

INFLUENTIAL CONTENT.

INFLUENTIAL READERS.

AMERICAN CERAMIC SOCIETY

# bulletin

emerging ceramics & glass technology



## CORE PROFILE & MARKET

### The *Bulletin's* Influential Readers . . .

- . . . are highly educated professionals who hold influential positions at their organizations.
- . . . are managers or professional staff members (engineers, scientists, etc.)
- . . . work at organizations directly involved with
  - Advanced ceramics and glass
  - Traditional ceramics
  - Energy, transportation, government, and others

### Total Circulation\* 7,631

- 78% reside in North America
  - 22% International
- Members and Paid Subscribers (71%)**

\*Source: Publisher's own data, 9/2013

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"Everyone reads the *ACerS Bulletin*, including executives, senior people in government roles, and other business people who don't read technical journals or attend glass conferences."

—Research director, Corning Inc.

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## PRODUCT OFFERINGS

Be part of the ceramic and glass revolution by using these proven channels to reach our members and paid subscribers. Make ACerS an essential part of your marketing program — your products and services could play a significant role in the next scientific breakthrough!

### ACerS Bulletin – Print and Electronic Editions

- *ACerS Bulletin*, the Society's membership publication, is dedicated to covering news and state-of-the-art applications and emerging technologies impacting the global ceramic and glass materials markets. Frequency: nine times per year.
- **ceramicSOURCE**, Annual Buyer's Guide and Company Directory published in the *Bulletin's* December issue.

### Interactive Marketing

- Web Advertising: ceramics.org (meetings section), **ceramicSOURCE** (*Bulletin* page only), and Ceramic Tech Today
- e-Newsletters: Ceramic Tech Today (3x weekly), *Bulletin* TOC (monthly), and ACerS Spotlight (monthly)

### Exhibitions & Sponsorships

Create a fully integrated marketing program encompassing premier ceramic and glass conferences/exhibitions.

- Exhibit at one or more ACerS conferences
- Sponsorship of an ACerS conference relating to your technology
- Market-wide promotion in *ACerS Bulletin* before, during, and after the conference event

# 2015 EDITORIAL CALENDAR

Issue	Theme	Show Issue	Bonus Distribution	Ad Closing Date	Material Due
<b>Jan/Feb</b>	– Materials for energy – Testing/characterization	ICACC Expo Directory	– EMA, Orlando, Fla., Jan. 21 – 23 – ICACC, Daytona Beach, Fla., Jan. 25 – 30 – MCARE, JeJu Island, Korea, Feb. 24 – 27	<b>12/5/14</b>	12/8/14
<b>March</b>	– Refractories–Engineered ceramics for industry		– St. Louis Section/RCD 51st Annual Symposium, March 25 – 26	<b>2/6/15</b>	2/9/15
<b>April</b>	– Ceramics in manufacturing – Market trends for engineered ceramics and glass	Ceramics Expo Directory	– Ceramics Expo, Cleveland, Ohio, April 28 – 30	<b>3/6/15</b>	3/9/15
<b>May</b>	– Glasses in communication and optical applications		– GOMD-DGG Joint Annual Meeting, Miami, Fla., May 17 – 21	<b>4/3/15</b>	4/6/15
<b>June/July</b>	– Ceramics for a clean world – Student issue		– CMCEE, Vancouver, Canada, June 14 – 19	<b>5/8/15</b>	5/11/15
<b>August</b>	– Ceramics in medicine – Annual Materials Review		– PACRIM, JeJu Island, Korea, Aug. 30 – Sept. 4	<b>6/29/15</b>	7/12/15
<b>September</b>	– Ceramics and glass for extreme environments – ACerS Annual Awards		– Unitecr 2015, Vienna, Austria, Sept. 15–18	<b>8/7/15</b>	8/10/15
<b>Oct/Nov</b>	– International Issue: South Korea	MS&T Expo Directory	– MS&T, Columbus, Ohio, Oct. 4–8 – Glass Problems Conference, Columbus, Ohio, Nov. TBD – Ceramitec, Munich, Germany, Oct. 20–23	<b>9/4/15</b>	9/7/15
<b>December</b>	<i>ceramicSOURCE</i> 2015 Buyers Guide		<b>All ACerS Conferences &amp; Exhibitions</b>	<b>10/26/15</b>	10/29/15

