

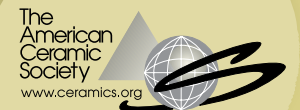
INFLUENTIAL CONTENT.

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

“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.

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 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
Jan/Feb	<ul style="list-style-type: none"> – Materials for energy – Testing/Characterization 	ICACC Expo Directory	<ul style="list-style-type: none"> – EMA, Orlando, Fla., Jan. 21 – 23 – ICACC, Daytona Beach, Fla., Jan. 25 – 30 – MCARE, JeJu Island, Korea, Feb. 24 – 27 	12/5/14
March	<ul style="list-style-type: none"> – Refractories–Engineered ceramics for industry 		<ul style="list-style-type: none"> – St. Louis Section/RCD 51st Annual Symposium, March 25 – 26 	2/6/15
April	<ul style="list-style-type: none"> – Ceramics in manufacturing – Market trends for engineered ceramics and glass 	Ceramics Expo Directory	<ul style="list-style-type: none"> – Ceramics Expo, Cleveland, Ohio, April 28 – 30 	3/6/15
May	<ul style="list-style-type: none"> – Glasses in communication and optical applications 		<ul style="list-style-type: none"> – GOMD-DGG Joint Annual Meeting, Miami, Fla., May 17 – 21 	4/3/15
June/July	<ul style="list-style-type: none"> – Ceramics for a clean world – Student issue” 		<ul style="list-style-type: none"> – CMCEE, Vancouver, Canada, June 14 – 19 	5/8/15
August	<ul style="list-style-type: none"> – Ceramics in medicine – Annual Materials Review” 		<ul style="list-style-type: none"> – PACRIM, JeJu Island, Korea, Aug. 30 – Sept. 4 	7/2/15
September	<ul style="list-style-type: none"> – Ceramics and glass for extreme environments – ACerS Annual Awards” 		<ul style="list-style-type: none"> – Unitecr 2015, Vienna, Austria, Sept. 15–18 	8/7/15
Oct/Nov	<ul style="list-style-type: none"> – International Issue:South Korea 	MS&T Expo Directory	<ul style="list-style-type: none"> – MS&T, Columbus, Ohio, Oct. 4–8 – Glass Problems Conference, Columbus, Ohio, Nov. TBD – Ceramitec, Munich, Germany, Oct. 20–23 	9/4/15
December	<i>ceramicSOURCE</i> 2015 Buyers Guide Issue	All ACerS Conferences & Exhibitions		10/30/15

ceramicSOURCE

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)—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

www.ceramics.org	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. A 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

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.

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 Meetings & *Bulletin* home page only

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



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



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



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 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.

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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 or by phone at 614-794-5826.



ELECTRONIC MATERIALS AND APPLICATIONS – EMA 2015*

Orlando, Florida, USA

January 21 – 23

ceramics.org/ema2015



39TH INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES – ICACC'15*

Daytona Beach, Florida, USA

January 25 – 30

ceramics.org/daytona2015



ST. LOUIS SECTION AND REFRACTORY CERAMICS DIVISION JOINT MEETING

St. Louis, Missouri, USA

March 25 – 26

ceramics.org/meetings



CERAMICS EXPO*

Cleveland, Ohio, USA

April 28 – 30

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



INTERNATIONAL SYMPOSIUM ON CERAMIC MATERIALS AND COMPONENTS FOR ENERGY AND ENVIRONMENTAL APPLICATIONS – 11TH CMCEE

Vancouver, British Columbia, Canada

June 14 – 19

ceramics.org/11cmcee



MS&T15 – MATERIALS SCIENCE & TECHNOLOGY CONFERENCE AND EXHIBITION, COMBINED WITH ACERS 117TH ANNUAL MEETING*

Columbus, Ohio, USA

October 4 – 8

matscitech.org