

INFLUENTIAL CONTENT. INFLUENTIAL READERS.

2023 MEDIA KIT & MARKETING PLANNER

AMERICAN CERAMIC SOCIETY

bulletin

emerging ceramics & glass technology

Including:

Ceramic & Glass
MANUFACTURING

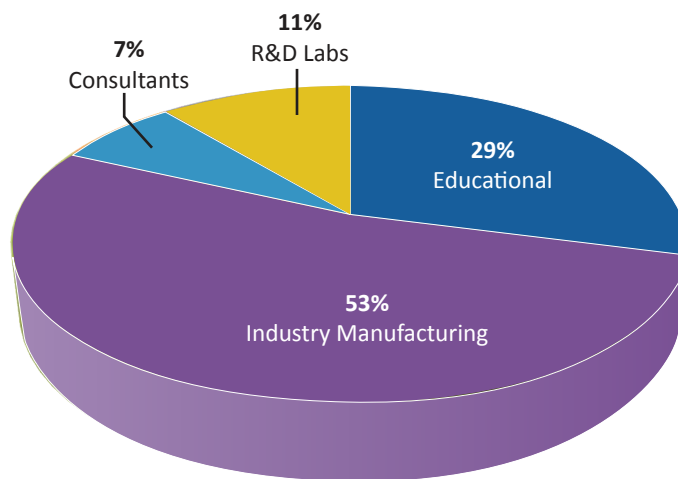
2023

MEDIA KIT & MARKETING PLANNER

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*, Buyer's Guide and Company Directory published exclusively online by ACerS..
- *Ceramic & Glass Ceramic & Glass Manufacturing* (print quarterly)

Interactive Marketing

- *ceramicSOURCE*, (*Bulletin* webpage), 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

2023 BULLETIN EDITORIAL CALENDAR

Issue	Theme	Show Issue	Bonus Distribution	Ad Closing Date	Material Due
Jan/Feb	– Batteries of tomorrow	ICACC Expo Directory	ICACC, Daytona Beach, Fla., Jan 22–27; EMA, Orlando, Fla., Jan 17–20	Dec 9, 2022	Dec 12, 2022
March	– Refractory solutions for sustainability	St. Louis Section/RCD Refractories Symposium	Annual St. Louis/RCD Symposium, St. Louis, Mo., March 28–30	Feb 3, 2023	Feb 6, 2023
April	– Hydrogen hype: What to know about hydrogen firing – Ceramic & Glass Mfg. Issue	Ceramics Expo	Ceramics Expo, Novi, Mich., May 1-3 Suburban Collection Showplace	Mar 3, 2023	Mar 6, 2023
May	– Advancing toward carbon-neutral glass manufacturing technologies	GOMD	GOMD, New Orleans, La., June 4–9	Apr 7, 2023	Apr 10, 2023
June/July	– Ceramics with unusual, and useful, properties – Student issue – Ceramic & Glass Mfg. Issue	MCARE and EHS	MCARE 2023 combined with EHS 2023, Bellevue, Wash., Aug. 21–24	May 5, 2023	May 8, 2023
August	– Facing the lithium shortage – Annual materials review	MCARE and EHS	MCARE 2023 combined with EHS 2023, Bellevue, Wash., Aug. 21–24	Jul 7, 2023	Jul 10, 2023
September	– Materials for advanced communication technologies – Annual awards section – Ceramic & Glass Mfg. Issue			Aug 4, 2023	Aug 7, 2023
Oct/Nov	– International issue: Germany	ACerS Annual Meeting at MS&T 23	MS&T23, Columbus, Ohio, Oct. 1–5 Glass Problems Conf, Columbus, Ohio, Nov.	Sep 8, 2023	Sept 11, 2023
December	– Ceramics and glass for food, health, and wellness – Ceramic & Glass Mfg. Issue		All ACerS Conferences & Exhibitions	Nov 3, 2023	Nov 6, 2023
Jan/Feb 2024			ICACC, Daytona Beach, Fla., Jan 28–Feb 20	Dec 9, 2023	Dec 12, 2023

MAILING DATES 2022-2023

Issue	Mail date	Issue	Mail date
January/February	Dec 22, 2022	August	Jul 20, 2023
March	Feb 16, 2023	September	Aug 17, 2023
April	Mar 16, 2023	October/November	Sep 21, 2023
May	Apr 20, 2023	December	Nov 16, 2023
June/July	May 18, 2023	January/February 2023	Dec 21, 2023

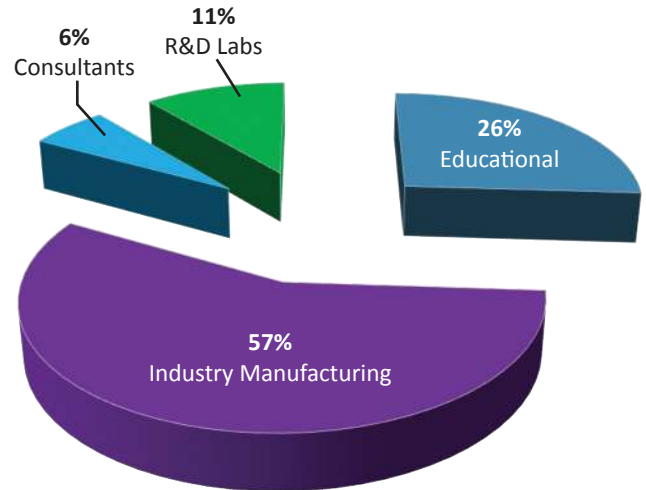
2023

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.

