





# EDITORIAL CALENDAR 2021

	January	February	March	April	May	June
<b>Feature Focus</b>	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
<b>End-User Focus</b>	Medical	Transportation	Electronics	Assembly	Packaging	Construction
<b>Online Directory Focus</b>			Raw Materials, Chemicals, Polymers & Additives			Equipment
<b>Special Advertising Options</b>	MUST SEE Products & Services eBlast	MUST SEE Products & Services eBlast	Materials Handbook  MUST SEE Products & Services eBlast   Spotlight on Electronics eBlast	MUST SEE Products & Services eBlast	MUST SEE Products & Services eBlast   Spotlight on Pressure-Sensitive Adhesives eBlast	Equipment Handbook  MUST SEE Products & Services eBlast
<b>Bonus Distribution</b>		RadTech Big Ideas	IPC APEX EXPO			
<b>Show Packages</b>						
<b>Ad Close</b>	<b>Dec 3</b>	<b>Jan 7</b>	<b>Feb 4</b>	<b>Mar 4</b>	<b>Apr 8</b>	<b>May 6</b>
<b>Ad Materials Due</b>	<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	
<b>ASI</b> Top 20 Industry Roundtable	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>
		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>
			PACK EXPO Las Vegas  Gold, Silver and Bronze Packages Available  Packages Include: <ul style="list-style-type: none"> <li>• eMagazine ad unit</li> <li>• Must-See e-Blast listing</li> <li>• High Impact web impressions</li> <li>• LinkedIn post</li> </ul>	<b>Double your exposure with two packages available in October!</b>  ASC Annual Convention and EXPO <b>AND</b> The ASSEMBLY Show  Gold, Silver and Bronze Packages Available  Packages Include: <ul style="list-style-type: none"> <li>• eMagazine ad unit</li> <li>• Must-See e-Blast listing</li> <li>• High Impact web impressions</li> <li>• LinkedIn post</li> </ul>			<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>