



2015 EDITORIAL CALENDAR

PRINT/DIGITAL EDITION	SPECIAL ADVERTISING OPPORTUNITIES/ BONUS DISTRIBUTION	SPECIAL EDITIONS
JANUARY Ad Close: December 4 Manufacturing and Testing/Quality Control Equipment — coverage on mixers, pumps, meter/mix/dispense, testing High-Tech Formulations/Applications Packaging of Adhesives and Sealants — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging	MUST SEE Products & Services eBlast: 50% off for January display advertisers — showcase your products/services to ASI print/digital and ASI eNews subscribers — LEADS include name, company and contact information!	<div> New Editorial Section ADHESIVES AT WORK Adhesives at Work showcases materials and technology innovations for end-use applications of adhesives and sealants in sectors such as electronics (Feb.), transportation (Apr.), packaging (May), assembly (Oct.) and construction (Nov.). </div>
FEBRUARY Ad Close: January 2 Converting & Packaging — coverage on heat-seal polymers, tapes, labels, hot melts, labeling and application Composites Coatings — coverage on end uses for coatings, formulation, curing Curing Adhesives at Work: Electronics	Adhesion Society Annual Meeting & Expo, February 20-25, Savannah, GA IPC APEX Expo, February 22-26, San Diego, CA RadTech West, March 10-11, Redondo Beach, CA	End User Digital Edition: Electronics — targeted editorial for users of finished adhesives, sealants and coatings in the electronics sector Targeted Circulation of 5,000***
MARCH Ad Close: February 5 Raw Materials, Chemicals, Polymers & Additives Handbook — definitive resource for manufacturers and formulators of adhesives and sealants includes supplier listings, materials definitions and application/use information; searchable database online for 12 months Raw Materials Roundtable — a discussion of materials-related trends, challenges and opportunities	Raw Materials, Chemicals, Polymers & Additives Handbook Options: listings, hot links, spec sheets, videos, social media, mobile tagging Website Video: 50% off for March display advertisers Innovation Showcase: March display advertisers (1/2-pg or larger) receive FREE 1/3-pg vertical space to highlight innovative products/services	ASI China Manufacturing and Testing/Quality Control Equipment Raw Materials/Chemicals Packaging of Adhesives and Sealants Circulation to 2,000*** industry professionals in China
APRIL Ad Close: March 5 Adhesive and Sealant Council (ASC) Spring Convention & Expo Pre-Event Guide European Coatings Show (ECS) Pre-Event Guide Coatings — coverage on topics such as end uses, formulation, curing Raw Materials — coverage on additives, resins, pigments and dyes Manufacturing and Testing/Quality Control Equipment — coverage on mixers, pumps, meter/mix/dispense, testing Adhesives at Work: Transportation	ASC Special Ad Package for April Display Advertisers: — 50% off your choice of a MUST VISIT Booth eVite, 1-2 minute video or 1 minute podcast — FREE Exhibit in Print in ASI April print and digital issues — FREE product write-up in daily ASI eNews ASC edition — FREE pre-show tweet and Facebook post ECS Special Ad Package for April Display Advertisers: — FREE Exhibit in Print in ASI April print and digital issues ASC Spring Convention & Expo, April 21-22, Nashville, TN European Coatings Show, April 21-23, Nuremberg, Germany	End User Digital Edition: Transportation — targeted editorial for users of finished adhesives, sealants and coatings in automotive, marine, aerospace and related industries Targeted Circulation of 5,000***
MAY—GREEN ISSUE Ad Close: April 2 Green: Chemistry, Formulation, Manufacturing Pressure Sensitive Tape Council (PSTC) Pre-Event Guide PSAs, Tapes, Films, Labels Converting & Packaging — coverage on heat-seal polymers, tapes, labels, hot melts, labeling and application Adhesives at Work: Packaging	PSTC Special Ad Package for May Display Advertisers: — 50% off your choice of a MUST VISIT Booth eVite, 1-2 minute video or 1 minute podcast — FREE Exhibit in Print in ASI May print and digital issues — FREE product write-up in ASI eNews — FREE pre-show tweet and Facebook post PSTC Tape Summit and Tech 38, May 11-15, Baltimore, MD	End User Digital Edition: Packaging — targeted editorial for users of finished adhesives, sealants and coatings in the packaging of food/beverages, medical products/pharmaceuticals, etc. Targeted Circulation of 5,000***
JUNE Ad Close: May 7 Dispensing & Curing Equipment Directory — quick-reference chart provides comprehensive listing of dispensing and curing equipment suppliers. Includes complete supplier contact information and is available as a searchable database online for 12 months Meter/Mix/Dispense Curing Coatings — coverage on end uses for coatings, formulation, curing	Dispensing & Curing Equipment Directory Options: listings, hot links, spec sheets, videos, social media, mobile tagging Virtual Supplier Brochures: Include your product info on www.adhesivesmag.com/virtualbrochures for six months. Receive LEADS from our MUST SEE Virtual Supplier Brochure eBlast! MUST SEE Products & Services eBlast: 50% off for June display advertisers — showcase your products/services to ASI print/digital and ASI eNews subscribers — LEADS include name, company and contact information! SEMICON West, July 8-10, San Francisco, CA	ASI China PSAs, Tapes, Films, Labels Green Chemistry and Formulation Coatings Composites Circulation to 2,000*** industry professionals in China