2023 CERAMIC & GLASS MANUFACTURING EDITORIAL CALENDAR

Issue	Theme	Show Issue	Bonus Distribution	Ad Closing Date	Material Due
Dec 2022	Breaking down barriers to innovation		All ACerS Conferences & Exhibitions	Oct 7, 2022	Oct 10, 2022
April 2023	Managing the Great Resignation, Baby Boom retirements, and other labor trends”		Early May; Novi, Mich.	Mar 3, 2023	Mar 6, 2023
Jun/Jul 2023	Energy costs and other sources of manufacturer insomnia	MCARE and EHS	MCARE 2023 combined with EHS 2023, Bellevue, Wash., Aug. 21-24	May 5, 2023	May 8, 2023
Sept 2023	CMCs – Is the future here yet?			Aug 4, 2023	Aug 7, 2023
Dec 2023	Furnaces, dryers, and thermal processing equipment		All ACerS Conferences & Exhibitions	Nov 3, 2023	Nov 6, 2023

2023
**PRINT/
 ELECTRONIC
 ADVERTISING
 RATES**

Display Page	1X	3X	6X	9X
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) \$500
(Horizontal banners only)	3x \$1,250
<i>Ceramic Tech Today</i> (issued 3x weekly)	1 week \$800
(Horizontal banners only)	4 weeks \$2,500

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.

2023

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.

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.

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.

2023 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



ACerS Spotlight

Distributed approximately to 5,000 readers (members only) each month

- Horizontal banners only –
1x (30 days) \$500
3x \$1,250
- Dimensions:
590 x 94 pixels



E-newsletters

Bulletin new issue TOC

Distributed to 8,000 readers (members and paid subscribers) 9x a year, announcing each issue.

- Horizontal banners only –
1 month \$400
3 months \$1,000
- Dimensions: 590 x 94 pixels
- For rotation banner on *Bulletin* home page –
banner size is 590 pixels wide x 94 pixel high. Button logo should be 300 pdi



CGM weekly

Weekly E-newsletters go out to more than 10,000 ACerS members and CTT subscribers.

- One issue – \$500
- 3x – \$1,250



E-newsletters

Ceramic Tech Today

Distributed to more than 11,200 readers (members and nonmembers) three times (Tues, Wed, Fri) per week

- Horizontal banners only – 1 week \$800
4 weeks \$2,500
- Dimensions:
590 x 94 pixels



E-newsletters

Ceramic & Glass Manufacturing issue TOC

Distributed to more than 9,800 readers (members and nonmembers) 4x per year

- One issue – \$500
- 4 issues – \$1,500
- 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.

2023

MEDIA KIT & MARKETING PLANNER



Weekly E-newsletters go to more than 9,800 ACerS members and CTT subscribers.

One issue – \$500
3x – \$1,250

2023 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 mthiel@ceramics.org. Please include best URL.



today's email sponsored by:



December 5, 2022

The weekly newsletter for all your ceramic and glass business news

For a summary of all today's stories, visit our [C&G Weekly webpage](#).

PLANTS, CENTERS, AND FACILITIES

Schott begins large-scale hydrogen tests

Carolina Refractories, Inc. expanding operations in Horry County



Credit: Schott

ACQUISITIONS AND COLLABORATIONS

Arcadis completes the acquisition of DPS Group

Mamba Exploration secures option to acquire high-grade Hyden rare earths project



Credit: Small Caps

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.



CERAMICSEXPO 2023
May 1 – 3, 2023
Novi, Michigan, USA
ceramicsexpousa.com



EMA 2023: BASIC SCIENCE AND ELECTRONIC MATERIALS MEETING
Organized by the ACerS Electronics and Basic Science Divisions
Orlando, FL, USA
January 17 – 20, 2023
ceramics.org/ema2023



2023 GLASS & OPTICAL MATERIALS DIVISION ANNUAL MEETING (GOMD 2023)
June 4 – 9, 2023
New Orleans, LA, USA
ceramics.org/gomd2023



47TH INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES (ICACC2023)*
Daytona Beach, FL, USA
January 22 – 27, 2023
ceramics.org/icacc2023



MATERIALS CHALLENGES IN ALTERNATIVE & RENEWABLE ENERGY 2023 (MCARE 2023) COMBINED WITH THE 6TH ANNUAL ENERGY HARVESTING SOCIETY MEETING (EHS 2023)
Bellevue, WA, USA
August 21 – 24, 2023
ceramics.org/mcare23



56TH ANNUAL ST. LOUIS SECTION / REFRACTORY CERAMICS DIVISION SYMPOSIUM ON REFRACTORIES
St. Louis, MO, USA
March 28 – 30, 2023



ACERS 125TH ANNUAL MEETING WITH MATERIALS SCIENCE & TECHNOLOGY 2023*
October 1 – 5, 2023
Columbus, OH, USA
matscitech.org

*Denotes conferences with exhibition opportunities

2023

MEDIA KIT & MARKETING PLANNER

AMERICAN CERAMIC SOCIETY
bulletin
emerging ceramics & glass technology

Ceramic & Glass
MANUFACTURING

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.

STAFF

executive staff

Mark Mecklenborg

Executive Director, Publisher
mmecklenborg@ceramics.org

advertising sales staff

Mona Thiel

National Sales Director
mthiel@ceramics.org

Pam Wilson

Administrative Assistant, Sales
pwilson@ceramics.org

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