

## 2012 PRINT/ELECTRONIC ADVERTISING RATES

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

**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% discount to all ACerS Corporate Members

**No additional charge for color.**

### Classified Rates (includes composition)

\$175 per inch. Add \$50 when using blind-box numbers for replies. 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 (Consultants business card) \$700 ACerS Member; \$900.00 Non-member

2-inch x 1 column inch \$1875

3-inch x 1 column inch \$2750

Double-column width ads are not accepted in this section. A column width is 2.25 inches.

Ads ARE NOT agency commissionable. 5% discount to all ACerS Corporate Members

### Interactive Advertising Rates\*

#### www.ceramics.org

Sidebar Ads only – 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: 1x (30 days) \$400; 3X \$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

#### Mobile App

#### *Ceramic Tech Today* – Request rates

#### Career Center – Request rates

\*ACerS Corporate Member Companies receive a 5% Discount on all advertising.

Corporate Membership must be active at the time of ad placement.

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.