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.

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
## 2019 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Show Issue</th>
<th>Bonus Distribution</th>
<th>Ad Closing Date</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>Ceramics and glasses for a cleaner, safer world</td>
<td>ICACC Expo Directory</td>
<td>ICACC, Daytona Beach, Fla., Jan. 27-Feb. 1; EMA, Orlando, Fla., Jan. 23-25</td>
<td>12/07/2018</td>
<td>12/10/2018</td>
</tr>
<tr>
<td>March</td>
<td>Shaped refractories</td>
<td>St. Louis Section/RCD, St. Louis, Mo., March 26-28</td>
<td></td>
<td>2/08/2019</td>
<td>2/11/2019</td>
</tr>
<tr>
<td>April</td>
<td>Ceramics for Aerospace</td>
<td>Ceramics Expo</td>
<td>CEX 2019, Cleveland, Ohio, April 30–May 1</td>
<td>3/08/2019</td>
<td>3/11/2019</td>
</tr>
<tr>
<td>May</td>
<td>Bioceramics</td>
<td></td>
<td></td>
<td>4/05/2019</td>
<td>4/08/2019</td>
</tr>
<tr>
<td>August</td>
<td>Ceramics for 5G</td>
<td></td>
<td></td>
<td>7/05/2019</td>
<td>7/08/2019</td>
</tr>
<tr>
<td>September</td>
<td>Energy storage technology</td>
<td></td>
<td></td>
<td>8/02/2019</td>
<td>8/05/2019</td>
</tr>
<tr>
<td>Jan/Feb 2020</td>
<td></td>
<td>ICACC, Daytona Beach, Fla.; EMA, Orlando, Fla.</td>
<td></td>
<td>12/13/2019</td>
<td>11/16/2019</td>
</tr>
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</table>

### MAILING DATES 2019

<table>
<thead>
<tr>
<th>Issue</th>
<th>Mail date</th>
<th>Issue</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>12/20/18</td>
<td>August</td>
<td>07/18/19</td>
</tr>
<tr>
<td>March</td>
<td>02/21/19</td>
<td>September</td>
<td>08/15/19</td>
</tr>
<tr>
<td>April</td>
<td>03/21/19</td>
<td>October/November</td>
<td>09/19/19</td>
</tr>
<tr>
<td>May</td>
<td>04/18/19</td>
<td>December (SOURCE)</td>
<td>11/21/19</td>
</tr>
<tr>
<td>June/July</td>
<td>05/20/19</td>
<td>January/February 2020</td>
<td>12/26/29</td>
</tr>
</tbody>
</table>
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 (actual size)

- 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)

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

www.ceramics.org

ceramicsource.org
2019 PRINT/ELECTRONIC ADVERTISING RATES

<table>
<thead>
<tr>
<th>Display Page</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$4,830</td>
<td>$4,350</td>
<td>$3,630</td>
<td>$2,895</td>
</tr>
<tr>
<td>2/3</td>
<td>$3,880</td>
<td>$3,490</td>
<td>$2,900</td>
<td>$2,330</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>$3,630</td>
<td>$3,375</td>
<td>$2,730</td>
<td>$2,180</td>
</tr>
<tr>
<td>1/2 Horizontal/Vertical</td>
<td>$3,090</td>
<td>$2,795</td>
<td>$2,325</td>
<td>$1,860</td>
</tr>
<tr>
<td>1/3</td>
<td>$2,325</td>
<td>$2,180</td>
<td>$1,825</td>
<td>$1,440</td>
</tr>
<tr>
<td>1/4</td>
<td>$1,800</td>
<td>$1,615</td>
<td>$1,350</td>
<td>$1,075</td>
</tr>
<tr>
<td>Cover 2, 3</td>
<td>$6,040</td>
<td>$5,435</td>
<td>$4,540</td>
<td>$3,620</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$6,530</td>
<td>$5,875</td>
<td>$4,895</td>
<td>$3,875</td>
</tr>
</tbody>
</table>

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.

Interactive Advertising Rates

- www.ceramics.org
  - 1x (30 days) $400
    - (Sidebar ads only) 3x $1,000

E-Newsletters

- Bulletin’s new issue TOC
  - 1 month $400
    - (Horizontal banners only) 3 months $1,000
- ACerS Spotlight
  - 1x (30 days) $400
    - (Horizontal banners only) 3x $1,000
- Ceramic Tech Today
  - (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

<table>
<thead>
<tr>
<th>Format</th>
<th>Live Area</th>
<th>Trim Area</th>
<th>Bleed Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 x 10 in. (177 x 254 mm); (17.8 x 25.4 cm)</td>
<td>8.125 x 10.875 in. (206.375 x 276.225 mm); (20.6 x 27.6 cm)</td>
<td>8.25 x 11.125 in. (209 x 282 mm); (21 x 28.3 cm)</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5625 x 10 in. (116 x 254 mm); (11.6 x 25.4 cm)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.5625 x 7.5 in. (116 x 190.5 mm); (11.6 x 19.1 cm)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.25 x 10 in. (82.6 x 254 mm); (8.3 x 25.4 cm)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 x 4.875 in. (178 x 124 mm); (17.8 x 12.4 cm)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5625 x 4.875 in. (116 x 124 mm); (11.6 x 12.4 cm)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.125 x 10 in. (54 x 254 mm); (5.4 x 25.4 cm)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>7 x 3.3125 in. (177.8 x 84.137 mm); (17.8 x 8.414 cm)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.25 x 4.875 in. (83 x 124 mm); (8.3 x 12.4 cm)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

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 (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.

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.
2019 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

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 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.

2ND GLOBAL FORUM ON ADVANCED MATERIALS AND TECHNOLOGIES FOR SUSTAINABLE DEVELOPMENT (GFMAT-2) combined with 4TH INTERNATIONAL CONFERENCE ON INNOVATIONS IN BIOMATERIALS, BIOMANUFACTURING, AND BIOTECHNOLOGIES (BIO-4)
Toronto, Canada
July 21 – 26, 2019
http://ceramics.org/gfmt-2-and-bio-4

MATERIALS CHALLENGES IN ALTERNATIVE & RENEWABLE ENERGY (MCARE 2019)
Jeju Island, Korea
August 19 – 23, 2019

MATERIALS SCIENCE & TECHNOLOGY 2019, combined with ACERS 121ST ANNUAL MEETING (MS&T19)
Portland, Oregon USA
September 29 – October 3, 2019

13TH PACIFIC RIM CONFERENCE ON CERAMIC AND GLASS TECHNOLOGY (PACRIM 13)
Okinawa, Japan
October 27 – 31, 2019

80TH CONFERENCE ON GLASS PROBLEMS (80TH GPC)*
Columbus, Ohio USA
October 28 – 31, 2019

*Denotes conferences with exhibition opportunities
**ADVERTISING TERMS & CONDITIONS**

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