

AMERICAN CERAMIC SOCIETY
bulletin
emerging ceramics & glass technology

MEDIA KIT & MARKETING PLANNER 2014

What's Inside:

Core Profile & Market
Editorial Calendar
ceramicSOURCE
Print/Electronic Advertising Rates
Mechanical Requirements
Advertising Terms & Conditions/Staff
Exhibitions & Sponsorships

INFLUENTIAL CONTENT. INFLUENTIAL READERS.



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

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 materials markets. Frequency: 9 times a year.
- *ceramicSOURCE*, Annual Buyers Guide and Company Directory published in the *Bulletin's* December issue.

Interactive Marketing

- Web Advertising: ceramics.org, *ceramicSOURCE* and Ceramic Tech Today
- e-Newsletters: Ceramic Tech Today (twice weekly), *Bulletin* Online (monthly), and ACerS In Focus (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 advertising in *ACerS Bulletin* before, during and after the conference event

2014 EDITORIAL CALENDAR

Issue	Theme	Show Issue	Bonus Distribution	Ad Closing Date	Material Due
Jan/Feb	– Ceramics for Energy Production – Testing/Characterization: Standards	ICACC Expo Directory	<ul style="list-style-type: none"> • ICACC, Daytona Beach, Florida, Jan 26-31 • EMA, Orlando, Florida, Jan 22-24 • MCARE, Clearwater, Florida, Feb 16-20 	12/5/2013	12/10/2013
March	– Refractories: Enabling the Energy Economy		<ul style="list-style-type: none"> • St. Louis Section/RCD 50th Annual Symposium, St. Louis, Missouri, March 25-27 	2/7/2014	2/10/2014
April	– Advanced Manufacturing: The Future in 3D – Intellectual Property Issues in Ceramics		<ul style="list-style-type: none"> • Ceramic Leadership Summit, Baltimore, Maryland, April 7-9 	3/7/2014	3/10/2014
May	– Glass Surface Engineering		<ul style="list-style-type: none"> • DGG-GOMD Joint Annual Meeting, Aachen, Germany, May 25–29 	4/4/2014	4/7/2014
June/July	– Biomaterials and Bioinspired Materials		<ul style="list-style-type: none"> • Innovations in Biomedical Materials: Focus on Ceramics, Columbus, Ohio July 30-Aug 1 	5/2/2014	5/5/2014
August	– Ceramics in Chemical Processing – Annual Materials Review		<ul style="list-style-type: none"> • 3rd Int'l Conference on Electrospinning, San Francisco, California, Aug 17-20 	6/30/2014	7/3/2014
September	– Testing/Characterization: Tools for Discovery – ACerS Annual Awards			8/8/2014	8/11/2014
Oct/Nov	– International Issue: Australia	MS&T Expo Directory Ceramics	<ul style="list-style-type: none"> • MS&T, Pittsburgh, Pennsylvania, Oct. 12-16 • Glass Problems Conference, Columbus, Ohio, Nov. 3-6 	9/5/2014	9/8/2014
December	<i>ceramicSOURCE</i> 2015 Buyers Guide Issue		<ul style="list-style-type: none"> • All ACerS Conferences & Exhibitions 	10/24/2014	10/27/14



ceramic**SOURCE**

WHERE THE BUYER MEETS THE SELLER

ceramicSOURCE, the annual Buyers Guide published in the December issue of ACerS Bulletin, is delivered to thousands of ceramics professionals worldwide. It is their **#1 resource** for locating suppliers of quality raw materials/powders, equipment and services.

