

2019 EDITORIAL CALENDAR



	January	February	March	April	May	June
Feature Focus	Formulation of Adhesives/Sealants/Coatings Equipment Curing Equipment and Materials Job Satisfaction Survey	<i>Raw Materials, Chemicals, Polymers & Additives Handbook</i> Raw Materials and Chemicals Roundtable European Coatings Show Preview	ASC Annual Convention and Expo Preview Adhesives/Sealants/Coatings Packaging and Handling High-Tech Green Formulations and Applications Foam	Continued ASC Convention and Expo Coverage Formulation of Adhesives/Sealants/Coatings Converting & Packaging Equipment	PSTC Tape Summit Coverage Afera Technical Seminar Wrap-Up PSAs, Tapes, Films, Labels Curing Equipment and Materials	<i>Equipment Handbook</i> Machinery and Equipment ASC Annual Spring Convention and Expo Wrap-Up FEICA Preview
End-User Focus	Electrical/Electronics		Construction	Packaging		Electrical/Electronics
Special Advertising Options	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 (End Users) Sustainability Spotlights			<i>Equipment Handbook</i> MUST SEE Products & Services eBlast (Formulators and Manufacturers)
Bonus Distribution	Electronics West: Anaheim, CA Feb. 5-7 IPC APEX: San Diego, CA Jan. 29-31 Adhesion Society: San Diego, CA Feb. 17-20		European Coatings Show: Nuremberg, Germany March 19-21 Foam Expo: Novi, MI March 26-28	ASC Annual Convention and Expo: Philadelphia, PA April 8-10 ICE USA: Louisville, KY April 9-11	PSTC Tape Summit: Baltimore, MD May 15-17 Eastern Coatings Show, May 13-15 Atlantic City, NJ	SEMICON West: San Francisco, CA July 9-11
Show Packages			European Coatings Show • Print ad unit • Listing in Must-Vist e-Blast • Social Media Mentions pre-show and during the event • Sponsorship of the March 2019 ASI Digital Edition • Bronze, Silver and Gold Packages Available!	ASC Annual Convention and Expo • Print ad unit • Listing in Must-Vist e-Blast • Social Media Mentions pre-show and during the event • Sponsorship of the April 2019 ASI Digital Edition • Bronze, Silver and Gold Packages	PSTC Tape Summit • Print ad unit • Listing in Must-Vist e-Blast • Social Media Mentions pre-show and during the event • Sponsorship of the May 2019 ASI Digital Edition • Bronze, Silver and Gold Packages Available!	
Ad Close	Dec 6	Jan 10	Feb 7	Mar 7	Apr 4	May 9
Ad Materials Due	Dec 12	Jan 16	Feb 13	Mar 13	Apr 10	May 15



Sustainability Issue

July	August	GAD	September	October	November	December	
<p><i>Distributor Directory</i> Distribution and Logistics</p> <p>Formulation of Adhesives/Sealants/Coatings</p> <p>PSAs, Tapes, Films, Labels</p> <p>Foam</p>	<p>ASI Top 20</p> <p>Adhesives/Sealants/Coatings Packaging and Handling</p> <p>Equipment</p>	<p><i>Global Adhesives & Sealants Directory</i></p>	<p>Annual Raw Materials and Chemicals Overview</p> <p>High-Tech Formulations/Applications</p> <p>Converting & Packaging</p> <p>PSAs, Tapes, Films, Labels</p> <p>Curing</p>	<p>ASSEMBLY Show Coverage</p> <p>ASC Executive Leadership Conference Coverage</p> <p>Formulation of Adhesives/Sealants/Coatings</p> <p>Equipment</p>	<p>Leading Supplier of the Year</p> <p>Sustainable Materials and Formulation</p> <p>Sustainable Adhesives/Sealants/Coatings</p> <p>Packaging and Handling</p> <p>Sustainable Manufacturing Practices</p>	<p><i>Buyers' Guide</i></p>	Feature Focus
	Packaging		Transportation	Assembly	Construction		End-User Focus
<p><i>Distributor Directory</i> Distributor Showcase</p> <p>MUST SEE Products & Services eBlast (End Users)</p>	<p>MUST SEE Products & Services eBlast (Formulators and Manufacturers)</p>	<p>GAD</p> <p>Digital Edition Pop-Up Ad: 50% Off for GAD Display Advertisers</p>			<p>MUST SEE Products & Services eBlast (End Users)</p>	<p><i>Buyers' Guide</i></p> <p>MUST SEE Products and Services eBlast (Formulators and Manufacturers)</p>	Special Advertising Options
<p>World Adhesive & Sealant Conference: Chicago, IL April 20-22, 2020</p> <p>American Coatings Show 2020</p> <p>PSTC 2020</p>	<p>FEICA TBD Sept. 1</p>	<p>GAD</p> <p>ASSEMBLY Show Pack Expo 2020 American Coatings Show 2020 ASC Annual Spring Convention and Expo 2020 PSTC Tape Summit 2020 World Adhesive & Sealant Conference</p>	<p>Pack Expo: Las Vegas, NV Sept. 23-25</p> <p>CAMX TBD</p>	<p>ASC Executive Leadership Conference: Hilton Head, SC Oct. 21-23</p> <p>Western Coatings Show TBD</p> <p>ASSEMBLY Show: Rosemont, IL Oct. 23-25</p>		<p>World Adhesive & Sealant Conference: Chicago, IL April 20-22, 2020</p> <p>American Coatings Show 2020</p> <p>PSTC 2020</p> <p>ASSEMBLY 2020</p> <p>Pack Expo East 2020</p>	Bonus Distribution
			<p>PACK EXPO</p> <ul style="list-style-type: none"> • Print ad unit • Listing in Must-Vist e-Blast • Social Media Mentions pre-show and during the event • Sponsorship of the September 2019 ASI Digital Edition • Bronze, Silver and Gold Packages Available! 	<p>ASSEMBLY Show</p> <ul style="list-style-type: none"> • Print ad unit • Listing in Must-Vist e-Blast • Social Media Mentions pre-show and during the event • Sponsorship of the October 2019 ASI Digital Edition • Bronze, Silver and Gold Packages Available! 			Show Packages
June 6	July 11	July 19	Aug 8	Sept 5	Oct 10	Nov 7	Ad Close
June 12	July 17	July 25	Aug 14	Sept 11	Oct 16	Nov 13	Ad Materials Due