## MAILING DATES 2015

Issue	Mail date
<b>January/February</b>	12/25/14
<b>March</b>	02/19/15
<b>April</b>	03/19/15
<b>May</b>	04/16/15
<b>June/July</b>	05/21/15
<b>August</b>	07/16/15
<b>September</b>	08/20/15
<b>October/November</b>	09/17/15
<b>December (SOURCE)</b>	11/19/15
<b>January/February 2016</b>	12/17/16

# ceramic**SOURCE**

WHERE THE BUYER MEETS THE SELLER

**ceramicSOURCE** is the first stop for thousands of ceramics professionals worldwide. Bottom line: If they're looking for suppliers of quality raw materials and powders, equipment, and services, they'll find it—and should find you—in this annual buyer's guide from The American Ceramic Society.

Published in the December issue of *ACerS Bulletin*, **ceramicSOURCE** is available in both print and electronic versions and is also a standalone, searchable online directory ([ceramicsource.org](http://ceramicsource.org))—making it easier to connect current and potential customers with the industry's top providers of materials, machinery, and more.

Advertise in **ceramicSOURCE** and in addition to your full-color display ad, you'll receive (at no additional cost):

**PRINT EDITION OF **ceramicSOURCE** RECEIVE:**

- FREE positioning to ensure your ad gets seen
- FREE bold face listing to make your company stand out
- FREE directory ad under two categories of your choice
- FREE logo in company directory

**ONLINE IN THE **ceramicSOURCE** RECEIVE:**

- FREE priority ranking in search results
- FREE showcase listing, including keywords that help you get noticed
- FREE horizontal banner ad with links to your website and email
- FREE logo with company profile

## 2015 PRINT/ELECTRONIC ADVERTISING RATES

Display Page	1X	3X	6X	9X
Full	\$4470	\$4020	\$3355	\$2680
2/3	\$3585	\$3220	\$2680	\$2150
1/2 Island	\$3355	\$3120	\$2525	\$2020
1/2 Horizontal/Vertical	\$2855	\$2580	\$2145	\$1720
1/3	\$2240	\$2020	\$1685	\$1340
1/4	\$1660	\$1495	\$1250	\$995
Cover 2, 3	\$5590	\$5040	\$4195	\$3355
Cover 4	\$6035	\$5430	\$4535	\$3625

**Premium:** 10% additional for specified and guaranteed positions other than covers and *ceramicSOURCE* divider tabs. Add 25% to earned rate for divider tabs in *ceramicSOURCE*.

**Discounts:** 15% to recognized agency; 5% to all ACerS Corporate Members.

**No additional charge for color.**

### Classified Rates (includes composition)

\$175 per inch. Inch ads ARE NOT agency commissionable. Prepayment is required.

Accepted forms of payment are: major credit card, check, or wire transfer (U.S. funds drawn on a U.S. bank). Rates are per insertion unless otherwise noted.

Run of publication display rates apply for ads measuring more than 4.5 inches (11.43 cm) by 2.25 inches (5.715 cm), whether horizontal or vertical.

Display-size classified ads ARE agency commissionable.

### Business Services Rates – Accepted on Annual Basis only—

#### Prepayment Required

1 inch x 1 column inch . . . . .	\$715 ACerS Member
(Consultants business card)	\$920 Nonmember
2 inch x 1 column inch . . . . .	\$1910
3 inch x 1 column inch . . . . .	\$2800

Double-column width ads are not accepted in this section. Column width is 2.25 inches.

Ads ARE NOT agency commissionable. 5% discount to all ACerS Corporate Members.

### Interactive Advertising Rates

<b>www.ceramics.org</b> . . . . .	1x (30 days) \$400
(Sidebar Ads only)	3x \$1,000

### E-Newsletters

<i>Bulletin's</i> New Issue TOC . . . . .	1 month \$400
(Horizontal banners only)	3 months \$1,000
<i>ACerS Spotlight</i> . . . . .	1x (30 days) \$400
(Horizontal banners only)	3x \$1,000
<i>Ceramic Tech Today</i> (issued 3x weekly) . . . . .	1 week \$750
(Horizontal banners only)	4 weeks \$2,400

**Right of Refusal:** All advertisements will be reviewed and are subject to approval before placement. We reserve the right to refuse ads deemed inappropriate by our editorial and management staff.

