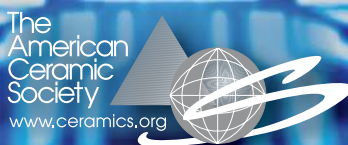


2022

MEDIA KIT & MARKETING PLANNER

INFLUENTIAL CONTENT. INFLUENTIAL READERS.



AMERICAN CERAMIC SOCIETY
bulletin

emerging ceramics & glass technology

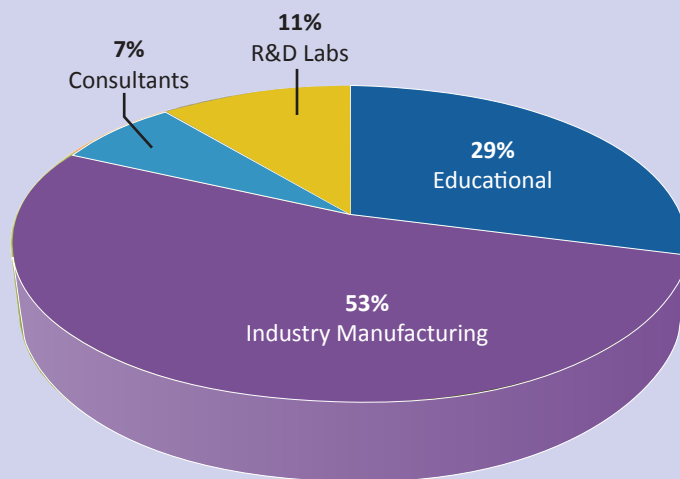
Including:

Ceramic & **Glass**
MANUFACTURING

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.
- *Ceramic & Glass Ceramic & Glass Manufacturing* (print quarterly)

Interactive Marketing

- **ceramicSOURCE** (*Bulletin* page only), and Ceramic Tech Today
- e-Newsletters: *Ceramic Tech Today* (3x weekly), *Bulletin* TOC (9x a year), and ACerS Spotlight (monthly)
- e-Newsletters: *Ceramic & Glass Ceramic & Glass Manufacturing* (Mondays only)

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

IN ADDITION

Ceramic & Glass Manufacturing – Print and Electronic Editions

- Focuses on issues affecting manufacturers and ceramic/glass businesses
- Provides the urgent information needs of ceramic and glass manufacturers
- Business news, people news, trade show coverage

MEDIA KIT & MARKETING PLANNER



2022 *BULLETIN* EDITORIAL CALENDAR

Issue	Theme	Show Issue	Bonus Distribution	Ad Closing Date	Material Due
Jan/Feb	– Materials for energy production and storage	ICACC Expo Directory	ICACC, Daytona Beach, Fla., Jan 23–28; EMA, Orlando, Fla., Jan 19–21	Dec 3, 2021	Dec 6, 2021
March	– Innovations in refractory technology	UNITECR	UNITECR, Chicago, Ill., March 15–18	Feb 4, 2022	Feb 7, 2022
April	– Emerging materials for semiconductors – Ceramic & Glass Mfg. Issue			Mar 4, 2022	Mar 7, 2022
May	– Future directions in optical technologies	GOMD	GOMD, Baltimore, Md., May 22–26	Apr 8, 2022	Apr 11, 2022
June/July	– 2 D materials and MXenes – Student issue – Ceramic & Glass Mfg. Issue	PACC-FMAs	PACC-FMAs, Panama City, Panama, July 24–28 (Also in June/July: ICC in Krakow, ICG in Berlin)	May 6, 2022	May 9, 2022
August	– Raw materials supply chain—How strong is it? – Annual materials review			Jul 8, 2022	Jul 11, 2022
September	– Additive manufacturing – Annual awards section – Ceramic & Glass Mfg. Issue	CEX	Late August, Cleveland, Ohio	Aug 5, 2022	Aug 8, 2022
Oct/Nov	– International issue: Turkey	ACerS Annual Meeting at MS&T 22	MS&T22, Pittsburgh, Pa., Oct 9–13 Glass Problems Conf, Columbus, Ohio, Nov.	Sep 9, 2022	Sept 12, 2022
December	– <i>ceramicSOURCE</i> 2023 Buyers Guide Issue – Feature: Ceramics and glass for space exploration – Ceramic & Glass Mfg. Issue		All ACerS Conferences & Exhibitions ACerS Corporate Partners/ Complimentary ads	Nov 4, 2022 Oct 7, 2022	Nov 7, 2022 Oct 10, 2022
Jan/Feb 2023			ICACC, Daytona Beach, Fla., Jan 17–20 EMA, Orlando, Fla., Jan 22–27	Dec 9, 2022	Dec 12, 2022

