

MEDIA KIT & MARKETING PLANNER 2016

AMERICAN CERAMIC SOCIETY

# bulletin

emerging ceramics & glass technology

INFLUENTIAL CONTENT. INFLUENTIAL READERS.

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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.



## 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

## 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

**Total Circulation\* 8,200**  
– 80% reside In North America  
– 20% International  
**Members and Paid Subscribers (73%)**

\*Source: Publisher's own data, 10/2015

# 2016 EDITORIAL CALENDAR

| Issue        | Theme   | Show Issue                     | Bonus Distribution   | Ad Closing Date | Material Due |
|--------------|---|--------------------------------|--|-----------------|--------------|
| Jan/Feb      | – Surface characterization<br>– Data management                   | ICACC Expo Directory           | – EMA, Orlando, Fla., Jan. 20–22<br>– ICACC, Daytona Beach, Fla., Jan. 24–29   | 12/4/2015       | 12/7/2015    |
| March        | – Refractories for steelmaking                                    |                                | – St. Louis Section/RCD 52nd Annual Symposium, March TBD   | 2/5/2016        | 2/8/2016     |
| April        | – Scaling-up manufacturing processes                              | Ceramics Expo Directory        | – Ceramics Expo & Ceramic Leadership Summit, Cleveland, Ohio April 24–28<br>– MCARE, Clearwater Beach, Fla., April 17-21<br>– ICG, Shanghai, China, April 7-11 | 3/4/2016        | 3/7/2016     |
| May          | – Glass-nonglass interface<br>– Glasses for nuclear waste storage |                                | – GOMD Annual Meeting Madison, Wis., May 22–26   | 4/8/2016        | 4/11/2016    |
| June/July    | – Ceramic matrix composites<br>– Student issue                    |                                | – HTC9C9, Toronto, ON, June 26–July 1<br>– Biomedical Materials, TBD   | 5/6/2016        | 5/9/2016     |
| August       | – Porous materials  |                                | – ICC6, Dresden, Germany, Aug. 21–26   | 7/8/2016        | 7/11/2016    |
| September    | – Computational technologies for ceramics and glass               |                                |  | 8/5/2016        | 8/8/2016     |
| Oct/Nov      | – International profile—France                                    | MS&T Expo Directory - Ceramics | – MS&T, Salt Lake City, Utah, Oct. 23–27<br>– Glass Problems Conference, Columbus, Ohio, Nov. 2–5  | 9/9/2016        | 9/12/2016    |
| December     | – <i>ceramicSOURCE</i> 2016 Buyers Guide Issue                    |                                | <b>All ACerS Conferences &amp; Exhibitions</b>   | 10/28/2016      | 10/30/2016   |
| Jan/Feb 2017 |   |                                |  | 12/5/2016       | 12/8/2016    |

## MAILING DATES 2016

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



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# ceramicSOURCE

THE PREMIER PUBLICATION

**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 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



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

# 2016 PRINT/ELECTRONIC ADVERTISING RATES

| Display Page                   | 1X     | 3X     | 6X     | 9X     |
|--------------------------------|--------|--------|--------|--------|
| <b>Full</b>                    | \$4560 | \$4100 | \$3420 | \$2730 |
| <b>2/3</b>                     | \$3655 | \$3285 | \$2735 | \$2195 |
| <b>1/2 Island</b>              | \$3420 | \$3180 | \$2575 | \$2060 |
| <b>1/2 Horizontal/Vertical</b> | \$2910 | \$2630 | \$2190 | \$1755 |
| <b>1/3</b>                     | \$2285 | \$2060 | \$1720 | \$1365 |
| <b>1/4</b>                     | \$1695 | \$1525 | \$1275 | \$1015 |
| <b>Cover 2, 3</b>              | \$5700 | \$5140 | \$4280 | \$3420 |
| <b>Cover 4</b>                 | \$6155 | \$5540 | \$4625 | \$3700 |

**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 . . . . . \$730 ACerS Member

(Consultants business card . . . . . \$940 Nonmember

2 inch x 1 column inch . . . . . \$1950

3 inch x 1 column inch . . . . . \$2860

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

**www.ceramics.org** . . . . . 1x (30 days) \$400  
(Sidebar Ads only) . . . . . 3x \$1,000

## E-Newsletters

*Bulletin's* New Issue TOC . . . . . 1 month \$400

(Horizontal banners only) . . . . . 3 months \$1,000

*ACerS Spotlight* . . . . . 1x (30 days) \$400

(Horizontal banners only . . . . . 3x \$1,000

*Ceramic Tech Today* (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.



