





# EDITORIAL CALENDAR 2021

	January	February	March	April	May	June
Feature Focus	Formulation of Adhesives, Sealants, Coatings  Meter/Mix/Dispense  PSAs, Tapes, Films, Labels	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	Formulation of Adhesives, Sealants, Coatings  Structural Adhesives  Testing and Analysis Equipment	PSAs, Tapes, Films, Labels  Converting & Packaging  Curing Equipment and Materials	Machinery and Equipment  Formulation of Adhesives, Sealants, Coatings
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  	MUST SEE Products & Services eBlast	MUST SEE Products & Services eBlast  	<i>Equipment Handbook</i>  MUST SEE Products & Services eBlast
Bonus Distribution		RadTech Big Ideas	IPC APEX EXPO			
Show Packages						
Ad Close	<b>Dec 3</b>	<b>Jan 7</b>	<b>Feb 4</b>	<b>Mar 4</b>	<b>Apr 8</b>	<b>May 6</b>
Ad Materials Due	<b>Dec 9</b>	<b>Jan 13</b>	<b>Feb 10</b>	<b>Mar 10</b>	<b>Apr 14</b>	<b>May 12</b>

Sustainability Issue

July	August	GAD	September	October	November	December	
ASI Top 20 Industry Roundtable	European Coatings Show Annual Raw Materials and Chemicals Overview Formulation of Adhesives, Sealants, Coatings Processing Equipment	<i>Global Adhesives &amp; Sealants Directory (print and online)</i>	Distribution and Logistics PSAs, Tapes, Films, Labels Curing Equipment and Materials	The ASSEMBLY Show ASC Annual Convention and EXPO/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	<b>Feature Focus</b>
Electronics	Transportation		Packaging	Assembly	Construction	Medical	<b>End-User Focus</b>
			<i>Distributor Directory</i>		<i>Annual Buyers' Guide</i> <i>Buyers' Guide eBook</i>		<b>Online Directory Focus</b>
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	<b>Special Advertising Options</b>
	European Coatings Show	The ASSEMBLY Show PACK EXPO Las Vegas World Adhesive and Sealant Conference 2022 PSTC Tape Week 2022	Label Congress 2021 PACK EXPO Las Vegas	The ASSEMBLY Show ASC Annual Convention and EXPO/ASC Executive Leadership Conference			<b>Bonus Distribution</b>
	European Coatings 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		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	<b>Double your exposure with two packages available in October!</b> ASC Annual Convention and EXPO <b>AND</b> 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			<b>Show Packages</b>
<b>June 3</b>	<b>July 8</b>	<b>July 15</b>	<b>Aug 5</b>	<b>Sept 9</b>	<b>Oct 7</b>	<b>Nov 4</b>	<b>Ad Close</b>
<b>June 9</b>	<b>July 14</b>	<b>July 21</b>	<b>Aug 11</b>	<b>Sept 15</b>	<b>Oct 13</b>	<b>Nov 10</b>	<b>Ad Materials Due</b>