MAILING DATES 2021–2022

Issue	Mail date	Issue	Mail date
January/February	Dec 16, 2021	August	Jul 21, 2022
March	Feb 17, 2022	September	Aug 18, 2022
April	Mar 17, 2022	October/November	Sep 22, 2022
May	Apr 21, 2022	December (SOURCE)	Nov 17, 2022
June/July	May 19, 2022	January/February 2022	Dec 22, 2022

2022 MEDIA KIT & MARKETING PLANNER

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

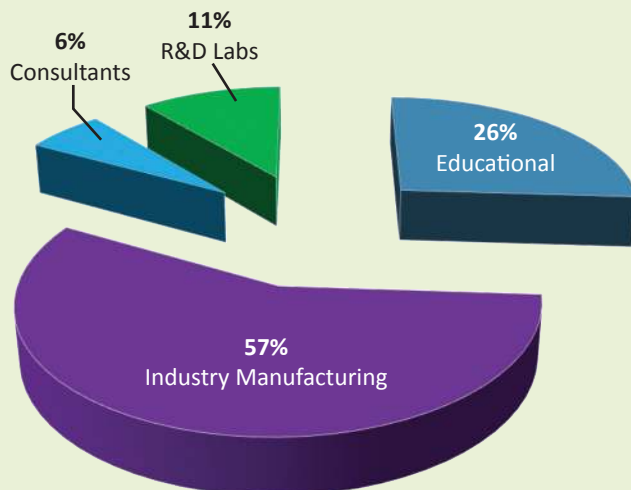
In 2020, *C&GM* published within the *Bulletin*, a “magazine with a magazine.” It has a separate online identity. And, as a B2B magazine rather than a membership magazine, **the content is all-industry focused.**

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.



2022 CERAMIC & GLASS MANUFACTURING EDITORIAL CALENDAR

Issue	Theme	Show Issue	Bonus Distribution	Ad Closing Date	Material Due
Dec 2021	Navigating acquisitions		All ACerS Conferences & Exhibitions	Oct 23, 2020	Oct 26, 2020
April 2022	The rare-earth economy			Mar 4, 2022	Mar 7, 2022
June/July 2022	Globalization: Threat vs. opportunity	PACC-FMAs	PACC-FMAs, Panama City, Panama, July 24-28 (Also in June/July: ICC in Krakow, ICG in Berlin)	May 6, 2022	May 9, 2022
Sept 2022	Latest trends and tools for quality assurance	CEX	Late August, Cleveland, Ohio	Aug 5, 2022	Aug 8, 2022
Dec 2023	Breaking down barriers to innovation		All ACerS Conferences & Exhibitions	Oct 14, 2022	Oct 17, 2022

	Display Page	1X	3X	6X	9X
2022 PRINT/ ELECTRONIC ADVERTISING RATES	Full	\$4,830	\$4,350	\$3,630	\$2,895
	2/3	\$3,880	\$3,490	\$2,900	\$2,330
	1/2 Island	\$3,630	\$3,375	\$2,730	\$2,180
	1/2 Horizontal/Vertical	\$3,090	\$2,795	\$2,325	\$1,860
	1/3	\$2,325	\$2,180	\$1,825	\$1,440
	1/4	\$1,800	\$1,615	\$1,350	\$1,075
	Cover 2, 3	\$6,040	\$5,435	\$4,540	\$3,620
	Cover 4	\$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

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.

2022 MEDIA KIT & MARKETING PLANNER

AMERICAN CERAMIC SOCIETY
bulletin
emerging ceramics & glass technology

Ceramic & Glass
MANUFACTURING

Bulletin and C&GM 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.



2022 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

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 ppi



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



E-newsletters

Ceramic & Glass Manufacturing issue TOC

Distributed to more than 16,000 readers (members and nonmembers) on Mondays ONLY

- One month – \$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.**



2022 MEDIA KIT & MARKETING PLANNER



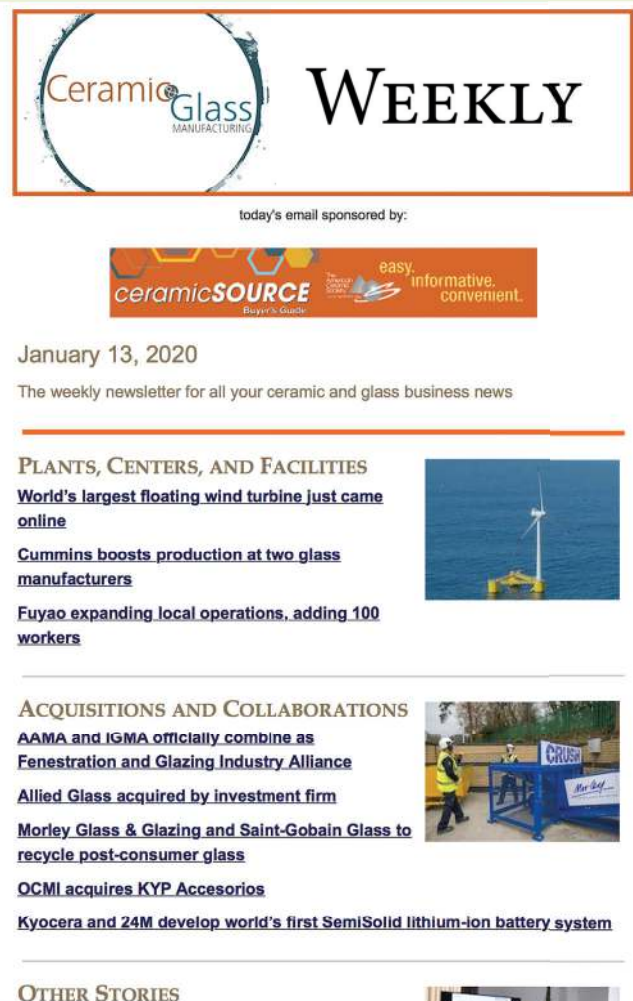
Weekly E-newsletter will go out once a week every Monday starting January 13 to more than 10,000 ACerS members and CTT subscribers.