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JULY Ad Close: June 4 Distributor Directory — reference tool to help connect manufacturers with the appropriate distributor partner—includes complete distributor contact info, along with listing of represented suppliers; searchable database online for 12 months Raw Materials — coverage on additives, resins, pigments and dyes Distributor Roundtable — a discussion of distribution-related trends, challenges and opportunities PSAs, Tapes, Films, Labels	Distributor Directory Options: listings, hot links, spec sheets, videos, social media, mobile tagging Distributor Showcase: July distributor display advertisers (1/2-pg and larger) receive a FREE 1/3-pg profile to highlight products and services	
AUGUST Ad Close: July 2 ASI Top 25 — our exclusive listing of the leading manufacturers of adhesives/sealants, pressure sensitives and adhesives/sealants products Packaging of Adhesives and Sealants — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging Manufacturing and Testing/Quality Control Equipment — coverage on mixers, pumps, meter/mix/dispense, testing Composites	ASI Top 25 Sponsorships — associate your company with industry leaders in our most popular article of the year! Exclusive sponsorships include company name and logo listed at the beginning of the ASI Top 25 article, as well as in all promotional materials MUST SEE Products & Services eBlast: 50% off for August display advertisers — showcase your products/services to ASI print/digital and ASI eNews subscribers — LEADS include name, company and contact information!	
GAD—SPECIAL ISSUE Ad Close: July 10 Global Adhesives & Sealants Directory — annual purchasing directory and resource for finished adhesives and sealants to special targeted circulation: 5,000*** end user industry professionals; includes contact info, product listings and reference material; searchable database online for 12 months	Global Adhesives & Sealants Directory Options: listings, hot links, spec sheets, videos, social media, mobile tagging Digital Edition Pop-Up Ad: 50% off for GAD display advertisers	
SEPTEMBER Ad Close: August 6 Adhesive and Sealant Council (ASC) Fall Convention & Expo Pre-Event Guide High-Tech Formulations and Applications NEW for 2015! Annual Materials & Chemicals Overview — news, trends and forecasts for popular materials and chemicals used in the adhesives, sealants and coatings industries Coatings — coverage on end uses for coatings, formulation, curing	ASC Special Ad Package for September and October Display Advertisers: — 50% off your choice of a MUST VISIT Booth eVite, 1-2 minute video or 1 minute podcast — FREE Exhibit in Print in ASI October print and digital issues — FREE product write-up in daily ASI eNews ASC editions — FREE pre-show tweet and Facebook post FEICA, September 9-11, Portugal PACK EXPO, September 28-30, Las Vegas, NV ASC Fall Convention & Expo, October 20-21, Pittsburgh, PA	ASI China ASI Top 25 Raw Materials/Chemicals Manufacturing and Testing/Quality Control Equipment Curing Circulation to 2,000*** industry professionals in China
OCTOBER Ad Close: September 3 The ASSEMBLY Show Pre-Event Guide ASC Fall Convention At-the-Show Coverage Curing Composites Manufacturing and Testing/Quality Control Equipment — coverage on mixers, pumps, meter/mix/dispense, testing Converting and Packaging — coverage on heat-seal polymers, tapes, labels, hot melts, labeling and application Adhesives at Work: Assembly	The ASSEMBLY Show (dates/location TBD) ASC Fall Convention & Expo, October 20-21, Pittsburgh, PA CAMX - The Composites and Advanced Materials Expo, October 26-29, Dallas, TX RadTech East (dates/location TBD)	End User Digital Edition: Assembly — targeted editorial for users of finished adhesives, sealants and coatings for assembly applications Targeted Circulation of 5,000***
NOV.—GREEN ISSUE Ad Close: October 1 2015 ASI Readers' Choice Awards — our readers vote for their favorite new products in three categories: Raw Materials, Equipment and Finished Adhesives/Sealants Sustainable Packaging of Adhesives/Sealants — coverage on cartridges, packages, syringes, nozzles, cans, custom packaging Green Materials and Formulations — coverage on waterborne formulations and 100% solid systems PSAs, Tapes, Films, Labels Year in Review/2016 Preview Adhesives at Work: Construction	2015 ASI Readers' Choice Sponsorships — company name and logo listed at the beginning of the 2015 ASI Readers' Choice Awards article, as well as in all promotional materials. Exclusive sponsorship - first come, first serve; existing sponsor has first right of refusal MUST SEE Products & Services eBlast: 50% off for November display advertisers — showcase your products/services to ASI print/digital and ASI eNews subscribers — LEADS include name, company and contact information! Design-Build Conference & Expo, November 2-4, Denver, CO	End User Digital Edition: Construction — targeted editorial for users of finished adhesives, sealants and coatings in the construction industry Targeted Circulation of 5,000***
DECEMBER Ad Close: November 5 Buyers' Guide — annual purchasing resource includes comprehensive list of products and suppliers, complete contact info and association rosters; searchable database online for 12 months	Buyers' Guide Options: listings, hot links, spec sheets, videos, social media, mobile tagging Virtual Supplier Brochures: Include your product info on www.adhesivesmag.com/virtualbrochures for six months. Receive LEADS from our MUST SEE Virtual Supplier Brochure eBlast!	ASI China ASI Readers' Choice Winners High-Tech Formulations/Applications Converting/Packaging Circulation to 2,000*** industry professionals in China

***Publisher's Own Data