Available in both print and electronic editions, **ceramicSOURCE**, also is a stand alone searchable E-directory on the ACerS website – www.ceramicsource.ceramics.org

Display advertisers in the December Print Edition of **ceramicSOURCE** receive:

- No charge for color
- No charge for special position — except for Tab and Cover positions (see rate card)
- Bold Face listing throughout
- Product Listings carry notation of “See Our Ad Page XX”
- Same position in the Electronic Edition with active E-mail and web addresses to enable direct/immediate contact when page is viewed
- Logo button on Bulletin’s Home Page for 12 months
- Logo button Table of Contents E-mail alert to subscribers announcing that the December Electronic Edition is online
- Logo in the Company Directory in the Print Edition
- Two (2) 1-inch-ads, each under a product category of your choice.

A display ad in the print/electronic editions also ensures your presence in the **ceramicSOURCE** web-based searchable directory with these bonuses:

- Priority ranking – Showcase Listing – in all search results
- Showcase ranking allows you to expand your company profile/description, add product photos, press releases, videos, hours, directions/maps, etc.
- Logo included with Company Profile
- Horizontal Banner ad on two (2) Product Categories (same two you selected for inch ads or two different ones)
- 10 key words to be used in search engine results
- E-mail and Web addresses activated for immediate/direct contact at the time the page is viewed.

2014 PRINT/ELECTRONIC ADVERTISING RATES

Display Page	1X	3X	6X	9X
Full	\$4385	\$3945	\$3290	\$2630
2/3	\$3515	\$3160	\$2630	\$2105
1/2 Island	\$3290	\$2960	\$2475	\$1980
1/2 Horizontal/Vertical	\$2800	\$2530	\$2105	\$1685
1/3	\$2195	\$1980	\$1650	\$1315
1/4	\$1630	\$1465	\$1225	\$975
Cover 2, 3	\$5480	\$4940	\$4115	\$3290
Cover 4	\$5915	\$5325	\$4445	\$3555

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% discount to all ACerS Corporate Members

No additional charge for color.

Classified Rates (includes composition)

\$175 per inch. Add \$50 when using blind-box numbers for replies. 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 (Consultants business card) \$700 ACerS Member
\$900.00 Nonmember

2-inch x 1 column inch \$1875

3-inch x 1 column inch \$2750

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

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

Interactive Advertising Rates

www.ceramics.org

Sidebar Ads only – 1X (30 days) \$400; 3X \$1,000

E-Newsletters

Bulletin's New Issue TOC – Horizontal banners only: 1 month \$400;
3 months \$1,000

ACerS InFocus Newsletter – Sidebars only: 1x (30 days) \$400; 3x \$1,000

Ceramic Tech Today (issued twice weekly): Sidebar: 1 week \$500; 4 weeks \$1,800

Horizontal banner: 1 week \$750; 4 weeks \$2,400



ACeRS ADVERTISING MECHANICAL REQUIREMENTS

Bulletin Print/Electronic

Full Page	Live Area: 7 x 10" (177 x 254mm) Trim: 8.125 x 10.875" (206.375 x 276.225mm) Bleed: 8.25 x 11.125" (209 x 282mm)	1/2 Page Horizontal	Live Area: 7 x 4.875" (177 x 123mm) Bleed: 8.25 x 5.625" (209 x 142.875mm)	Publication Trim Size: 8-1/8 inches x 10-7/8 inches. (206 mm x 276 mm) Color: No charge. Bleed: No charge for bleed. Halftone Screen Requirements: 150-Line Screen. Type of Binding: Saddle stitch, except December <i>ceramicSOURCE</i> Buyers Guide issue, which is perfect bound.
2/3 Page	Live Area: 4.5625 x 10" (115 x 254mm) Bleed: 5.375 x 11.125" (136 x 282mm)	1/3 Page Square	Live Area: 4.5625 x 4.875" (115 x 123mm)	
1/2 Page Island	Live Area: 4.5625 x 7.5" (115 x 190.5mm) Bleed: 5.375 x 7.875" (136 x 200mm)	1/3 Page Vertical	Live Area: 2.125 x 10" (53 x 254mm) Bleed: 3 x 11.125" (76 x 282mm)	
1/2 Page Vertical	Live Area: 3.25 x 10" (82.55 x 254mm) Bleed: 4 x 11.125" (101.6 x 282mm)	1/3 Page Horizontal	Live Area: 7 x 3.3125" (177.8 x 84mm)	
		1/4 Page	Live Area: 3.25 x 4.875" (82 x 123mm)	

Classified Advertising

Single-column width is 2.25 inches (5.715 cm); double-column width is 4.5 inches (11.43 cm).
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.

