



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