

# EDITORIAL CALENDAR



	January	February	March	April	May	June
<b>Feature Focus</b>	Formulation of Adhesives/Sealants/Coatings Meter/Mix/Dispense Equipment PSAs, Tapes, Films, Labels	<i>Raw Materials, Chemicals, Polymers &amp; Additives Handbook</i> Raw Materials and Chemicals Roundtable American Coatings Show Preview Curing Equipment and Materials	Continued American Coatings Show Coverage World Adhesive & Sealant Conference Preview Adhesives/Sealants/Coatings Packaging and Handling High-Tech Green Formulations and Applications	Formulation of Adhesives/Sealants/Coatings Converting & Packaging Testing and Analysis Equipment	PSAs, Tapes, Films, Labels Curing Equipment and Materials Sustainable Formulation	<i>Equipment Handbook</i> Machinery and Equipment FEICA Preview
<b>End-User Focus</b>	Electronics	Automotive	Assembly	Packaging	Construction	Aerospace
<b>Special Advertising Options</b>	New Year's Resolution Package • Display ad print/digital • MUST SEE Products & Services eBlast • 1/8th-page New Product Showcase	<i>Materials Handbook</i> MUST SEE Products & Services eBlast	MUST SEE Products & Services eBlast		Sustainability Spotlights	<i>Equipment Handbook</i> MUST SEE Products & Services eBlast
<b>Bonus Distribution</b>	IPC APEX San Diego, CA Feb. 1-6  Adhesion Society Charleston, SC Feb. 23-26	RadTech 2020 UV+EB Technology Conference Orlando, FL March 8-11				
<b>Show Packages</b>		<b>RadTech 2020 UV+EB Technology</b>  • Print ad unit • Listing in MUST VISIT eBlast • Social Media Mentions pre-show and during the event • Sponsorship of the February 2020 <b>ASI</b> Digital Edition • Bronze, Silver and Gold Packages Available!				
<b>Ad Close</b>	<b>Dec 5</b>	<b>Jan 9</b>	<b>Feb 6</b>	<b>Mar 5</b>	<b>Apr 9</b>	<b>May 7</b>
<b>Ad Materials Due</b>	<b>Dec 11</b>	<b>Jan 15</b>	<b>Feb 12</b>	<b>Mar 11</b>	<b>Apr 15</b>	<b>May 13</b>



## Sustainability Issue

July	GAD	August	September	October	November	December	
Formulation of Adhesives/Sealants/Coatings PSAs, Tapes, Films, Labels Coatings	<b>Global Adhesives &amp; Sealants Directory</b>	<b>ASI Top 20 Distributor Directory</b> Distribution and Logistics Adhesives/Sealants/Coatings Packaging and Handling Meter/Mix/Dispense Equipment	Sustainable Materials and Formulation Sustainable Adhesives/Sealants/Coatings Packaging and Handling Sustainable Manufacturing Practices <b>*WEBINAR* BIO-BASED RAW MATERIALS</b>	ASSEMBLY Show Coverage Formulation of Adhesives/Sealants/Coatings Testing and Analysis Equipment	ASC Annual Convention and Expo Annual Raw Materials & Chemicals Overview High-Tech Formulations/Applications PSAs, Tapes, Films, Labels Curing Equipment and Materials	<b>Buyers' Guide</b>	<b>Feature Focus</b>
Electronics		Construction	Marine	Assembly	Packaging		<b>End-User Focus</b>
MUST SEE Products & Services eBlast	<b>GAD</b> Digital Edition Pop-Up Ad: 50% Off for GAD Display Advertisers	<b>Distributor Directory</b> Distributor Showcase MUST SEE Products & Services eBlast	MUST SEE Products & Services eBlast			<b>Buyers' Guide</b>	<b>Special Advertising Options</b>
World Adhesive and Sealant Conference (2021) PSTC Tape Week (2021) Eastern Coatings Show (2021)	<b>GAD</b> ASSEMBLY Show Pack Expo World Adhesive and Sealant Conference (2021) PSTC Tape Week (2021)		CAMX: The Composites and Advanced Materials Expo September 21-24 Label Expo Europe September 24-27	ASSEMBLY Show October 27-29 ASC Executive Leadership Conference October 19-21	ASC Annual Convention and Expo November 4-6 Pack Expo November 8-11	Pack Expo East (2021) World Adhesive and Sealant Conference (2021) PSTC Tape Week (2021) ASSEMBLY Show (2021)	<b>Bonus Distribution</b>
				<b>ASSEMBLY Show</b> • Print ad unit • Listing in MUST VISIT eBlast • Social Media Mentions pre-show and during the event • Digital Edition sponsorship • Bronze, Silver and Gold Packages Available!	<b>Double your exposure with two show packages available in November!</b> <b>ASC Annual Convention and Expo AND PACK EXPO</b> • Print ad unit • Listing in MUST VISIT eBlast • Social Media Mentions pre-show and during the event • Bronze, Silver and Gold Packages Available!		<b>Show Packages</b>
<b>June 4</b>	<b>July 9</b>	<b>July 16</b>	<b>Aug 6</b>	<b>Sept 3</b>	<b>Oct 8</b>	<b>Nov 5</b>	<b>Ad Close</b>
<b>June 10</b>	<b>July 15</b>	<b>July 22</b>	<b>Aug 12</b>	<b>Sept 9</b>	<b>Oct 14</b>	<b>Nov 11</b>	<b>Ad Materials Due</b>

