



ADVERTISING OPPORTUNITIES

ASC e-Catalyst e-Newsletter

The *ASC e-Catalyst* e-Newsletter features the latest industry news, end-user trends and information about upcoming ASC events. Delivered on the first Tuesday of every month, *ASC e-Catalyst* reaches more than 5,000 adhesive and sealant industry professionals. If you are targeting adhesive or sealant manufacturers, raw materials and equipment suppliers, distributors and industry consultants, *ASC e-Catalyst* is the perfect communication vehicle to cost-effectively promote your product, service or organization.

Why advertise in the *ASC e-Catalyst*?

- Create awareness and increase the visibility of your company
- Advertise a specific product or service
- Differentiate your product from competitors
- Drive your sales
- Reach influential adhesive and sealant decision-makers
- Communicate to multiple market segments cost-effectively

Horizontal Banner Ad 468 pixels wide x 60 pixels high

Full Banner Ad
468px W x 60px H, JPEG or GIF ONLY
Suggested Max File Size 100K
No PDF, BMP, Flash, or JavaScript

ASC MEMBER

1x	\$750
3x	\$2,100
6x	\$3,900
12x	\$6,900

NONMEMBER

1x	\$1,125
3x	\$3,150
6x	\$5,850
12x	\$10,350

Vertical Banner Ad

up to 120 pixels wide x 240 pixels high
top position on sidebar

ASC MEMBER

1x	\$650
3x	\$1,800
6x	\$3,300
12x	\$5,400

NONMEMBER

1x	\$975
3x	\$2,700
6x	\$4,950
12x	\$8,100

Vertical Banner
120px W x 240px H
JPEG or GIF ONLY
Suggested Max Size 60K
No PDF, BMP, Flash,
or JavaScript

Sidebar Tile Ad

up to 120 pixels wide x 60 pixels high
lower position on sidebar

Sidebar Button #2
120px W x 60px H
JPEG or GIF ONLY
Suggested Max Size 40K

ASC MEMBER

1x	\$250
3x	\$600
6x	\$900
12x	\$1,200

NONMEMBER

1x	\$375
3x	\$900
6x	\$1,350
12x	\$1,800

Technical Requirements

- JPG or GIF files ONLY
- May be static or animated; no Flash or Java script
- Provide URL of embedded link
- Provide Ad Caption (up to 150 characters) - OPTIONAL
- Maximum File Size:
Horizontal/Vertical Ad: up to 100k
Sidebar Ad: up to 40k

SEE NEXT PAGE FOR AD PLACEMENT

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Welcome to the Adhesive and Sealant Council's ASC e-Catalyst

ASC e-Catalyst delivers the latest ASC news, industry information and end-user trends—right to your inbox. Look for it on the 1st Tuesday of each month.

ASC News

Fall Convention Proceedings Now Available

If you weren't able to attend the ASC 2009 Fall Convention & EXPO or the Waterborne Short Course, fear not. You can still benefit from the valuable information presented onsite by ordering the proceedings. Included in the **convention proceedings** are a state of the industry update by ChemQuest, construction market trends from NAHB, sessions on surviving in a recessionary economy by Orr & Boss and DPNA International, and of course, the latest technical information. The **short course proceedings** include the expert instructors' technical presentations. [Click here](#) to review the contents, pricing and ordering instructions for these events.

[Web Link](#) | [Back to Top](#)

2009 Addendum Enhances NA Market Report

Access to timely market data gives industry professionals a critical, competitive edge. That's why ASC commissioned an Addendum to its **2007-2010 North American Market Report**, to help industry professionals keep up with the rapidly changing marketplace. Sold as part of the North American Market Report, the updated package now provides a more accurate picture of the adhesive and sealant industry's current situation and includes an outlook for 2010 and beyond. Make smart business planning decisions... **order the updated report today**.

[Web Link](#) | [Back to Top](#)

Upcoming Webinars Focus on Technical Topics

Get the knowledge you need without leaving your desk. ASC is offering some incredible webinars through the end of 2009, featuring leaders in the field. Review the upcoming webinars below, and register now to ensure your seat in these great classes.

DMA in Practice: Better Predict Adhesive Performance

November 17 – *in partnership with SpecialChem*

The Value & Significance of Shear Property Testing of Adhesives

November 18 – *in partnership with Chemsultants*

Thermoset Resins & Bonding in the Alternative Energy Industry

December 2 – *in partnership with TRFA*

Introduction to Si Photovoltaic Technology

December 3 – *in partnership with SpecialChem*

Hot-Melts Formulation: Solutions for Quality at Lower Cost

December 10 – *in partnership with SpecialChem*

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November 2009

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or JavaScript

Sidebar Button #2

120px W x 60px H
JPEG or GIF ONLY
Suggested Max Size 40K

The Adhesive and Sealant Council, Inc. (ASC) is a North American trade association dedicated to representing the adhesives and sealants industry. Incorporated in 1958, ASC is bound by the collective efforts of its members, and strives to improve the industry operating environment and strengthen its member companies. ASC members represent more than 75% of the U.S. industry. The Council is comprised of 130 adhesive and sealant manufacturers, raw material and equipment suppliers, and industry consultants.

For More Information
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