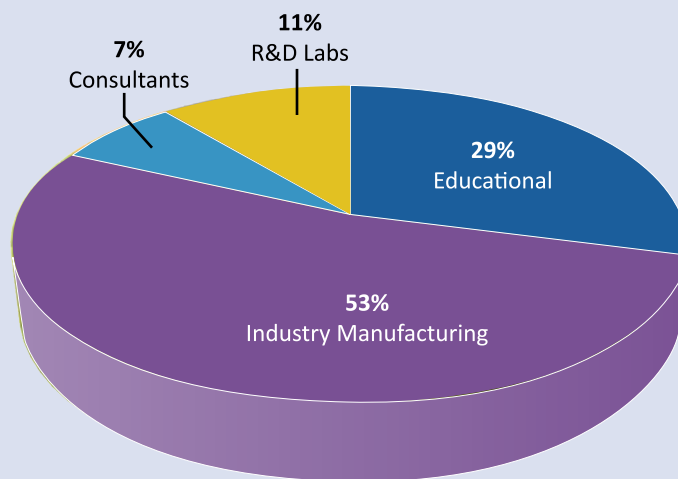## CORE PROFILE & MARKET

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**

11% R&D Labs

7% Consultants

29% Educational

53% Industry Manufacturing

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 Manfacturing* (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 Manfacturing* (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