EDITORIAL CALENDAR 2021

Sustainability Issue														
	January	February	March	April	May	June	July	GAD	August	September	October	November	December	
Feature Focus	Formulation  Meter/Mix/Dispense  PSAs, Tapes, Films, Labels	European Coatings Show  High-Tech Coatings Formulations and Applications  Curing Equipment and Materials  Packaging of Adhesives and Sealants	Raw Materials, Chemicals, Polymers & Additives Handbook  Raw Materials and Chemicals Roundtable  Green Formulations and Applications  Processing Equipment	World Adhesive & Sealant Conference  Formulation  Structural Adhesives  Testing and Analysis Equipment	PSTC Tape Week  PSAs, Tapes, Films, Labels  Converting & Packaging  Curing Equipment and Materials	Equipment Handbook  Machinery and Equipment  World Adhesive & Sealant Conference Wrap-Up  FEICA Conference and Expo	ASI Top 20  Packaging of Adhesives and Sealants  Meter/Mix/Dispense  PSAs, Tapes, Films, Labels	Global Adhesives & Sealants Directory End Uses of Adhesives and Sealants	Distributor Directory  Distribution and Logistics  Formulation  Processing Equipment	Annual Raw Materials and Chemicals Overview  PSAs, Tapes, Films, Labels  Curing Equipment and Materials	The ASSEMBLY Show  ASC Executive Leadership Conference  Formulation  Structural Adhesives  Testing and Analysis Equipment	Sustainable Materials and Formulation  Sustainable Packaging of Adhesives and Sealants  Sustainable Manufacturing	Buyers' Guide  The Year in Review	Feature Focus
End-User Focus	Electronics	Transportation	Medical	Assembly	Packaging	Construction	Electronics		Transportation	Packaging	Assembly	Construction		End-User Focus
Special Advertising Options	MUST SEE Products & Services eBlast  Spotlight on Electronics eBlast	MUST SEE Products & Services eBlast	Materials Handbook  MUST SEE Products & Services eBlast	MUST SEE Products & Services eBlast  WAC Show Guide Packages <ul style="list-style-type: none"><li>• Print ad unit</li><li>• Listing in MUST VISIT eBlast</li><li>• Social Media Mentions preshow and during the event</li><li>• Digital Edition sponsorship</li><li>• Bronze, Silver and Gold Packages Available!</li></ul>	MUST SEE Products & Services eBlast  Spotlight on Pressure-Sensitive Adhesives eBlast	Equipment Handbook  MUST SEE Products & Services eBlast	MUST SEE Products & Services eBlast	Digital Edition Pop-Up Ad: 50% off for GAD Display Advertisers	MUST SEE Products & Services eBlast  Distributor Directory  Distributor Showcase	MUST SEE Products & Services eBlast	MUST SEE Products & Services eBlast  Spotlight on Assembly eBlast	MUST SEE Products & Services eBlast  Spotlight on Sustainability eBlast	Buyers' Guide  MUST SEE Products & Services eBlast	Special Advertising Options
Bonus Distribution	IPC APEX EXPO	European Coatings Show  RadTech Big Ideas		World Adhesive & Sealant Conference (print and digital distribution)	PSTC Tape Week			The ASSEMBLY Show (print and digital distribution)  PACK EXPO Las Vegas  ASC Annual Spring Convention and Expo 2022  PSTC Tape Week 2022		Labelexpo Europe  PACK EXPO Las Vegas	The ASSEMBLY Show  ASC Executive Leadership Conference		PACK EXPO East 2022 (print and digital distribution)  ASC Annual Spring Convention and Expo 2022  PSTC Tape Week 2022  ASC Executive Leadership Conference 2022  The ASSEMBLY Show 2022	Bonus Distribution
Show Packages		European Coatings Show		World Adhesive & Sealant Conference	PSTC Tape Week					PACK EXPO Las Vegas	The ASSEMBLY Show			Show Packages
Special Print Editions			<b>COATINGS</b> Published in March, this special print edition will focus on materials, products, and technologies related to coatings and curing.  <b>Bonus Distribution:</b> European Coatings Show, RadTech Big Ideas, Eastern Coatings Show, Western Coatings Show							<b>ASSEMBLY AND PACKAGING</b> Published in September, this special print edition will feature content focused on materials, products, and technologies for assembly and packaging end-use applications.  <b>Bonus Distribution:</b> Labelexpo Europe, PACK EXPO Las Vegas, The Assembly Show				Special Print Editions
Ad Close	Dec 3	Jan 7	Feb 4	Mar 4	Apr 8	May 6	June 3	July 15	July 8	Aug 5	Sept 9	Oct 7	Nov 4	Ad Close
Ad Materials Due	Dec 9	Jan 13	Feb 10	Mar 10	Apr 14	May 12	June 9	July 21	July 14	Aug 11	Sept 15	Oct 13	Nov 10	Ad Materials Due