

# **2024** INTERACTIVE ADVERTISING RATES/REQUIREMENTS

Accepted file format: GIF, JPG, PNG

Target URL: Must be active at time banner is submitted.

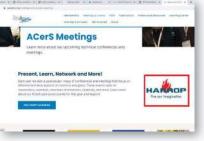
Right of refusal: All advertisements will be reviewed and are subject to approval before placement on the site.

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 8,000 readers (members and paid subscribers) 9x a year, annoucing 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



#### **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

• Dimensions: 590 x 94 pixels

4 weeks \$2,500



## **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



## **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 & 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.**