



ADVERTISING OPPORTUNITIES

New for 2009...Introducing ASC's new monthly e-Catalyst Newsletter

ASC's *Catalyst* newsletter has been combined with our monthly e-Newsflash and rebranded as *e-Catalyst*. This newly designed e-newsletter features the latest industry news, end-user trends, and information about upcoming ASC events. Reaching more than 6000 adhesive and sealant industry professionals, it's the perfect place to promote your product or service cost-effectively and easily.

Horizontal banner ad (468 px W x 60 px H)

	<u>Frequency</u>	<u>ASC Member Cost</u>	<u>Non-Member Cost</u>
Top	1x	\$750	\$1,125
	3x	\$2,100	\$3,150
	6x	\$3,900	\$5,850
	12x	\$6,900	\$10,350
Bottom	1x	\$550	\$825
	3x	\$1,500	\$2,250
	6x	\$2,700	\$4,050
	12x	\$4,500	\$6,750

Vertical banner ad (up to 120 px W x 240 px H) – top position on sidebar

1x	\$650	\$975
3x	\$1,800	\$2,700
6x	\$3,300	\$4,950
12x	\$5,400	\$8,100

Sidebar tile ad (up to 120 px W x 60 px H) – 2nd and lower position on sidebar

1x	\$250	\$375
3x	\$600	\$900
6x	\$900	\$1,350
12x	\$1,200	\$1,800

Technical Requirements

1. JPG or GIF files only
2. May be static or animated; no Flash or Java script
3. File size
 - Horizontal or vertical banner ad: up to 100k max
 - Sidebar tile ad: up to 40k max
4. Provide URL of embedded link. Optional **Ad Caption** up to 150 characters long.

Sponsored By:

Full Banner Ad

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

Adhesive and Sealant Council News

Streamline Your Design Process!

Attention: All Product Designers and Engineers. The Adhesive and Sealant Council (ASC) is pleased to announce it has created a new Designer's Checklist for you to discuss with your preferred adhesive and sealant suppliers. This simple one-page document summarizes the critical design inputs your supplier needs to identify the best bonding or sealing solution for your next project.

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

New General Guide to Joint Sealants for Architects

ASC, in conjunction with the Sealants, Waterproofing & Restoration Institute (link to: <http://www.swrionline.org/>), has developed a new guide to assist the architectural community in understanding the fundamentals of designing and specifying joint sealants. The document is brief and intended to provide an overview of critical joint design issues. Included are topics such as understanding the major causes of joint failure, determining the selection criteria for joint sealants, calculating sealant joint movement, and more.

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

Industry News

Fastener Woes to Delay Flight of First Boeing 787 Jets

Wall Street Journal (11/05/08) Lunsford, J. Lynn

Delivery of Boeing's much-anticipated 787 Dreamliner will be pushed back once again due to problems with fasteners. Problems discovered during a routine quality-control inspection will force the company to replace thousands of fasteners that were improperly installed. This is the second time Boeing has run into problems with fasteners. Since the Dreamliner is made largely from carbon-fiber composites and machined titanium castings, instead of conventional steel and aluminum, Boeing had to come up with new types of fasteners to keep the plane together. Problems first erupted two years ago when suppliers had trouble getting enough of the specialized fasteners to assemble the first planes. The first Dreamliner delivered to Boeing was thus held together by thousands of temporary fasteners. The Dreamliner is the best-selling new model in Boeing's history, with more than 900 already having been ordered. The plane is supposed to offer significant operational and maintenance cost savings when compared to planes of similar size. Delivery had already been pushed back by two years due to manufacturing problems, and the latest issue with the fasteners, combined with the recent strike of Boeing machinists, will make it impossible to meet a goal of flying the first Dreamliner this year and unlikely that deliveries of the first Dreamliners will take place at the end of 2009 as planned. "Every day the first planes sit on the ground is a day that you can't conduct flight tests, which means everything gets pushed back," says a senior aerospace executive connected with the program.

[Back to Top](#)

Gecko-like Glue Is Said to Be Stickiest Yet

Reuters (10/09/08)

November 2008

Subscribe

Vertical Banner

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

Sidebar Button #2

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

Adhesives.org is an online educational portal providing unbiased information about adhesives and sealants to those that are relatively unfamiliar with the technology. Developed by the [Adhesive and Sealant Council](#), a non-profit trade organization dedicated to representing the interests of the adhesives and sealants industry, adhesives.org has been designed to help improve awareness about the benefits and value of the industry's products, and help clear up misperceptions.

For More Information
Contact:

[The Adhesive and Sealant Council](#)

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