# ACeRS ADVERTISING MECHANICAL REQUIREMENTS

## Bulletin Print/Electronic

Full Page	Live Area: 7 x 10 in. (177 x 254 mm); (17.8 x 25.4 cm) Trim: 8.125 x 10.875 in. (206.375 x 276.225 mm); (20.6 x 27.6 cm) Bleed: 8.25 x 11.125 in. (209 x 282 mm); (21 x 28.3 cm)
2/3 Page	Live Area: 4.5625 x 10 in. (115 x 254 mm); (11.4 x 25.4 cm)
1/2 Page Island	Live Area: 4.5625 x 7.5 in. (115 x 190.5 mm); (11.5 x 19.1 cm)
1/2 Page Vertical	Live Area: 3.25 x 10 in. (82.55 x 254 mm); (8.3 x 25.4 cm)
1/2 Page Horizontal	Live Area: 7 x 4.875 in. (177 x 123 mm); (17.8 x 12.4 cm)
1/3 Page Square	Live Area: 4.5625 x 4.875 in. (115 x 123 mm); (11.6 x 12.4 cm)
1/3 Page Vertical	Live Area: 2.125 x 10 in. (53 x 254 mm); (5.4 x 25.4 cm)
1/3 Page Horizontal	Live Area: 7 x 3.3125 in. (177.8 x 84 mm); (17.8 x 8.4 cm)
1/4 Page	Live Area: 3.25 x 4.875 in. (82 x 123 mm); (8.3 x 12.4 cm)

## Classified Advertising

Single-column width is 2.25 in. (5.715 cm); double-column width is 4.5 in. (11.43 cm).  
Run of publication display rates apply for ads measuring more than 4.5 in. (11.43 cm) by 2.25 in. (5.715 cm), whether horizontal or vertical.

## Business Services Advertising

- 1-inch consultants ad is 2.25 in. wide by 1 in. deep.
- 2-inch ad is 2.25 in. wide by 2 in. deep.
- 3-inch ad is 2.25 in. wide by 3 in. deep.

Double-column width ads are not accepted in this section. Column width is 2.25 in.

Publication Trim Size: 8.125 in. x 10.875 in.  
(206.375 x 276.225 mm); (20.637 x 27.622 cm)

Halftone Screen Requirements: 150-Line Screen.

Type of Binding: Saddle stitch, except December *ceramicSOURCE* Buyers Guide issue, which is perfect bound.

## Art Specification (print)

**FILES:** A press-quality PDF is preferred (with all fonts embedded). Other file formats accepted are JPEG, TIFF, EPS, and most major Macintosh page-layout programs.

**FONTs:** Type 1 fonts are required. TrueType fonts will be replaced with the closest match available.

**ART:** All placed images, graphics, logos, and fonts must be included.

**RESOLUTION:** Line art, 1200 dpi; color art, 300 dpi. Low-resolution images will be resampled to appropriate levels as needed.

**COLOR:** All color images must be set to CMYK output with no ICC or CIE color profiles attached. A hard-copy proof is required in order for color to be considered critical.

**HALFTONES:** Black and white halftones should be set to gray scale.

**Notes:** The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date.

Files may be submitted on CD-ROM or FTP.

Please label artwork with the issue date, advertiser name, file name.

For proofs and file transfer instructions, contact Marianna Bracht at [mbracht@ceramics.org](mailto:mbracht@ceramics.org).

## Art Specification (online)

**Images** need to be provided in JPG, GIF, or PNG. Image must be 72 dpi and should not exceed 60k. Banner should be named for the company that it is intended for, such as: *company\_logo\_2.jpg* etc. and send to [mbracht@ceramics.org](mailto:mbracht@ceramics.org) with cc to [mthiel@ceramics.org](mailto:mthiel@ceramics.org). Please include best URL.



# 2015 INTERACTIVE ADVERTISING RATES/REQUIREMENTS

Accepted file format: GIF, JPG, PNG

Target URL: Must be active at time banner is submitted.

Right of refusal: All advertisements will be reviewed and are subject to approval before placement on the site. We reserve the right to refuse ads deemed inappropriate by our editorial and management staff.

