



Fully Digital, Made Even Better

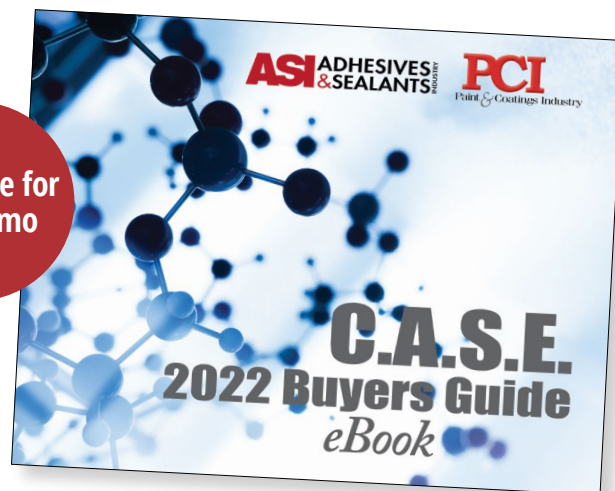
Get the best value and most exposure for your company by advertising in the C.A.S.E. Buyers Guide eBook - serving the Coatings, Adhesives, Sealants and Elastomers markets.

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:

- Raw Materials & Specialty Chemicals
- Additives
- Polymers/Resins
- Pigments/Dispersions
- Manufacturing Equipment
- Test/Measurement Instruments & Services
- Solvents
- Computer Software
 - Enterprise Solutions
 - Digital lab software
- Environmental Equipment & Services
- Containers, Packaging and Material Handling
- Consulting & Services

Click here for
live demo



AD SPECS

Horizontal, single-page layout:

- **Full-page ad (Horizontal):** Image of 2200 x 1700 pixels (300 dpi) or a PDF at 11" x 8.5"
- **Half-page ad (Vertical):** Image of 950 x 1500 pixels (300 dpi) or a PDF at 4.75" x 7.5"
- 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 at 4.8" (1 col) x 2.5", 200 words of text
 - No image: 350 words of text

2021 CLOSING DATES:

Ad close: October 8, 2021

Materials due: October 15, 2021

Deployment: December 2021 and March 2022

RATES:

1/2 page ad PLUS 1/2 page editorial	\$1,995
Full Page ad PLUS Full Page editorial	\$3,995
Exclusive Premium Sponsor Video	\$10,000
Resize/create an ad (Additional fee)	\$395

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

ADDITIONAL BENEFITS:

- C.A.S.E. 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.pcimac.com/contactus>