Business Services Advertising

A 1-inch Consultants ad is 2.25 inches wide by 1 inch deep.
A 2-inch ad is 2.25 inches wide by 2 inches deep.
A 3-inch ad is 2.25 inches wide by 3 inches deep.
Double-column width ads are not accepted in this section. A column width is 2.25 inches.

Interactive Advertising

Dimensions in pixels

Accepted File Format: GIF

Image Colors: Up to 56 colors

File Size Limit: Less than 25K

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.

Landing pages on www.ceramics.org

Sidebar 285 x 200

E-newsletters

Bulletin New Issue – Horizontal Banners only: 745 x 120

ACeRS In Focus – Sidebars only: 170 x 300

Ceramic Tech Today: Sidebar 170 x 300; Horizontal 430 x 100

IMPORTANT DATES

Issue	Reserve by	Materials due	Mail date
January/February 2014	12/05/13	12/10/13	12/26/13
March	02/07/14	02/10/14	02/27/14
April	03/07/14	03/10/14	03/27/14
May	04/04/14	04/07/14	04/24/14
June/July	05/02/14	05/05/14	05/22/14
August	06/30/14	07/03/14	07/24/14
September	08/08/14	08/11/14	08/28/14
October/November	09/05/14	09/08/14	09/25/14
December (SOURCE)	10/24/14	10/27/14	11/26/14
January/February 2015	12/05/14	12/08/14	12/24/14

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 and are acceptable only in U.S. dollars.

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 who have exceeded the number of insertions for which their rate was based and have sufficient additional insertions to reach a higher frequency rate, will receive a rebate based on higher earned frequency.
- 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

executive staff

Charlie Spahr

Executive Director
cspahr@ceramics.org

advertising sales staff

Mona Thiel

National Sales Director
mthiel@ceramics.org

europe

Richard Rozelaar

media@alaincharles.com

editorial & production staff

Eileen De Guire

Editor
edeguire@ceramics.org

Tess Speakman

Graphic Designer
tspeakman@ceramics.org



2014 EXHIBITIONS & SPONSORSHIPS

Gain direct access and have an increased level of 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 Pat Janeway at pjaneway@ceramics.org or by phone at 614-794-5826.



Electronic Materials and Applications

Orlando, Florida, USA

January 22-24, 2014

www.ceramics.org/ema2014



DGG-GOMD Joint Annual Meeting

Aachen, Germany

May 25-29

www.dgg-gomd.org/



38th International Conference and Expo on Advanced Ceramics and Composites*

Daytona Beach, Florida, USA

January 26-31, 2014

www.ceramics.org/icacc2014



Innovations in Biomedical Materials: Focus on Ceramics

Columbus, Ohio, USA

July 30 – August 1

www.ceramics.org/biomaterials2014



Materials Challenges in Alternative and Renewable Energy*

Clearwater, Florida USA

February 16-20, 2014

www.ceramics.org/mcare2014

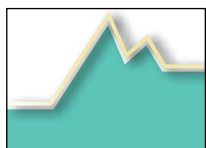


Materials Science & Technology Conference and Exhibition, combined with ACerS 116th Annual Meeting*

Pittsburgh, Pennsylvania, USA

October 12-16, 2014

www.matscitech.org



4TH CERAMIC LEADERSHIP SUMMIT

Baltimore, Maryland, USA

APRIL 7–9, 2014

www.ceramics.org/cls2014



75th Conference on Glass Problems*

Columbus, Ohio, USA

November 3-6, 2014

www.glassproblemsconference.org