

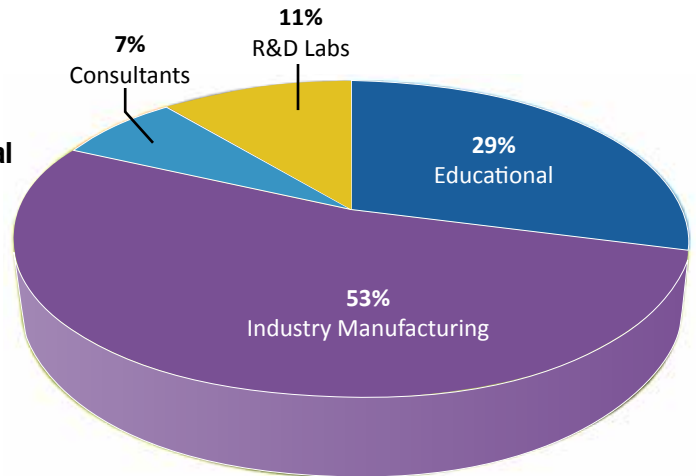
# 2020 MEDIA KIT & MARKETING PLANNER

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

**NEW!**

**Ceramic & Glass Manufacturing – Print and Electronic Editions**

- A new magazine for manufacturers and ceramic/glass businesses
- Provides the urgent information needs of ceramic and glass manufacturers
- Business news, people news, trade show coverage

2020

## MEDIA KIT &amp; MARKETING PLANNER

2020 *BULLETIN* EDITORIAL CALENDAR

| Issue        | Theme  | Show Issue           | Bonus Distribution   | Ad Closing Date                               | Material Due                           |
|--------------|--|----------------------|--|---|--|
| Jan/Feb      | – 100 years of ferroelectricity  | ICACC Expo Directory | ICACC, Daytona Beach, Fla., Jan 26–31;<br>EMA, Orlando, Fla., Jan 22–24  | <b>Dec 6, 2019</b>                            | Dec 9, 2019                            |
| March        | – Refractories: Structure and properties   |                      | St. Louis Section/RCD, St. Louis, Mo.,<br>March 26–28  | <b>Feb 7, 2020</b>                            | Feb 10, 2020                           |
| April        | – Hidden ceramics that impact the world<br>– <b>Ceramic &amp; Glass Mfg. Issue</b>   | Ceramics Expo        | CEX 2020, Cleveland, Ohio,<br>May 5–6  | <b>Mar 6, 2020</b>                            | Mar 9, 2020                            |
| May          | – Functional glass coatings: Finishing touch, opening possibilities  | GOMD                 | GOMD May 17–21   | <b>Apr 3, 2020</b>                            | Apr 6, 2020                            |
| June/July    | – Ceramics throughout history<br>– Student issue<br>– <b>Ceramic &amp; Glass Mfg. Issue</b>  |                      | Pan American Ceramics Congress and<br>Ferroelectrics Meeting of the Americas,<br>Panama City, Panama, July 19–23 | <b>May 8, 2020</b>                            | May 11, 2020                           |
| August       | – Critical materials for a greener future<br>– Annual materials review   | MCARE                | MCARE (and EHS) Aug 16-21  | <b>Jul 3, 2020</b>                            | July 6, 2020                           |
| September    | – Architected microstructures: Designing on the microscale<br>– Annual awards section<br>– <b>Ceramic &amp; Glass Mfg. Issue</b>                 |                      |  | <b>Aug 7, 2020</b>                            | Aug 10, 2020                           |
| Oct/Nov      | – International issue: Pan America   | MS&T 20              | MS&T20, Pittsburgh, PA<br>Glass Problems Conf, Columbus,<br>Ohio, Oct 28–31                                      | <b>Sep 4, 2020</b>                            | Sept 7, 2020                           |
| December     | – <i>ceramicSOURCE</i> 2021 Buyers Guide Issue<br>– Feature: Feature: Ceramics and glass in your body<br>– <b>Ceramic &amp; Glass Mfg. Issue</b> |                      | <b>All ACerS Conferences &amp; Exhibitions</b><br><br><b>ACerS Corporate Partners/<br/>Complimentary ads</b>     | <b>Nov 6, 2020</b><br><br><b>Oct 23, 2020</b> | Nov 9, 2020<br><br><b>Oct 26, 2020</b> |
| Jan/Feb 2021 |  |                      | ICACC, Daytona Beach, Fla.;<br>EMA, Orlando, Fla.  | <b>Dec 11, 2020</b>                           | Dec 14, 2020                           |

