



# Fully Digital, Made Even Better

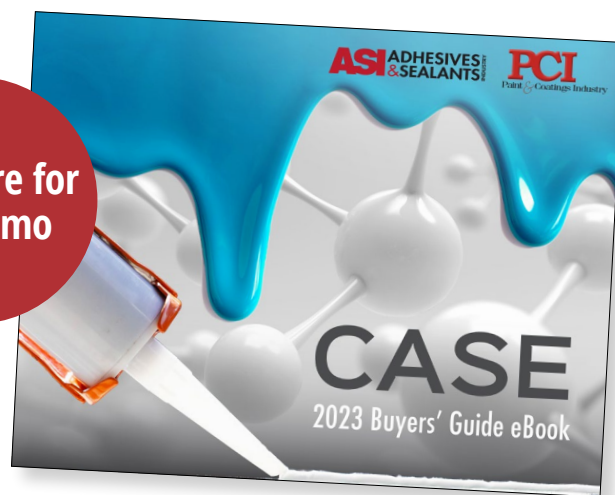
Get the best value and most exposure for your company by advertising in the CASE Buyers Guide eBook - serving the Coatings, Adhesives, Sealants and Elastomers markets.

Bring your company's sales and product benefits to life by advertising in this powerful new marketing tool that will be deployed twice annually. A full page advertiser will be able to submit a 350 word article along with their full page ad; a half page advertiser can submit a 150 word article along with their half page ad. The eBook is easy to save so users can access it at any time, simple to share with friends or colleagues, and maximizes your ad performance with corresponding editorial to provide detailed info on your products & services.

Select your ad/editorial placement in one of the following sections:

- Additives
- Computer Software
- Consulting Services
- Containers, Packaging and Material Handling
- Distributors
- Environmental Equipment & Services
- Finished Adhesives & Sealants
- Manufacturing Equipment
- Oils/Fatty Acids
- Pigments/Dispersions
- Polymers/Resins
- Solvents
- Test/Measurement Instruments & Services

Click here for  
live demo



## AD SPECS

Horizontal, single-page layout:

- **Full-page ad:** 1200px x 1600px (8" x 10.667")
- **Half-page ad:** 1100px x 700px (7.333" x 4.667")
- Font size: 14 pt or larger
- Multiple links allowed, provide with ad

## LOGO SPECS

- Hi-res .eps or .ai (vector format) preferred; otherwise, .jpg or .png

## ARTICLE SPECS

- Half Page: 150 words in Word doc
- Full-page options:
  - ONE hi-res image (minimum 1200px wide), 200 words of text
  - No image: 350 words of text

## 2022 CLOSING DATES:

Ad close: November 3, 2022

Materials due: November 9, 2022

Deployment: December 2022 and February 2023

## SPONSORSHIP PACKAGES:

1/2 page ad PLUS 1/2 page editorial

Full Page ad PLUS Full Page editorial

Exclusive Premium Sponsor: Includes Full Page ad, full page editorial, and video page

Placement based on first come, first serve (All pricing is net)

## ADDITIONAL BENEFITS:

- CASE eBook will be posted to both the ASI and PCI websites for a year
- ASI and PCI will feature the eBook in their weekly eNewsletters twice a month
- ASI and PCI will post mentions regarding the eBook to their LinkedIn communities regularly
- ASI and PCI will include listings regarding the eBook in our monthly Must-See eBlasts.

Contact us today for more information

Find your sales rep at:

ASI: <https://www.adhesivesmag.com/contactus>

PCI: <https://www.pcimag.com/contactus>