Sole sponsorship – 1 year for \$12,000.
\$1,500 per month \$375 per week.

2022 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.

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@ceram-ics.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:

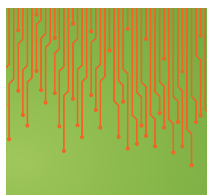
- Exhibiting at one or more ACerS conferences
- Sponsorship at an ACerS conference relating to your technology
- Advertising in *ACerS Bulletin* and *Ceramic & Glass Manufacturing* before during, and after the event

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



PAN AMERICAN CERAMICS CONGRESS AND FERROELECTRICS MEETING OF AMERICAS (PACC-FMAS 2022)

Panama City, Panama
July 24 – 28, 2022
ceramics.org/PACCFMAs



ELECTRONIC MATERIALS AND APPLICATIONS 2022 (EMA 2022)
Organized by the ACerS Electronics and Basic Science Divisions
Orlando, FL, USA
January 19 – 21, 2022
ceramics.org/ema2022



2022 GLASS AND OPTICAL MATERIALS DIVISION ANNUAL MEETING (GOMD 2022)
August 2022
Cleveland, OH, USA
ceramics.org/meetings



46TH INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES (ICACC2022)*
Daytona, FL, USA
January 23 – 28, 2022
ceramics.org/icacc2022



ACERS 124TH ANNUAL MEETING WITH MATERIALS SCIENCE & TECHNOLOGY 2022*
October 9 – 13, 2022
Pittsburgh, PA
matscitech.org

Get details here: https://ceramics.org/meetings-events/acers-meetings/event-calendar/?tribe_paged=2&tribe_event_display=list&tribe-bar-date=2021-08-24



UNIFIED INTERNATIONAL TECHNICAL CONFERENCE ON REFRACTORIES (UNITECR 2022) 17TH BIENNIAL WORLDWIDE CONGRESS ON REFRACTORIES*
Chicago, IL, USA
March 15 – 18, 2022
UNITECR22.org



2022 GLASS AND OPTICAL MATERIALS DIVISION ANNUAL MEETING (GOMD 2022)
May 22 – 26, 2022
Baltimore, MD, USA
ceramics.org/meetings

COVID-19 UPDATE

Your safety and well-being are our top priority! ACerS events through 2020 have been canceled or rescheduled. Please check our meetings page for the latest news and information related to COVID-19 on an ongoing basis and 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

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.

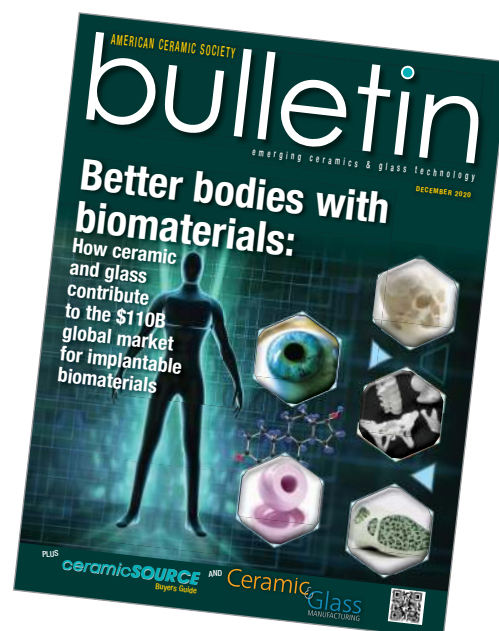
Advertise in **ceramicSOURCE** and in addition to your full-color display ad, you'll receive (at no additional cost):

PRINT EDITION OF **ceramicSOURCE** RECEIVE:

- 2 FREE 1-inch ceramicSOURCE product ads under product category of your choice
- 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) ➤



2022 MEDIA KIT & MARKETING PLANNER

The
American
Ceramic
Society
www.ceramics.org



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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.

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