## Online

### Landing pages on [ceramics.org](http://ceramics.org) Meetings & *Bulletin* home page only

- Sidebar ads only – 1x (30 days) \$400  
3x (90 days) \$1,000
- Dimensions: 285 x 200 pixels



## E-newsletters

### Ceramic Tech Today

*Distributed to more than 15,000 readers (members and nonmembers) three times (Tues, Wed, Fri) per week*

- Horizontal banners only – 1 week \$750  
4 weeks \$2,400
- Dimensions: 440 x 71 pixels



## E-newsletters

### Bulletin new issue TOC

*Distributed to more than 13,000 readers (members and paid subscribers) each month*

- Horizontal banners only – 1 month \$400  
3 months \$1,000
- Dimensions: 745 x 120 pixels
- For rotation banner on Bulletin Home page – banner size is 440 pixels wide x 71 pixel high. Button Logo should be 300 pdi



### ACerS Spotlight

*Distributed to more than 9,000 readers (members only) each month*

- Horizontal banners only – 1x (30 days) \$400  
3x \$1,000
- Dimensions: 440 x 71 pixels



## Art Specs for online:

Images need to be provided in JPG, GIF or PNG. Image must be 72 dpi and should not exceed 60k. Banner should be named for the company that it is intended for, such as: `company_logo_2.jpg` etc and send to [jmcmathis@ceramics.org](mailto:jmcmathis@ceramics.org) with cc to [mthiel@ceramics.org](mailto:mthiel@ceramics.org). Please include best URL.

# ADVERTISING TERMS & CONDITIONS

## Terms

Payment due net 30 days from the date of invoice. Payment in U.S. funds only. A 1.5% monthly late charge, computed from the date of original invoice, may be assessed on past due accounts. All payments should be made by check (drawn on a U.S. bank), credit card, or wire transfer.

## Short Rates and Rebates

- Rate earned is determined by the total number of insertions within a 12-month period from the date of the first insertion.
- Advertisers will be sent a short rate adjustment invoice, if they have not used the number of insertions on which their billing has been based.

## Publisher's Copy Protection Provision

Advertisements subject to acceptance by publisher. Advertisers and/or agencies assume liability for all contents of advertisements printed or inserted and agree to indemnify publisher for any and all claims or lawsuits arising from libel, plagiarism, copyright infringement, etc., which may be predicated on the contents of the advertisements ordered.

## STAFF

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\*Denotes conferences with exhibition opportunities

## 2015 EXHIBITIONS & SPONSORSHIPS

Gain direct access and have increased visibility through branding and networking at premier ceramic and glass conferences and exhibitions.

A fully integrated marketing program should include:

- Exhibiting at one or more ACerS conferences
- Advertising in *ACerS Bulletin* before, during, and after the event
- Sponsorship at an ACerS conference relating to your technology

For information on available sponsorships and exhibiting opportunities, please contact Mona Thiel at [mthiel@ceramics.org](mailto:mthiel@ceramics.org) or by phone at 614-794-5826.



### ELECTRONIC MATERIALS AND APPLICATIONS – EMA 2015\*

**Orlando, Florida, USA**

**January 21 – 23**

[ceramics.org/ema2015](http://ceramics.org/ema2015)



### 39<sup>TH</sup> INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES – ICACC'15\*

**Daytona Beach, Florida, USA**

**January 25 – 30**

[ceramics.org/daytona2015](http://ceramics.org/daytona2015)



### ST. LOUIS SECTION AND REFRACTORY CERAMICS DIVISION JOINT MEETING

**St. Louis, Missouri, USA**

**March 25 – 26**

[ceramics.org/meetings](http://ceramics.org/meetings)



### CERAMICS EXPO\*

**Cleveland, Ohio, USA**

**April 28 – 30**

[ceramicsexpousa.com](http://ceramicsexpousa.com)



### GLASS & OPTICAL MATERIALS DIVISION AND DEUTSCHE GLASTECHNISCHE GESELLSCHAFT ANNUAL MEETING – ACERS GOMD-DGG JOINT ANNUAL MEETING

**Miami, Florida, USA**

**May 17 – 21**

[ceramics.org/gomd-dgg](http://ceramics.org/gomd-dgg)



### INTERNATIONAL SYMPOSIUM ON CERAMIC MATERIALS AND COMPONENTS FOR ENERGY AND ENVIRONMENTAL APPLICATIONS – 11<sup>TH</sup> CMCEE

**Vancouver, British Columbia, Canada**

**June 14 – 19**

[ceramics.org/11cmcee](http://ceramics.org/11cmcee)



### MATERIALS SCIENCE & TECHNOLOGY CONFERENCE AND EXHIBITION, COMBINED WITH ACERS 117<sup>TH</sup> ANNUAL MEETING – MS&T15\*

**Columbus, Ohio, USA**

**October 4 – 8**

[matscitech.org](http://matscitech.org)