



MEDIA KIT & MARKETING PLANNER 2018

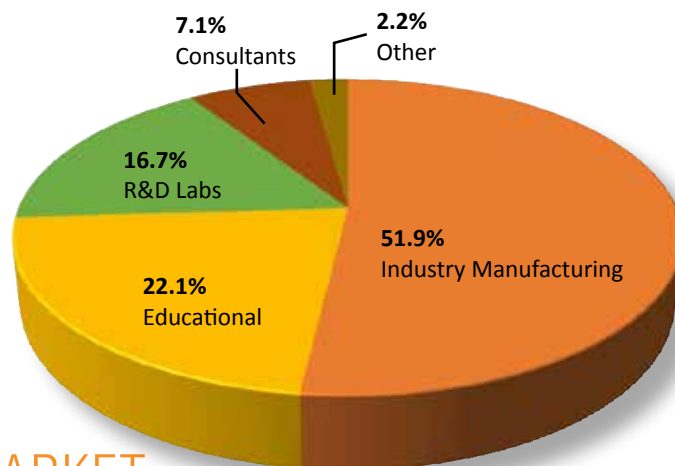
INFLUENTIAL CONTENT ■

■ 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

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

2018 EDITORIAL CALENDAR

Issue	Theme	Show Issue	Bonus Distribution	Ad Closing Date	Material Due
Jan/Feb	– Defects—Friends and foes <i>Engineering for function; engineering for avoidance</i>	ICACC Expo Directory	ICACC, Daytona Beach, Fla., Jan. 21-26; EMA, Orlando, Fla., Jan. 17-19;	12/08/2017	12/11/2017
March	– Refractories for glass production		St. Louis Section/RCD, St. Louis, Mo., March 21-22	2/02/2018	2/05/2018
April	– Ceramics for waste heat management and recovery	Ceramics Expo	CEX 2018, Cleveland, Ohio, May 1-3	3/02/2018	3/05/2018
May	– Commercial glasses – advances and new applications		GOMD 2018, San Antonio, Texas, May 20-24	4/06/2018	4/09/2018
June/July	– Advances in cements: Sustainability, durability, and ancient insights – Student issue		CMCEE 2018, Singapore, July 22-27	5/04/2018	5/07/2018
August	– Waste—Rethinking raw material sourcing – Annual materials review		MCARE 2018, Vancouver, Canada, Aug. 20-23	7/06/2018	7/09/2018
September	– Advances in sintering – Annual awards section		Advances in sintering	8/03/2018	8/06/2018
Oct/Nov	– International issue: Israel	MS&T Expo Directory – Ceramics	MS&T18, Columbus, Ohio, Oct. 14-18 Glass Problems Conference, Columbus, Ohio, Nov. 5-8	9/07/2018	9/10/2018
December	– <i>ceramicSOURCE</i> 2018 Buyers Guide Issue – Feature: Ceramics in automobiles, from component to market		All ACerS Conferences & Exhibitions	11/02/2018	11/05/2018
Jan/Feb 2019				12/07/2018	12/10/2018

MAILING DATES 2018

Issue	Mail date	Issue	Mail date
January/February	12/21/17	August	07/19/18
March	02/15/18	September	08/16/18
April	03/15/18	October/November	09/20/18
May	04/19/18	December (SOURCE)	11/15/18
June/July	05/17/18	January/February 2019	12/20/18





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.

