

# 2024

# MEDIA KIT & MARKETING PLANNER

## UPGRADED ADS DIGITAL EDITION SPONSORSHIP

AMERICAN CERAMIC SOCIETY  
**bulletin**  
emerging ceramics & glass technology

### Upgraded Ads – get the EXTRA Impact

Exclusive

#### Digital Edition Sponsorship

- Now a full-page style ad appears over the cover of publication
- If minimized maintains sponsored by callout on the cover that can be expanded.
- No changes with Digital edition email notification specs.



#### Pricing

1x \$5,000 3x \$4,000  
6x \$3,500 9x \$3,000

### Upgraded Ads – get the EXTRA Impact

#### High Impact Display Ads

- Upgrade your full-page ad with animation and stand out from other advertisements within the issue. We do the creative design work to turn your regular ad into a high impact animated ad.
- Production manager should get a packaged file from the advertiser so our designers can recreate/animate the ad.
- Only 3 per issue



#### Pricing

1x \$5,300 3x \$4,785 each  
6x \$3,990 each 9x \$3,185 each

### Upgraded Ads – get the EXTRA Impact

Exclusive

#### Persistent Ad

- New and improved.
- Appears only on editorial pages
- With new vertical flow of articles, the persistent banner never has to be closed for a user to see content.
- Improved staying power for stand out exposure.



#### Pricing

1x \$5,000 3x \$4,000  
6x \$3,500 9x \$3,000

### Upgraded Ads – get the EXTRA Impact

#### Interstitials

- Pops-up only editorial content
- 3 per issue
- Targeted to lead stories
- Differs from FEATURES interstitial ads pop out OVER of the articles and are PAID PLACEMENT, while full-page ads appear BETWEEN the articles and are not paid.



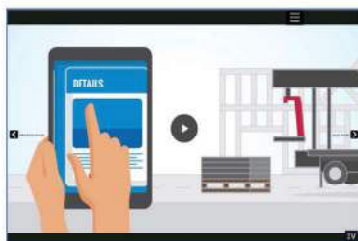
**Pricing**  
Position #1 \$3,650 Position #2 \$3,450  
Position #3 \$3,295

### Upgraded Ads – get the EXTRA Impact

Exclusive

#### Video Ad

- A full page that highlights advertiser video
- Plays right in the digital edition
- Can select where in the edition the ad is placed.



Pricing \$3,000