100th Anniversary

AMERICAN CERAMIC SOCIETY

bulletin

emerging ceramics & glass technology

2021 MEDIA KIT & MARKETING PLANNER

Including:

Ceramic
Glass
MANUFACTURING

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.


– Ceramic & Glass Manufacturing (Mondays only)

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
# 2021 Bulletin 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 for displays</td>
<td>ICACC Expo Directory</td>
<td>ICACC, Feb 8 – 12; EMA, Jan 19 – 22</td>
<td>Dec 4, 2020</td>
<td>Dec 7, 2020</td>
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<tr>
<td></td>
<td>- Bulletin 100th anniversary</td>
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<tr>
<td>March</td>
<td>- Going green: Ceramics in renewable energy</td>
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<td></td>
<td></td>
<td>St. Louis Section/RCD, St. Louis, Mo., March 23 – 25</td>
<td>Feb 5, 2021</td>
<td>Feb 8, 2021</td>
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<tr>
<td>April</td>
<td>- The need for speed in processing and characterization</td>
<td>Ceramics Expo</td>
<td>CEX 2021, Cleveland, Ohio, May 3 – 5</td>
<td>Mar 5, 2021</td>
<td>Mar 8, 2021</td>
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<tr>
<td></td>
<td>- Ceramic &amp; Glass Mfg. Issue</td>
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<tr>
<td>May</td>
<td>- Joining of dissimilar materials</td>
<td>PACRIM GOMD</td>
<td>PACRIM GOMD, May 23 – 28</td>
<td>Apr 2, 2020</td>
<td>April 5, 2021</td>
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<tr>
<td>June/July</td>
<td>- Artificial intelligence: The future of research</td>
<td>SCPD June 7 – 9</td>
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<td>May 14, 2021</td>
<td>May 17, 2021</td>
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<td></td>
<td>- Student issue</td>
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<td></td>
<td>- Ceramic &amp; Glass Mfg. Issue</td>
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<tr>
<td>August</td>
<td>- Materials for electronics: Where they come from, where they go</td>
<td>MCARE</td>
<td>MCARE (and EHS) July 18 – 23</td>
<td>Jul 2, 2021</td>
<td>Jul 2, 2021</td>
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<tr>
<td></td>
<td>- Annual materials review</td>
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<tr>
<td>September</td>
<td>- Ceramics in flight</td>
<td>UNITECR</td>
<td>UNITCER Sept 14 – 17</td>
<td>Aug 6, 2021</td>
<td>Aug 9, 2021</td>
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<tr>
<td></td>
<td>- Annual awards section</td>
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<tr>
<td></td>
<td>- Ceramic &amp; Glass Mfg. Issue</td>
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<tr>
<td>Oct/Nov</td>
<td>- International issue: Africa</td>
<td>MS&amp;T 21</td>
<td>MS&amp;T21, Columbus, Ohio Glass Problems Conf, Columbus, Ohio Nov 1 – 2</td>
<td>Sep 3, 2021</td>
<td>Sept 3, 2021</td>
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<tr>
<td>December</td>
<td>- ceramicSOURCE 2022 Buyers Guide Issue</td>
<td>All ACerS Conferences &amp; Exhibitions</td>
<td></td>
<td>Oct 29, 2021</td>
<td>Nov 1, 2021</td>
</tr>
<tr>
<td></td>
<td>- Feature: Ceramics and glass in sports</td>
<td>ACerS Corporate Partners/ Complimentary ads</td>
<td></td>
<td>Oct 8, 2021</td>
<td>Oct 11, 2021</td>
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<tr>
<td></td>
<td>- Ceramic &amp; Glass Mfg. Issue</td>
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## Mailing Dates 2020-2021

<table>
<thead>
<tr>
<th>Issue</th>
<th>Mail date</th>
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<tbody>
<tr>
<td>January/February</td>
<td>Dec 17, 2020</td>
</tr>
<tr>
<td>March</td>
<td>Feb 18, 2021</td>
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<tr>
<td>April</td>
<td>Mar 18, 2021</td>
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<tr>
<td>May</td>
<td>Apr 15, 2021</td>
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<tr>
<td>June/July</td>
<td>May 27, 2021</td>
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<tr>
<td>August</td>
<td>Jul 15, 2021</td>
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<tr>
<td>September</td>
<td>Aug 19, 2021</td>
</tr>
<tr>
<td>October/November</td>
<td>Sep 16, 2021</td>
</tr>
<tr>
<td>December (SOURCE)</td>
<td>Nov 18, 2021</td>
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<tr>
<td>January/February 2022</td>
<td>Dec 16, 2021</td>
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</tbody>
</table>
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.