Mechanical requirements (print)

- 1-inch ad (High resolution files: PDF, JPEG, TIFF, EPS)
 - 4/C
 - 2.125 in. wide by 1 in. height



1-inch ad sample

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

- logo ads (High resolution files: PDF, JPEG, TIFF, EPS)
 - 4/C
 - Approximately 2.125 in. wide by .5 in. height



logo ad sample (no border around)

ceramicsource.org

2018 PRINT/ELECTRONIC ADVERTISING RATES

Display Page	1X	3X	6X	9X
Full	\$4740	\$4265	\$3560	\$2840
2/3	\$3800	\$3420	\$2845	\$2285
1/2 Island	\$3560	\$3310	\$2680	\$2140
1/2 Horizontal/Vertical	\$3030	\$2740	\$2280	\$1825
1/3	\$2280	\$2140	\$1790	\$1415
1/4	\$1765	\$1585	\$1325	\$1055
Cover 2, 3	\$5925	\$5330	\$4450	\$3550
Cover 4	\$6400	\$5760	\$4800	\$3800

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)	\$980 Nonmember
2 inch x 1 column inch	\$2030
3 inch x 1 column inch	\$2980

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. (116 x 254 mm); (11.6 x 25.4 cm)
1/2 Page Island	Live Area: 4.5625 x 7.5 in. (116 x 190.5 mm); (11.6 x 19.1 cm)
1/2 Page Vertical	Live Area: 3.25 x 10 in. (82.6 x 254 mm); (8.3 x 25.4 cm)
1/2 Page Horizontal	Live Area: 7 x 4.875 in. (178 x 124 mm); (17.8 x 12.4 cm)
1/3 Page Square	Live Area: 4.5625 x 4.875 in. (116 x 124 mm); (11.6 x 12.4 cm)
1/3 Page Vertical	Live Area: 2.125 x 10 in. (54 x 254 mm); (5.4 x 25.4 cm)
1/3 Page Horizontal	Live Area: 7 x 3.3125 in. (177.8 x 84.137 mm); (17.8 x 8.414 cm)
1/4 Page	Live Area: 3.25 x 4.875 in. (83 x 124 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.



2018 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 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



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.**



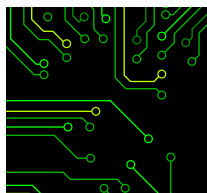
EXHIBITIONS & SPONSORSHIPS

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.

*Denotes conferences with exhibition opportunities



2018 CONFERENCE ON ELECTRONIC AND ADVANCED MATERIALS, Organized by the ACerS Electronics and Basic Science Divisions (formerly Electronic Materials and Applications)

Orlando, Florida, USA
January 17 – 19, 2018
ceramics.org/cls2018



ACERS STRUCTURAL CLAY PRODUCTS DIVISION & SOUTHWEST SECTION MEETING in conjunction with the **NATIONAL BRICK RESEARCH CENTER MEETING**

Columbia, South Carolina, USA
June 5 – 8



42ND INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES (ICACC'18)*

Daytona Beach, Florida, USA
January 21 – 26, 2018
ceramics.org/icacc2018



9TH ADVANCES IN CEMENT-BASED MATERIALS (CEMENTS 2018)

Pennsylvania State University, Pennsylvania, USA
June 11 – 12



54TH ANNUAL ST. LOUIS SECTION/ REFRACTORY CERAMICS DIVISION SYMPOSIUM ON REFRACTORIES

St. Louis, Missouri USA
March 21-22, 2018



MATERIALS CHALLENGES IN ALTERNATIVE & RENEWABLE ENERGY (MCARE 2018)

Vancouver, BC Canada
August 20 – 23



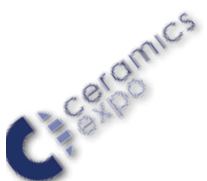
CERAMICS BUSINESS LEADERSHIP SUMMIT

Cleveland, Ohio USA
April 30



MATERIALS SCIENCE & TECHNOLOGY 2018, combined with ACERS 120TH ANNUAL MEETING (MS&T18)*

Columbus, Ohio USA
October 14 – 18



4TH CERAMICS EXPO*

Cleveland, Ohio, USA
May 1 – 3
ceramicsexpousa.com



79TH CONFERENCE ON GLASS PROBLEMS (79TH GPC)*

Columbus, Ohio USA
November 5 – 8



GLASS AND OPTICAL MATERIALS DIVISION MEETING (GOMD 2018)

San Antonio, Texas USA
May 20 – 24
glassproblemsconference.org