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## 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)<br>Trim: 8.125 x 10.875 in. (206.375 x 276.225 mm); (20.6 x 27.6 cm)<br>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.

### 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, FTP or dropbox.

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).

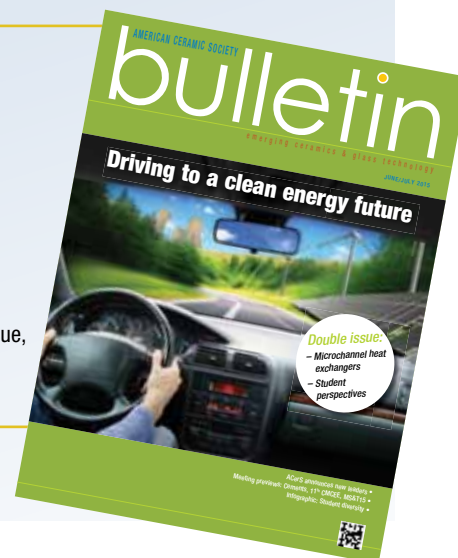
### Art Specification (online)

**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

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.



# 2016 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: 440 x 71 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 [mbratch@ceramics.org](mailto:mbratch@ceramics.org) with cc to [mthiel@ceramics.org](mailto:mthiel@ceramics.org). Please include best URL.





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## 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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# 2016 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
- Sponsorship at an ACerS conference relating to your technology
- Advertising in *ACerS Bulletin* before, during, and after the event

For information on available sponsorships and exhibiting opportunities, please contact Mona Thiel at [mthiel@ceramics.org](mailto:mthiel@ceramics.org) or by phone at 614-794-5834.



## ELECTRONIC MATERIALS AND APPLICATIONS – EMA 2016\*

**Orlando, Florida, USA**

**January 20 – 22**

[ceramics.org/ema2016](http://ceramics.org/ema2016)



## 2<sup>ND</sup> CERAMICS EXPO\*

**Cleveland, Ohio, USA**

**April 26 – 28**

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



## 40<sup>TH</sup> INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES – ICACC'16\*

**Daytona Beach, Florida, USA**

**January 25 – 30**

[ceramics.org/icacc2016](http://ceramics.org/icacc2016)



## GLASS & OPTICAL MATERIALS DIVISION MEETING – GOMD 2016

**Madison, Wisconsin, USA**

**May 22 – 26**

[ceramics.org/gomd2016](http://ceramics.org/gomd2016)



## MATERIALS CHALLENGES IN ALTERNATIVE & RENEWABLE ENERGY – MCARE 2016

**Clearwater, Florida, USA**

**April 17 – 21**

[ceramics.org/mcare2016](http://ceramics.org/mcare2016)



## 9<sup>TH</sup> INTERNATIONAL CONFERENCE ON HIGH TEMPERATURE CERAMIC MATRIX COMPOSITES (HTCMC 9)

**Toronto, Ontario, CANADA**

**June 26 – 30**

[ceramics.org/htcmc9\\_gfmat2016](http://ceramics.org/htcmc9_gfmat2016)



## 5<sup>TH</sup> CERAMIC LEADERSHIP SUMMIT, IN CONJUNCTION WITH CERAMICS EXPO – CLS 2016

**Cleveland, Ohio, USA**

**April 24 – 26**

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



## MATERIALS SCIENCE & TECHNOLOGY 2016, COMBINED WITH ACERS 118<sup>TH</sup> ANNUAL MEETING – MS&T16\*

**Salt Lake City, Utah USA**

**October 23 – 27**

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

\*Denotes conferences with exhibition opportunities

