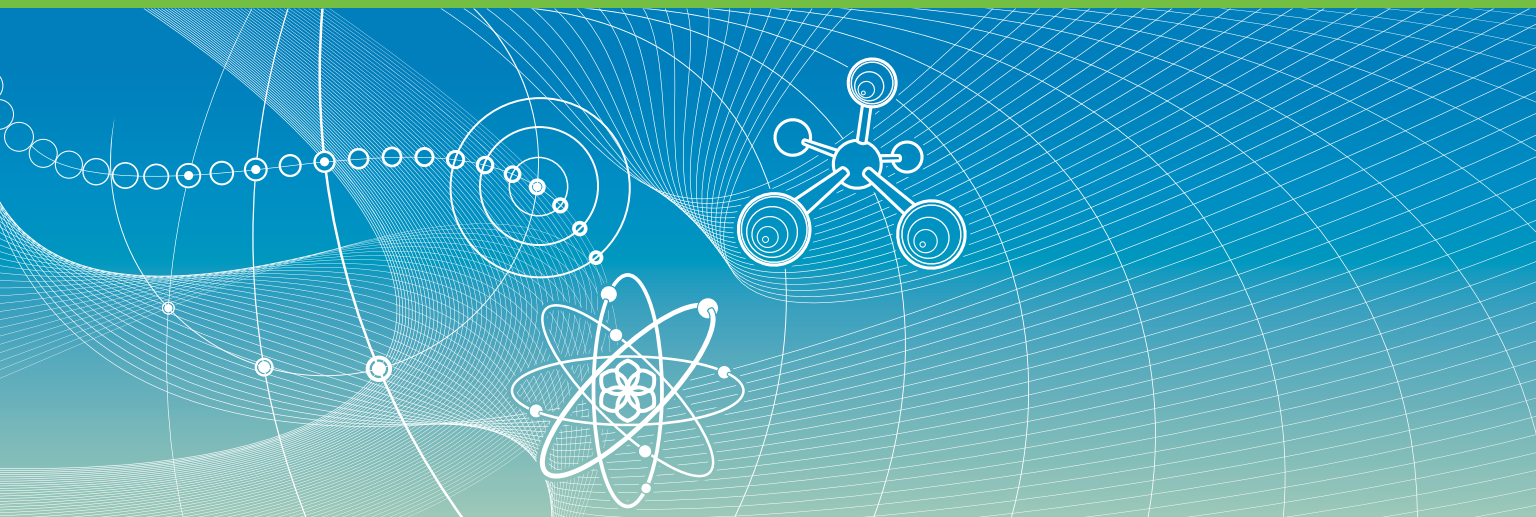




INFLUENTIAL CONTENT. INFLUENTIAL READERS.

2010 Media Kit & Marketing Planner



- *ACerS Bulletin*
- *Ceramic Tech Today*
- *In Focus*

- ceramics.org
- Exhibitions
- Sponsorships

product offerings

Ceramics and glass have always been an everyday part of our lives. However, in recent years, ceramics and glass have rapidly evolved as a frontier field of science and industry, encompassing hydrogen power, fuel cells, solar energy, military armor, nanotechnology, biomedical applications, metals production, and next-gen nuclear power.

The American Ceramic Society has witnessed many changes through the years; however, the core mission has stayed the same: to advance the study, understanding, and use of ceramic and related materials. Today, the Society is providing knowledge and forums to more than 9,500 members and students who are shaping the way we think about materials science and are leading the advancements in ceramic technologies. We are proud to be a conduit for these initiatives.

ACerS invites you to be a 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! Please contact us today to work out the best, most cost-effective marketing plan for your organization

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. This annual directory is produced for buyers looking for sources of equipment, materials, and services used in the manufacture of advanced and traditional ceramics and glass products. Frequency: Annually

Interactive Marketing

• Web Advertising:

- **Ceramic Tech Today**, a daily blog for ceramic-related news. Frequency: Daily posts.
- **ceramics.org**, interactive ads accepted on events calendar, meetings, publication pages, and more.

