

The
American
Ceramic
Society
www.ceramics.org



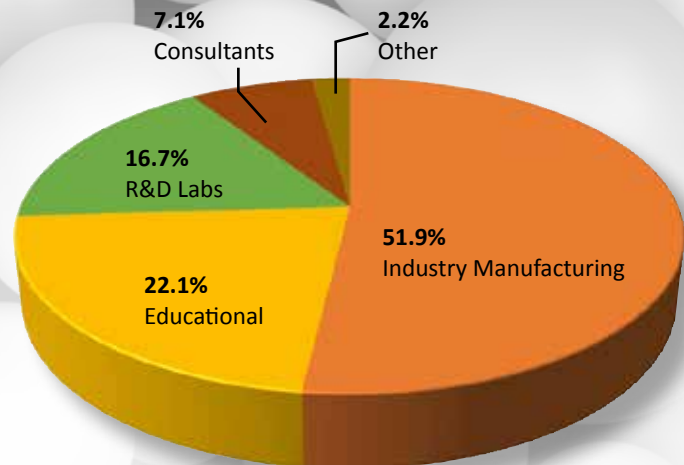
MEDIA KIT & MARKETING PLANNER 2017

AMERICAN CERAMIC SOCIETY

bulletin

emerging ceramics & glass technology

INFLUENTIAL CONTENT. INFLUENTIAL READERS.



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

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

Total Circulation* 12,500
– 80% reside In North America
– 20% International
Members and Paid Subscribers (73%)
*Source: Publisher's own data, 9/01/2016

2017 EDITORIAL CALENDAR

| Issue | Theme | Show Issue | Bonus Distribution | Ad Closing Date | Material Due |
|-----------------|---|-----------------------------------|---|------------------|--------------|
| Jan/Feb | – Energy ceramics | ICACC Expo Directory | ICACC, Daytona Beach, Fla., Jan. 22-27; EMA, Orlando, Fla., Jan. 18-20; MCARE, Jeju, Korea, Feb. 20-24 | 12/2/2016 | 12/5/2016 |
| March | – Refractory lifecycles | | – St. Louis Section/RCD, St. Louis, Mo., March 29-30 | 2/3/2017 | 2/6/2017 |
| April | – Precursor-derived ceramics | | 6th Ceramic Leadership Summit, Cleveland, Ohio, April 24-25; Ceramics Expo, Cleveland, Ohio, April 25-27 | 3/3/2017 | 3/6/2017 |
| May | – Glass for automotive applications | | PACRIM 12 and GOMD 2017, Waikoloa, Hawaii, May 21-26 | 4/3/2017 | 4/7/2017 |
| June/July | – Advances in cements – Student issue | | | 5/5/2017 | 5/8/2017 |
| August | – Armor materials – Annual materials review | | | 7/7/2017 | 7/10/2017 |
| September | – 2D materials – Annual awards section | | | 8/4/2017 | 8/7/2017 |
| Oct/Nov | – International issue: Southeast Asia | MS&T Expo Directory – Ceramics | UNITECR 2017, Santiago, Chile, Sept. 2-29; MS&T17, Pittsburgh, Pa., Oct. 8-12; Glass Problems Conference, Columbus, Ohio, Nov. 6-9 | 9/8/2017 | 9/11/2017 |
| December | – <i>ceramicSOURCE</i> 2018 Buyers Guide Issue | | All ACerS Conferences & Exhibitions | 11/3/2017 | 11/6/2017 |
| Jan/Feb 2018 | | | | 12/8/2017 | 12/1/2017 |

| MAILING DATES 2016 | | | |
|--------------------|-----------|-----------------------|-----------|
| Issue | Mail date | Issue | Mail date |
| January/February | 12/15/16 | August | 06/20/17 |
| March | 02/16/17 | September | 08/17/17 |
| April | 03/16/17 | October/November | 09/28/17 |
| May | 04/20/16 | December (SOURCE) | 11/16/17 |
| June/July | 05/18/16 | January/February 2016 | 12/21/17 |

bulletin

AMERICAN CERAMIC SOCIETY

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The American Ceramic Society
www.ceramics.org



ceramicSOURCE

THE PREMIER PUBLICATION

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—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 logo in company directory

ONLINE IN THE **ceramicSOURCE** RECEIVE:

- FREE logo with company profile
- Issue posted online all year

ceramicsource.org

2017 PRINT/ELECTRONIC ADVERTISING RATES

| Display Page | 1X | 3X | 6X | 9X |
|--------------------------------|--------|--------|--------|--------|
| Full | \$4650 | \$4180 | \$3490 | \$2785 |
| 2/3 | \$3730 | \$3350 | \$2790 | \$2240 |
| 1/2 Island | \$3490 | \$3245 | \$2625 | \$2100 |
| 1/2 Horizontal/Vertical | \$2970 | \$2685 | \$2235 | \$1790 |
| 1/3 | \$2230 | \$2100 | \$1755 | \$1390 |
| 1/4 | \$1730 | \$1555 | \$1300 | \$1035 |
| Cover 2, 3 | \$5810 | \$5225 | \$4360 | \$3480 |
| Cover 4 | \$6280 | \$5645 | \$4700 | \$3760 |

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 | \$745 ACerS Member |
| (Consultants business card) | \$960 Nonmember |
| 2 inch x 1 column inch | \$1990 |
| 3 inch x 1 column inch | \$2920 |

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.

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.

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.

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.

Art Specification (print)

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, FTP or dropbox.

Please label artwork with the issue date, advertiser name, file name. For proofs and file transfer instructions, contact Pamela J. Wilson at pwilson@ceramics.org.

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. Column width is 2.25 in.

Art Specification (online)

Images need to be provided in JPG, GIF, or PNG. Image must be 72 dpi and should not exceed 60k. Banner should be named for the company that it is intended for, such as: company_logo_2.jpg etc. and send to pwilson@ceramics.org with cc to mthiel@ceramics.org. Please include best URL

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.



2017 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

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



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: 440 x 71 pixels
- For rotation banner on Bulletin Home page – banner size is 440 pixels wide x 71 pixel high. Button Logo should be 300 pdi



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



Art Specs for online:

Images need to be provided in JPG, GIF or PNG. Image must be 72 dpi and should not exceed 60k. Banner should be named for the company that it is intended for, such as: company_logo_2.jpg etc and send to pwilson@ceramics.org with cc to mthiel@ceramics.org. **Please include best URL.**



2017 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
- Sponsorship at an ACerS conference relating to your technology
- Advertising in *ACerS Bulletin* before, during, and after the event

For information on available sponsorships and exhibiting opportunities, please contact Mona Thiel at mthiel@ceramics.org or by phone at 614-794-5834.

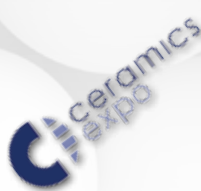


ELECTRONIC MATERIALS AND APPLICATIONS (EMA 2017)

Orlando, Florida, USA

January 18 – 20

ceramics.org/ema2017



3RD CERAMICS EXPO*

Cleveland, Ohio, USA

April 25 – 27

ceramicsexpousa.com



41ST INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES (ICACC'17)*

Daytona Beach, Florida, USA

January 22 – 27

ceramics.org/icacc2016



UNITECR 2017

Santiago, Chile

September 27 – 29



12TH PACIFIC RIM CONFERENCE ON CERAMIC AND GLASS TECHNOLOGY (PACRIM 12), INCLUDING GLASS & OPTICAL MATERIALS DIVISION MEETING (GOMD 2017)

Daytona Beach, Florida, USA

January 25 – 30

ceramics.org/pacrim12



MATERIALS SCIENCE & TECHNOLOGY 2017, COMBINED WITH ACERS 119TH ANNUAL MEETING (MS&T17)*

Pittsburgh, Pa. USA

October 8 – 12

matscitech.org



MATERIALS CHALLENGES IN ALTERNATIVE & RENEWABLE ENERGY (MCARE 2017)

Jeju, Korea

February 20 – 24

www.mcare2017.org



78TH CONFERENCE ON GLASS PROBLEMS (78TH GPC)*

Columbus, Ohio USA

November 6 – 9

glassproblemsconference.org

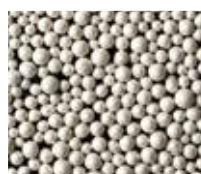


6TH CERAMICS LEADERSHIP SUMMIT

Cleveland, Ohio USA

April 24

ceramics.org/cls2017



INTERNATIONAL CONFERENCE ON SINTERING 2017

San Diego, California, USA

November 12 – 16

ceramics.org/sintering2017

*Denotes conferences with exhibition opportunities

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