





# 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	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
<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	WAC Show Program Packages • 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	Equipment Handbook  MUST SEE Products & Services eBlast
<b>Bonus Distribution</b>		RadTech Big Ideas	IPC APEX EXPO	World Adhesive & Sealant Conference (PRINT and DIGITAL DISTRIBUTION)	PSTC Tape Week	
<b>Show Packages</b>				World Adhesive & Sealant Conference Package includes: • 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: • 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>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	
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 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	Assembly	Construction	Medical	End-User Focus
			<i>Distributor Directory</i>		<i>Annual Buyers' Guide</i> <i>Buyers' Guide eBook</i>		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
	European Coatings Show	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
	European Coatings Show Create a Customized Special Marketing Package Options Include: <ul style="list-style-type: none"><li>• Display ad</li><li>• MUST VISIT eBlast</li><li>• Website leaderboard</li><li>• In Case You Missed It post-show eBlast</li><li>• Issue sponsorship</li><li>• Show Daily ad unit</li><li>• eNewsletter banner ad</li><li>• LinkedIn mention</li></ul>		PACK EXPO Las Vegas Create a Customized Special Marketing Package Options Include: <ul style="list-style-type: none"><li>• Display ad</li><li>• MUST VISIT eBlast</li><li>• Website leaderboard</li><li>• In Case You Missed It post-show eBlast</li><li>• Issue sponsorship</li><li>• Show Daily ad unit</li><li>• eNewsletter banner ad</li><li>• LinkedIn mention</li></ul>	The ASSEMBLY Show Create a Customized Special Marketing Package Options Include: <ul style="list-style-type: none"><li>• Display ad</li><li>• MUST VISIT eBlast</li><li>• Website leaderboard</li><li>• In Case You Missed It post-show eBlast</li><li>• Issue sponsorship</li><li>• Show Daily ad unit</li><li>• eNewsletter banner ad</li><li>• LinkedIn mention</li></ul>			Show Packages
June 3	July 8	July 15	Aug 5	Sept 9	Oct 7	Nov 4	Ad Close
June 9	July 14	July 21	Aug 11	Sept 15	Oct 13	Nov 10	Ad Materials Due