## MAILING DATES 2019-2020

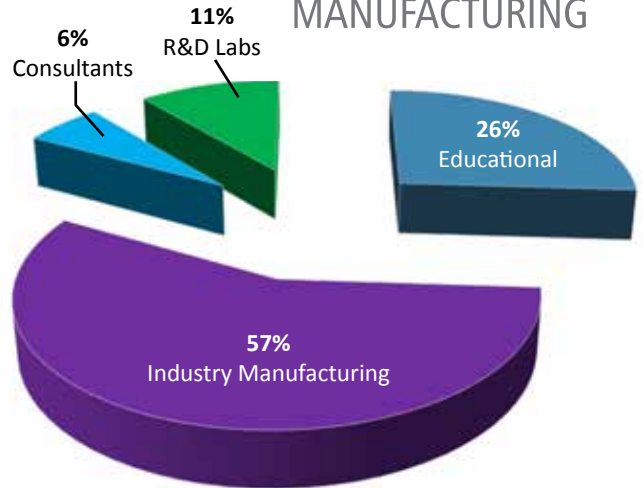
| Issue            | Mail date    | Issue                 | Mail date    |
|------------------|--------------|-----------------------|--------------|
| January/February | Dec 19, 2019 | August                | Jul 16, 2020 |
| March            | Feb 20, 2020 | September             | Aug 20, 2020 |
| April            | Mar 19, 2020 | October/November      | Sep 17, 2020 |
| May              | Apr 16, 2020 | December (SOURCE)     | Nov 19, 2020 |
| June/July        | May 21, 2020 | January/February 2021 | Dec 24, 2020 |



# INTRODUCING! Ceramic & Glass MANUFACTURING

Ceramic & Glass Manufacturing is a NEW B2B magazine that meets the news and information needs of readers in the ceramic and glass business—manufacturers, supply chain vendors, sales team, and product developers. Manufacturers face urgent issues daily—C&GM content addresses today's information needs:

- Feature articles focused on practical solutions
- People news
- Business news
- Trade show news and reports



## How is C&GM different from ACerS Bulletin?

### UNIQUE IDENTITY

In 2020, **C&GM** will publish within the *Bulletin*, a “magazine with a magazine.” It will have a separate online identity. And, as a B2B magazine rather than a membership magazine, **the content is all-industry focused.**

### TARGETED CONTENT

- Urgent issues vs. emerging issues. Right now vs. next year
- C&GM is for today's manufacturer: What are the urgent issues facing companies that are making products right now? *Bulletin* looks to the near future—What will we be making 5-10 years from now?

### ENHANCED CIRCULATION

- **C&GM** reaches the full *Bulletin* circulation and an additional circulation of 1,000 leaders in the manufacturing sector—plant managers, general managers, engineering directors, production engineers, production supervisors, sales directors, and more.

## 2020 CERAMIC & GLASS MANUFACTURING EDITORIAL CALENDAR

| Issue     | Theme  | Show Issue    | Bonus Distribution   | Ad Closing Date | Material Due   |
|-----------|--|---------------|--|-----------------|----------------|
| December  | Ceramic and Glass in your home                                   |               | All ACerS Conferences & Exhibitions  | Nov. 1, 2019    | Nov. 8, 2019   |
| April     | Breaking in: A small company guide to working with big companies | Ceramics Expo | CEX 2020, Cleveland, Ohio, May 5-6   | Nov. 1, 2019    | Feb. 24, 2020  |
| June/July | Smart manufacturing: Good business practices for manufacturers   |               | Pan American Ceramics Congress and Ferroelectrics Meeting of the Americas, Panama City, Panama, July 19-23 | April 24, 2020  | April 27, 2020 |
| September | Workforce development  |               | Glass Problems Conference, Columbus, Ohio, Oct. 28-31  | July 24, 2020   | July 27, 2020  |
| December  | Standards: Guideposts to quality                                 |               | All ACerS Conferences & Exhibitions  | Oct. 23, 2020   | Oct. 26, 2020  |

## 2020 PRINT/ELECTRONIC ADVERTISING RATES

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

**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 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 column inch x 1 inch       | \$760 ACerS Member |
| (Consultant's business card) | \$995 Nonmember    |
| 1 column inch x 2 inch       | \$2,070            |
| 1 column inch x 3 inch       | \$3,040            |

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

|                         |              |         |
|-------------------------|--------------|---------|
| <b>www.ceramics.org</b> | 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.

### Bulletin and C&GM Print/Electronic

|                     |  |
|---------------------|--|
| Full Page           | Live area: 7 x 10 in. (177 x 254 mm); (17.8 x 25.4 cm)<br>Trim: 8.125 x 10.875 in. (206.375 x 276.225 mm); (20.6 x 27.6 cm)<br>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](mailto: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](mailto:pwilson@ceramics.org) with cc to [mthiel@ceramics.org](mailto: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.