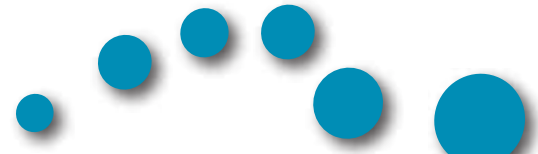
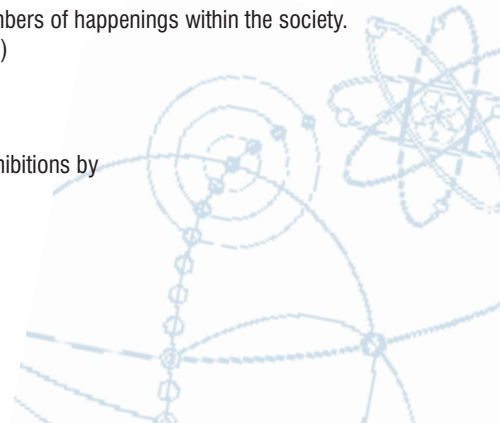
• e-Newsletters

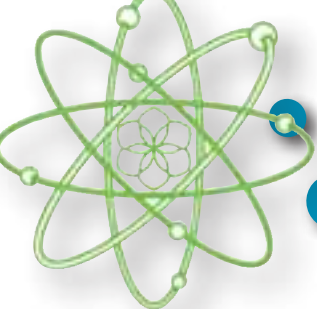
- **Ceramic Tech Weekly**, a recap of news, information and analysis of ceramic and ceramic-related materials, research applications, and businesses posted daily on Ceramic Tech Today. Frequency: Weekly on Wednesdays.
- **Bulletin Online**, Table of Contents alert that a new issue is available. Frequency: 9 times a year
- **ACerS In Focus**, update for members of happenings within the society. Frequency: Monthly (2nd Friday)

Exhibitions & Sponsorships

Create a fully integrated marketing program encompassing Premier Ceramic and Glass Conferences/Exhibitions by

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





core profile & market

The Bulletin's Influential Readers ...

... are highly educated professionals who hold Influential Positions at their organizations.

Hold Influential Positions†

Bulletin subscribers are Managers or Professional Staff members (Engineers, Scientists, etc.) who work at organizations directly involved with Ceramics and Glass.

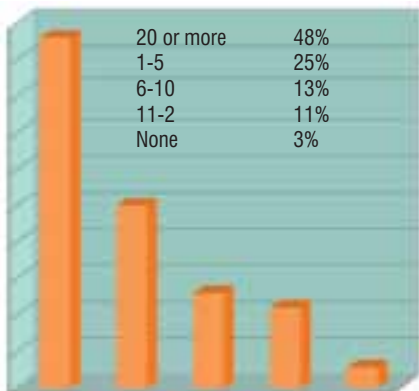
- Industry, Government Labs or Government-funded Labs, and Consultants
- Universities
- Other (Government Agencies, OEMs, etc.)

73%
23%
4%



Can Influence Colleagues at Work†

Number of employees that work with ceramic materials and technologies in a significant way at readers' companies:



Highly Educated†

84% Graduate school or higher
62% PhD's

Areas of Business/Technologies†

- Advanced Ceramics and Glass 61%
- Traditional Ceramics 20%
- Other (Energy, Transportation, Government, etc.) 19%



Total Circulation*

8,278 Total Circulation
5,618 Members and Paid Subscribers (68%)

Location*

7,361 North America 89%
1,597 International 21%

Work Environment†

- 45% Corporate Environment
- 14% Private and Government Labs
- 6% Consultants or self-employed
- 23% Academic Institution
- 12% Other (Government agencies, Law, etc.)

