

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.