







EDITORIAL CALENDAR 2021

| | January | February | March | April | May | June |
|------------------------------------|--|--|--|---|--|---|
| Feature Focus | Formulation of Adhesives, Sealants, Coatings 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 and Chemicals Roundtable Green Formulations and Applications Processing Equipment | World Adhesive & Sealant Conference Formulation of Adhesives, Sealants, Coatings Structural Adhesives Testing and Analysis Equipment | PSTC Tape Week PSAs, Tapes, Films, Labels Converting & Packaging Curing Equipment and Materials | Machinery and Equipment World Adhesive & Sealant Conference Wrap-Up FEICA Conference and Expo |
| End-User Focus | Medical | Transportation | Electronics | Assembly | Packaging | Construction |
| Online Directory Focus | | | Raw Materials, Chemicals, Polymers & Additives | | | Equipment |
| Special Advertising Options | MUST SEE Products & Services eBlast | MUST SEE Products & Services eBlast | <i>Materials Handbook</i> MUST SEE Products & Services eBlast  Spotlight on Electronics eBlast | WAC Show Program Packages <ul style="list-style-type: none"> • Print ad in Show Program • Leaderboard on WAC Show microsite • Leaderboard in WAC Show Daily • Show Program distributed to all WAC attendees | MUST SEE Products & Services eBlast  Spotlight on Pressure-Sensitive Adhesives eBlast | <i>Equipment Handbook</i> MUST SEE Products & Services eBlast |
| Bonus Distribution | | European Coatings Show RadTech Big Ideas | IPC APEX EXPO | World Adhesive & Sealant Conference (<i>PRINT and DIGITAL DISTRIBUTION</i>) | PSTC Tape Week | |
| Show Packages | | European Coatings Show Create a Customized Special Marketing Package Options Include: <ul style="list-style-type: none"> • Display ad • MUST VISIT eBlast • Website leaderboard • In Case You Missed It post-show eBlast • Issue sponsorship • Show Daily ad unit • eNewsletter banner ad • LinkedIn mention | | World Adhesive & Sealant Conference Package includes: <ul style="list-style-type: none"> • April issue ad unit • MUST VISIT eBlast • Issue sponsorship (2 available) • Website leaderboard • LinkedIn mention • Editorial mention in WAC Show Daily • Platinum, Gold, Silver, and Bronze packages available | PSTC Tape Week Create a Customized Special Marketing Package Options Include: <ul style="list-style-type: none"> • Display ad • MUST VISIT eBlast • Website leaderboard • In Case You Missed It post-show eBlast • Issue sponsorship • Show Daily ad unit • eNewsletter banner ad • LinkedIn mention | |
| Ad Close | Dec 3 | Jan 7 | Feb 4 | Mar 4 | Apr 8 | May 6 |
| Ad Materials Due | Dec 9 | Jan 13 | Feb 10 | Mar 10 | Apr 14 | May 12 |

Sustainability Issue

| July | August | GAD | September | October | November | December | |
|-------------------------------------|---|---|--|--|---|---|------------------------------------|
| ASI Top 20 Industry Roundtable | Annual Raw Materials and Chemicals Overview Formulation of Adhesives, Sealants, Coatings Processing Equipment | Global Adhesives & Sealants Directory (print and online) | Distribution and Logistics PSAs, Tapes, Films, Labels Curing Equipment and Materials | The ASSEMBLY Show ASC Executive Leadership Conference Formulation of Adhesives, Sealants, Coatings Structural Adhesives Testing and Analysis Equipment | Sustainable Materials and Formulation Sustainable Packaging of Adhesives and Sealants Sustainable Manufacturing | Packaging of Adhesives and Sealants Meter/Mix/Dispense PSAs, Tapes, Films, Labels | Feature Focus |
| Electronics | Transportation | | Packaging <i>Distributor Directory</i> | Assembly | Construction <i>Annual Buyers' Guide</i> <i>Buyers' Guide eBook</i> | Medical | End-User Focus |
| | | | <i>Distributor Directory</i> Distributor Showcase MUST SEE Products & Services eBlast | MUST SEE Products & Services eBlast  Spotlight on Assembly eBlast | <i>Buyers' Guide</i> MUST SEE Products & Services eBlast  Spotlight on Sustainability eBlast | MUST SEE Products & Services eBlast | Online Directory Focus |
| MUST SEE Products & Services eBlast | MUST SEE Products & Services eBlast | | <i>Distributor Directory</i> Distributor Showcase MUST SEE Products & Services eBlast | MUST SEE Products & Services eBlast  Spotlight on Assembly eBlast | <i>Buyers' Guide</i> MUST SEE Products & Services eBlast  Spotlight on Sustainability eBlast | MUST SEE Products & Services eBlast | Special Advertising Options |
| | | The ASSEMBLY Show 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 | | | Bonus Distribution |
| | | | PACK EXPO Las Vegas Create a Customized Special Marketing Package Options Include: • Display ad • MUST VISIT eBlast • Website leaderboard • In Case You Missed It post-show eBlast • Issue sponsorship • Show Daily ad unit • eNewsletter banner ad • LinkedIn mention | The ASSEMBLY Show Create a Customized Special Marketing Package Options Include: • Display ad • MUST VISIT eBlast • Website leaderboard • In Case You Missed It post-show eBlast • Issue sponsorship • Show Daily ad unit • eNewsletter banner ad • LinkedIn mention | | | Show Packages |

| | | | | | | | |
|---------------|----------------|----------------|---------------|----------------|---------------|---------------|-------------------------|
| June 3 | July 15 | July 8 | Aug 5 | Sept 9 | Oct 7 | Nov 4 | Ad Close |
| June 9 | July 21 | July 14 | Aug 11 | Sept 15 | Oct 13 | Nov 10 | Ad Materials Due |