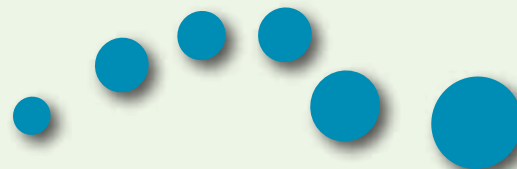
†Source: Environmental scan report conducted by McKinley Marketing, Inc.; 2007

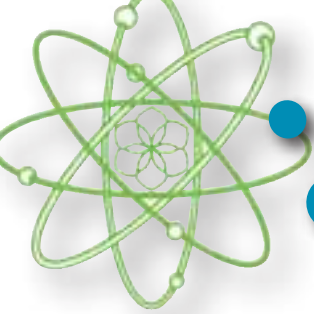
*Source: Publisher's own data, 8/2009

2010 editorial calendar



ISSUE	FEATURE FOCUS	INTERACTIVE ONLINE EDITION	BONUS DISTRIBUTION
January - February	Energy "harvesting;" profile of National Renewable Energy Lab; ICACC meeting/show issue; EMA meeting issue; MCARE meeting issue.	✓	Electronic Materials & Applications (Orlando, Fla.) Jan 20-22; Int'l. Conf. on Advanced Ceramics and Composites (Daytona Beach, Fla.) Jan 24-29; Materials Challenges in Alternative & Renewable Energy Sources (Cocoa Beach, Fla.) Feb 21-25; Material Advantage Members
March	Innovations in cements and concrete; reports on EMA and ICACC meetings	✓	St. Louis Section and the Refractory Ceramics Division 46th Annual Symposium, March 24-25
April	The business of ceramics; tech transfers; partnering with federal labs; report on MCARE	✓	6th International Ceramic Interconnect & Ceramic Microsystems Technologies Conference (Chiba, Japan), April 18-21
May	Fuel cells – today or tomorrow?; aerogel: applications begin to flourish in architecture, transportation, space and sports	✓	Structural Clay Division meeting (Gettysburg, Pa.) May 10-12; Glass & Optical Materials Division meeting (Corning, N.Y.) May 16-19
June - July	Materials Education Issue	✓	Ceramic Materials Summit (Baltimore, Md.) June 21-23; Material Advantage Members
August	Most influential people in 2010; ACerS award winners; report on Ceramic Materials Summit; MS&T preview	✓	
September	Annual Materials issue: focus on rare earth supplies; update on Energy Frontier Research Centers	✓	Material Advantage Members
October - November	Annual International issue: focus on Germany; MS&T'10 show issue; ICACC meeting preview; EMA preview	✓	MS&T'10 (Houston, Texas), Oct. 17-21
December	ceramicSOURCE Issue The ceramicSOURCE Buyers Guide will be delivered to buyers looking for producers and distributors of equipment and materials as well as service providers. ceramicSOURCE is accessible online at www.ceramicsource.org	✓	All ACerS sponsored and cosponsored events





2010 print ad rates & specifications

No additional charge for color.

	1X	3X	6X	9X
Full Page	\$4255	\$3830	\$3195	\$2555
2/3 Page	\$3410	\$3065	\$2555	\$2045
1/2 Page Island	\$3195	\$2870	\$2400	\$1920
1/2 Page	\$2720	\$2455	\$2045	\$1635
1/3 Page	\$2130	\$1920	\$1600	\$1275
1/4 Page	\$1620	\$1455	\$1220	\$970
Outside Back Cover	\$5740	\$5170	\$4315	\$3450
Inside Front/Inside Back	\$5320	\$4795	\$3995	\$3195

Premium: 10% Additional for specified and guaranteed positions other than Covers and Divider Tabs. Add 25% to earned rate for Divider Tabs in *ceramicSOURCE* Buyers Guide issue.

Closing Dates

Issue	Reserve by	Materials due	Mail date
Jan/Feb	12/16/09	12/18/09	01/04/10
Mar	02/16/10	02/19/10	03/03/10
Apr	03/18/10	03/23/10	04/01/10
May	04/19/10	04/22/10	05/03/10
Jun/Jul	05/21/10	05/26/10	06/07/10
Aug	07/12/10	07/15/10	07/30/10
Sep	08/16/10	08/19/10	08/31/10
Oct/Nov	09/17/10	09/22/10	10/05/10
Dec (SOURCE)	11/05/10	11/10/10	12/03/10

Supplying Ad Material for *ACerS Bulletin*

ACerS Bulletin prefers ad material to be supplied as high-resolution PDF's. We also accept these programs:

- Indesign
- Quark
- Illustrator
- Freehand
- Photoshop

For complete *ACerS Bulletin* Specifications, see the spec sheet at www.ceramics.org/publications/bulletin/advertise

Disposition of Materials: Supplied disks are not stored or returned. Inserts and electronic ad files are held for one year.