# 2020

# MEDIA KIT & MARKETING PLANNER

## 2020 INTERACTIVE ADVERTISING RATES/REQUIREMENTS

Accepted file format: GIF, JPG, PNG

Target URL: Must be active at time banner is submitted.

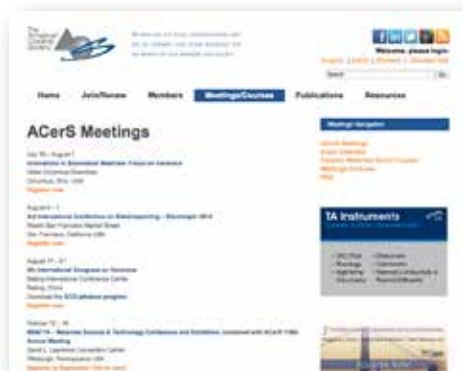
Right of refusal: All advertisements will be reviewed and are subject to approval before placement on the site.

We reserve the right to refuse ads deemed inappropriate by our editorial and management staff.

### Online

#### Landing pages on [ceramics.org](http://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](mailto:pwilson@ceramics.org) with cc to [mthiel@ceramics.org](mailto:mthiel@ceramics.org). **Please include best URL.**



## EXHIBITIONS &amp; 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* and *Ceramic & Glass Manufacturing* before during, and after the event

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



**ELECTRONIC MATERIALS AND APPLICATIONS 2020 (EMA 2020)**  
Organized by the ACerS Electronics and Basic Science Divisions  
**Orlando, Florida, USA**  
**January 22 – 24, 2020**  
[ceramics.org/ema2020](http://ceramics.org/ema2020)



**44<sup>TH</sup> INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES (ICACC 2020)\***  
**Daytona Beach, Florida, USA**  
**January 26 – 31, 2020**  
[ceramics.org/icacc2020](http://ceramics.org/icacc2020)



**6<sup>TH</sup> CERAMICS EXPO\***  
**Cleveland, Ohio USA**  
**May 5 – 6, 2020**  
[ceramicsexpousa.com](http://ceramicsexpousa.com)



**CERAMICS MANUFACTURING SOLUTIONS CONFERENCE\***  
**Cleveland, Ohio USA**  
**May 6 – 7, 2020**  
[ceramics.org/ceramic-manufacturing-solutions-conference](http://ceramics.org/ceramic-manufacturing-solutions-conference)



**GLASS AND OPTICAL MATERIALS DIVISION ANNUAL MEETING (GOMD2020)**  
**New Orleans, Louisiana USA**  
**May 17 – 21, 2020**  
[ceramics.org/gomd2020](http://ceramics.org/gomd2020)



**PAN AMERICAN CERAMICS CONGRESS AND FERROELECTRICS MEETING OF THE AMERICAS (PACC-FMAS 2020)**  
**Panama City, Panama**  
**July 19 – 23, 2020**  
[ceramics.org/PACCFMAS](http://ceramics.org/PACCFMAS)



**MATERIALS CHALLENGES IN ALTERNATIVE & RENEWABLE ENERGY 2020 (MCARE2020) COMBINED WITH THE 4TH ANNUAL ENERGY HARVESTING SOCIETY MEETING (AEHSM 2020)**  
**Bellevue, Washington, USA**  
**August 16 – 21, 2020**



**ACERS 122<sup>ND</sup> ANNUAL MEETING AT MATERIALS SCIENCE & TECHNOLOGY 2020**  
**Pittsburgh, Pennsylvania USA**  
**October 4 – 8, 2020**



**ELECTRONIC MATERIALS AND APPLICATIONS 2021 (EMA2021)**  
Organized by the ACerS Electronics and Basic Science Divisions  
**Orlando, Florida, USA**  
**January 20 – 22, 2021**  
[ceramics.org/ema2021](http://ceramics.org/ema2021)



**45<sup>TH</sup> INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES (ICACC2021)\***  
**Daytona Beach, Florida, USA**  
**January 24 – 29, 2021**  
[ceramics.org/icacc2021](http://ceramics.org/icacc2021)

\*Denotes conferences with exhibition opportunities



2020

# MEDIA KIT & MARKETING PLANNER

## 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

### 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) ➤



## 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

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- 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.

## STAFF

### executive staff

**Mark Mecklenborg**

Executive Director, Publisher  
mmecklenborg@ceramics.org

### advertising sales staff

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