### 2021 CERAMIC & GLASS MANUFACTURING EDITORIAL CALENDAR

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<tr>
<th>Issue</th>
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<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 2020</td>
<td>Standards: Guideposts to quality</td>
<td></td>
<td>All ACerS Conferences &amp; Exhibitions</td>
<td>Oct 23, 2020</td>
<td>Oct 26, 2020</td>
</tr>
<tr>
<td>April</td>
<td>Additive manufacturing: Where are the opportunities?</td>
<td>Ceramics Expo</td>
<td>CEX 2021, Cleveland, Ohio, May 1 – 4</td>
<td>Feb 13, 2021</td>
<td>Feb 15, 2021</td>
</tr>
<tr>
<td>June/July</td>
<td>Pandemic lessons a year later</td>
<td>PacRim and GOMD</td>
<td>PACRIM GOMD May 23-28</td>
<td>Apr 24, 2021</td>
<td>April 26, 2021</td>
</tr>
<tr>
<td>Sept</td>
<td>Productive partnering with industry, academia, and government</td>
<td>Unitecr</td>
<td>Glass Problems Conference, Columbus, Ohio, Nov 1 – 4</td>
<td>July 17, 2021</td>
<td>July 19, 2021</td>
</tr>
<tr>
<td>Dec</td>
<td>Navigating acquisitions</td>
<td></td>
<td>All ACerS Conferences &amp; Exhibitions</td>
<td>Oct 16, 2021</td>
<td>Oct 18, 2021</td>
</tr>
</tbody>
</table>

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
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
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
Ceramic & Glass Manufacturing (Mondays only) .......................... 1 week $375
(Horizontal banners only) .......................... 1 month $1,500

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Live area</th>
<th>Trim</th>
<th>Bleed</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>4.5625 x 7.5 in. (116 x 190.5 mm); (11.6 x 19.1 cm)</td>
<td>3.25 x 10 in. (82.6 x 254 mm); (8.3 x 25.4 cm)</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>4.5625 x 8.75 in. (116 x 124 mm); (11.6 x 12.4 cm)</td>
<td>4.5625 x 4.875 in. (116 x 124 mm); (11.6 x 12.4 cm)</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>7 x 4.875 in. (178 x 124 mm); (17.8 x 12.4 cm)</td>
<td>1/3 Page Square</td>
<td>2.125 x 10 in. (54 x 254 mm); (5.4 x 25.4 cm)</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>1/3 Page Horizontal</td>
<td>7 x 3.3125 in. (177.8 x 84.137 mm); (17.8 x 8.414 cm)</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>1/4 Page Horizontal</td>
<td>3.25 x 4.875 in. (83 x 124 mm); (8.3 x 12.4 cm)</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);
(20.6 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.
2021 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
- Dimensions: 590 x 94 pixels

**ACerS Spotlight**
Distributed to more than 9,000 readers (members only) each month
- Horizontal banners only – 1x (30 days) $400
- Dimensions: 590 x 94 pixels

**Ceramic & Glass Manufacturing issue TOC**
Distributed to more than 16,000 readers (members and nonmembers) on Mondays ONLY
- 1 week $375
- 1 month $1,500
- Multiple months 3 or more $1,000 each
- Dimensions: 590 x 94 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 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 or by phone at 614-794-5834.

**ELECTRONIC MATERIALS AND APPLICATIONS 2021 (EMA2021) – VIRTUAL EVENT** Organized by the ACerS Electronics and Basic Science Divisions

**January 19 – 22, 2021**

ceramics.org/ema2021

**45TH INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES (ICACC2021) – VIRTUAL EVENT**

**February 8 – 12, 2021**

ceramics.org/icacc2021

**6TH CERAMICS EXPO**

**May 3 – 5, 2021**

ceramics.org/event/6th-ceramics-expo

**14TH PACIFIC RIM CONFERENCE ON CERAMIC AND GLASS TECHNOLOGY (PACRIM 14)**

**Vancouver, British Columbia, Canada**

**May 23 – 28, 2021**

ceramics.org/PACRIM14

**MATERIALS CHALLENGES IN ALTERNATIVE & RENEWABLE ENERGY 2021 (MCARE 2021) COMBINED WITH THE 4TH ANNUAL ENERGY HARVESTING SOCIETY MEETING (EHS 2021)**

**July 18 – 23, 2021**

ceramics.org/mcare2021

**UNIFIED INTERNATIONAL TECHNICAL CONFERENCE ON REFRACTORIES (UNITECR 2021) 17TH BIENNIAL WORLDWIDE CONGRESS ON REFRACTORIES**

**September 14 – 17, 2021**

UNITECR2021.org

**82ND CONFERENCE ON GLASS PROBLEMS**

**November 1 – 4, 2021**

glassproblemsconference.org

**COVID-19 UPDATE**

Your safety and well-being are our top priority! Please check our meetings page for the latest news and information related to COVID-19 on an ongoing basis. ACerS will follow guidance from the U.S. Centers for Disease Control and Prevention, the World Health Organization, and federal, state, and local governments. If plans should change, we will provide updates through the meetings website and by e-mail to registrants, exhibitors, presenters, and other confirmed participants.

*Denotes conferences with exhibition opportunities
**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

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**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) ➤
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