Contracts, insertion orders, and proofs: e-mail to pjaneway@ceramics.org or mail to

American Ceramic Society Bulletin

Attn: Pat Janeway

600 N. Cleveland Ave., Suite 210, Westerville, OH 43082

interactive marketing opportunities



www.ceramics.org

Interactive advertising – Sidebars only – are accepted on the following landing pages.

- *Bulletin* Home Page (also appears on Archive Pages)
- *Ceramic Tech Today* Blog (run of site)
- ACerS Career Center
- ACerS Events Calendar and ACerS Meeting Page
- ACerS Meetings/Conferences Home Pages
 - 2010 ACerS Annual Meeting/MS&T'10 (Houston, Texas)
 - 2011 Electronic Materials & Applications (Orlando, Florida)
 - 2011 Int'l Conference on Advanced Ceramics & Composites (Daytona Beach, Florida)
- Young Professionals
- ACerS Materials Students
- Ceramic Publications

Expand Your Reach

ceramics.org	45,125 visitors per month*
<i>Ceramic Tech Today</i>	20,380 visitors per month*
<i>Ceramic Tech Weekly</i>	13,000 subscribers
<i>Bulletin</i> Table of Contents	9,100 subscribers
In Focus Newsletter	9,500 subscribers

* Average per month Jan – Jun 2010.

Rates & Specifications for www.ceramics.org (dimensions in pixels):

- Sidebar – 285 x 200 – 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:** 1 month \$400; 3 months \$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

E-Newsletter Specifications (dimensions in pixels):

- Sidebar – 170 x 300
- *Ceramic Tech Today* Horizontal banner – 430 x 100
- *Bulletin* New Issue TOC – 745 x 120

Mechanical Requirements for all Interactive Advertising

Accepted File Format: GIF

Image Colors: Up to 256 colors

File Size Limit: Less than 25K

Target URL: URLs must be active at the time the 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.

Exclusive Banner Advertising on ceramicSOURCE Online—see www.ceramicsource.org for details.

Contact Pat Janeway at pjaneway@ceramics.org or 614.794.5826 for more information.



exhibitions & sponsorships opportunities

Create a fully integrated marketing program surrounding premier 2010 Ceramic & Glass events. Pre-show, show and post-show advertising packages strengthen exhibitors' marketing strategies. Cost-effective sponsorship packages also are available.



Electronic Materials and Applications 2010

Royal Plaza in the Walt Disney®
World Resort
Orlando, Florida, USA
January 20-22, 2010

www.ceramics.org/ema2010



Ceramic Materials Summit 2010

Hyatt Regency Baltimore
Baltimore, Maryland, USA
June 21-23, 2010

www.ceramics.org/ceramicssummit2010



34TH International Conference & Exposition on Advanced Ceramics & Composites

Hilton Daytona Beach Resort & Ocean Center
Daytona Beach, Florida, USA
January 24-29, 2010

www.ceramics.org/daytona2010

Materials Challenges in Alternative & Renewable Energy

Hilton Cocoa Beach
Oceanfront Cocoa Beach,
Florida, USA
February 21-25, 2010



www.ceramics.org/energy2010

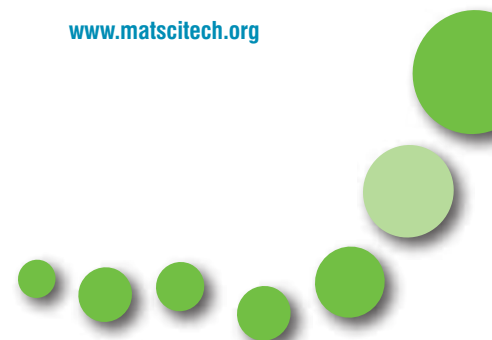
MS&T'10[®]

Materials Science & Technology 2010 Conference & Exhibition

Houston, Texas, USA
October 17-21, 2010

www.matscitech.org

Contact Pat Janeway for more information:
e-mail: pjaneway@ceramics.org
Phone: (614) 794-5826



AMERICAN CERAMIC SOCIETY

bulletin

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