2022 MEDIA KIT & MARKETING PLANNER

INFLUENTIAL CONTENT. INFLUENTIAL READERS.

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.


– 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
# 2022 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>March</td>
<td>– Innovations in refractory technology</td>
<td>UNITECR</td>
<td>UNITECR, Chicago, Ill., March 15-18</td>
<td>Feb 4, 2022</td>
<td>Feb 7, 2022</td>
</tr>
<tr>
<td>April</td>
<td>– Emerging materials for semiconductors</td>
<td></td>
<td></td>
<td>Mar 4, 2022</td>
<td>Mar 7, 2022</td>
</tr>
<tr>
<td></td>
<td>– Ceramic &amp; Glass Mfg. Issue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>– Future directions in optical technologies</td>
<td>GOMD</td>
<td>GOMD, Baltimore, Md., May 22-26</td>
<td>Apr 8, 2022</td>
<td>Apr 11, 2022</td>
</tr>
<tr>
<td>June/July</td>
<td>– 2 D materials and MXenes – Student issue</td>
<td>PACC-FMAs</td>
<td>PACC-FMAs, Panama City, Panama, July 24-28 (Also in June/July: ICC in Krakow, ICG in Berlin)</td>
<td>May 6, 2022</td>
<td>May 9, 2022</td>
</tr>
<tr>
<td></td>
<td>– Ceramic &amp; Glass Mfg. Issue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>– Raw materials supply chain—How strong is it? – Annual materials review</td>
<td></td>
<td></td>
<td>Jul 8, 2022</td>
<td>Jul 11, 2022</td>
</tr>
<tr>
<td>September</td>
<td>– Additive manufacturing – Annual awards section – Ceramic &amp; Glass Mfg. Issue</td>
<td>CEX</td>
<td>Late August, Cleveland, Ohio</td>
<td>Aug 5, 2022</td>
<td>Aug 8, 2022</td>
</tr>
<tr>
<td>Jan/Feb 2023</td>
<td></td>
<td>ICACC, Daytona Beach, Fla., Jan 17-20</td>
<td>EMA, Orlando, Fla., Jan 22-27</td>
<td>Dec 9, 2022</td>
<td>Dec 12, 2022</td>
</tr>
</tbody>
</table>

### MAILING DATES 2021-2022

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

**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**

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

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Live Area (mm)</th>
<th>Trim (mm)</th>
<th>Bleed (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>177 x 254</td>
<td>17.8 x 25.4</td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>176 x 244</td>
<td>17.6 x 24.4</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>116 x 190.5</td>
<td>11.6 x 19.1</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>82.6 x 254</td>
<td>8.3 x 25.4</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>178 x 124</td>
<td>17.8 x 12.4</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>116 x 124</td>
<td>11.6 x 12.4</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>54 x 254</td>
<td>5.4 x 25.4</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>177.8 x 84.137</td>
<td>17.8 x 8.414</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>83 x 124</td>
<td>8.3 x 12.4</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.

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 kthompson@ceramics.org. Please include best URL.

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.

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
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: 590 x 94 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: 590 x 94 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: 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 kthompson@ceramics.org. Please include best URL.
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@ceramics.org with cc to kthompson@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 Kevin Thompson at kthompson@ceramics.org or by phone at 614-794-5894.

**PAN AMERICAN CERAMICS CONGRESS AND FERROELECTRICS MEETING OF AMERICAS (PACC-FMAS 2022)**
Panama City, Panama
July 24 – 28, 2022
ceramics.org/PACC-FMAS

**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

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

**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)**
August 2022
Cleveland, OH, USA
ceramics.org/meetings

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

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

*Denotes conferences with exhibition opportunities

---

**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.
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

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 ad sample (no border around) ➤
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.

STAFF

executive staff
Mark Mecklenborg
Executive Director, Publisher
mmecklenborg@ceramics.org

advertising sales staff
Kevin W. Thompson
Industry Relations Director
kthompson@ceramics.org

Pam Wilson
Administrative Assistant, Sales
p wilson@ceramics.org

Europe
Richard Rozelaar
media@alaincharles.com

editorial & production staff
Eileen De Guire
Editor
edeguire@ceramics.org

Lisa McDonald
Associate Managing Editor
lmcdonald@ceramics.org

Michelle Martin
Production Editor
mmartin@ceramics.org

Tess Speakman
Senior Graphic Designer
tspeakman@ceramics.org