as cartridges, packages, syringes, nozzles, cans, custom packaging Composites Year in Review/2014 Preview</p>			<p>Value-Added Bonus for November Display Advertisers—Green Product Profiles Innovation of the Year Sponsorships</p>
		<p>Ad Close: 10/02/13 Materials Due: 10/08/13</p>	
 <p>DECEMBER Buyers' Guide—Annual purchasing resource includes comprehensive list of products and suppliers, complete contact information, association rosters; searchable database online for 12 months</p>			<p>Buyers' Guide—listings, logos, hot links, spec sheets, videos, social media, mobile tagging</p>
		<p>Ad Close: 11/06/13 Materials Due: 11/12/13</p>	

2013 RATES (BLACK AND WHITE) ALL RATES IN NET

	1x	3x	6x	9x	12x	18x	24x	36x
full page	\$4,535	\$3,965	\$3,835	\$3,745	\$3,635	\$3,485	\$3,175	\$3,090
2/3 page	\$3,745	\$3,635	\$3,525	\$3,375	\$3,285	\$3,090	\$2,870	\$2,605
1/2 island	\$3,090	\$3,045	\$2,915	\$2,850	\$2,695	\$2,520	\$2,365	\$2,215
1/2 v or h	\$2,740	\$2,605	\$2,540	\$2,430	\$2,390	\$2,255	\$2,125	\$1,930
1/3 h, s or v	\$2,280	\$2,215	\$2,145	\$2,105	\$1,995	\$1,820	\$1,690	\$1,555
1/4 page	\$1,885	\$1,820	\$1,755	\$1,710	\$1,620	\$1,555	\$1,470	\$1,315

Frequency determined by the number of insertions within 12 months from the date of the first insertion.

2013 COLOR RATES

2-color standard	\$608
4C process - single unit or jr spread	\$1,624
4C process - spread	\$2,605

2013 INTEGRATED MEDIA RATES ALL RATES INCLUDE THE USE OF 4-COLOR AND IN NET

	1x	3x	6x	9x	12x	18x	24x	36x	42x
full page	\$4,100	\$3,850	\$3,700	\$3,600	\$3,500	\$3,400	\$3,200	\$3,000	\$2,800
2/3 page	\$3,600	\$3,500	\$3,400	\$3,300	\$3,200	\$3,100	\$3,000	\$2,900	\$2,600
1/2 island	\$3,100	\$2,950	\$2,900	\$2,800	\$2,700	\$2,600	\$2,400	\$2,300	\$2,200
1/2 v or h	\$2,800	\$2,600	\$2,550	\$2,000	\$1,800	\$1,650	\$1,550	\$1,450	\$1,300
1/3 h, s or v	\$2,300	\$2,000	\$1,850	\$1,700	\$1,650	\$1,500	\$1,400	\$1,300	\$1,200
1/4 page	\$2,000	\$1,750	\$1,700	\$1,600	\$1,500	\$1,400	\$1,300	\$1,200	\$1,100

2013 COVER & SPECIAL RATES ALL RATES INCLUDE THE USE OF 4-COLOR AND IN NET

2nd cover	\$6,350	\$6,195	\$6,110	\$5,980	\$5,805	\$5,475	\$5,345
3rd cover	\$6,350	\$6,195	\$6,110	\$5,980	\$5,805	\$5,475	\$5,345
4th cover	\$6,525	\$6,415	\$6,260	\$6,155	\$6,045	\$5,605	\$5,520
Belly Band - 4C	\$4,095						

2013 GLOBAL ADHESIVES & SEALANTS DIRECTORY (GAD) DISPLAY AD RATES

Digest-sized	Rate	Std. Size
Full page (vertical)	\$3,590	(std 1/2 pg)
full page (horizontal)	\$3,590	(std 1/2 island)
2/3 page	\$2,630	(std 1/3 pg)
1/3 h, square	\$2,105	(std 1/4 pg)
4 color	\$1,010	
additional color	\$530	

GAD is digest-sized. Equivalent standard size ad in parentheses.
For special positions, add 15%. All rates shown in USD and in Net.

SEND ALL I/Os AND MATERIALS TO:

Kelly Southard
 Production Manager
Adhesives & Sealants Industry (ASI)
 2401 W. Big Beaver Road, Ste. 700, Troy, MI 48084
 Ph: 248-244-6409 | Fax: 248-786-1348
 Email: southardk@bnpmedia.com
 FTP site: <http://upload.bnpmedia.com>
 Effective January 2013 (all rates shown in USD)

Combination Rates

Lower rates are available to all product divisions and/or companies under the same "corporate umbrella" placing space in *ASI*. Rates are based on total frequency of all insertions placed. Further discounted rates are available by combining frequency with other BNP Media publications.

Special Positions/Bleed

Special positions are available for a 10% premium on b/w page rate. Where positions are requested, but no surcharge is applied, all efforts will be made to meet requests, but positions are not guaranteed. Consult your sales rep for details.

Special Service and Change Fees

Special services or revisions in customer-supplied artwork or negatives may incur charges. Contact Kelly Southard, Production Manager, southardk@bnpmedia.com.

Ad Development

Upon request, *ASI* will work with advertisers to develop display ads. Ad design is free and includes one set of revisions/proof. Additional changes will be billed at \$50 per hour. Ad remains the property of *ASI* magazine. An electronic file may be purchased for \$500.

Payment Terms

Invoices are payable in U.S. funds only, net 30 days. 1-1/2% per

month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the BNP Media Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and liable for money due and payable to the publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs, and attorney fees.

Agency Commission

Recognized agencies receive 15% of gross billing on space, color and position. Invoices are issued same day as publication. Commission not allowed on other charges unless noted.

Short Rates

Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their billings have been based.

Copy and Contract

Advertisers and agencies assume liability for all content of ads printed and all claims arising therefrom made against the publisher.

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BNP Media Helps People
Succeed in Business with
Superior Information

ASI 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.