

INFLUENTIAL CONTENT. INFLUENTIAL READERS.

AMERICAN CERAMIC SOCIETY

bulletin

emerging ceramics & glass technology

Including:

Ceramic & **Glass**
MANUFACTURING



2024
MEDIA KIT &
MARKETING
PLANNER

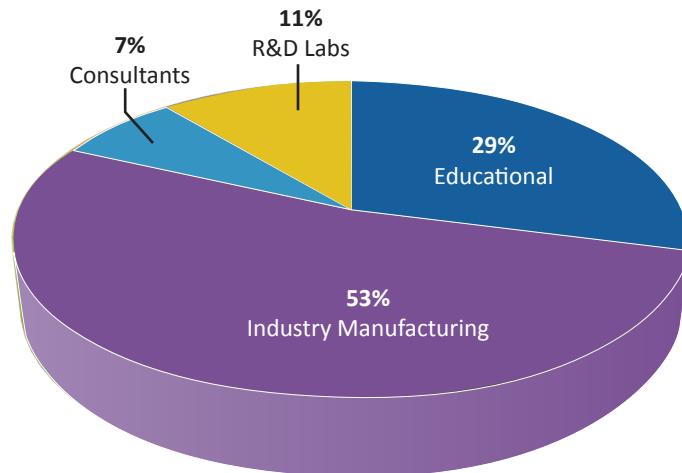
2024

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*, exclusively online by ACerS.
- *Ceramic & Glass Manufacturing* (print quarterly)

Interactive Marketing

- *ceramicSOURCE*, *Bulletin* webpage, and *Ceramic Tech Today*
- e-Newsletters: *Ceramic Tech Today* (3x weekly), *Ceramic & Glass Manufacturing Weekly* (1x weekly), *Bulletin TOC* (9x a year), and *ACerS Spotlight* (monthly)
- e-Newsletters: *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 Averages



4,517 followers



2,661 followers



14,687

E-Newsletter – (CTT and C&GM Weekly)

11,200 Unique recipients (avg.) 33.4% open rate 16 sends per month

Website – 46,308 average monthly visitors & Average monthly page views: 81,862

Webinars – 217 average registration and 130 average attendance



AUDIENCE PROFILE

Email Audience:
17,200/monthly

Website Audience:
46,308 average visitors monthly
in 2022



Meeting and webinar attendance:
2022 estimate roughly 16,500.

Magazine audience:
12,000/monthly

2024

MEDIA KIT & MARKETING PLANNER

2024 BULLETIN EDITORIAL CALENDAR

Issue	Theme	Show Issue	Bonus Distribution	Ad Closing Date	Material Due
Jan/Feb	– Materials for renewable energy generation	ICACC Expo Directory	ICACC, Daytona Beach, Fla., Jan. 28–Feb. 2; EMA, Denver, Colo., Feb. 13–16	Nov 22, 2023	Nov 27, 2023
March	– Root cause analysis for refractories	St. Louis Section/RCD Symposium	Annual St. Louis/RCD Symposium, St. Louis, Mo., March 26–28	Jan 12, 2024	Jan 15, 2024
April	– Ceramics for machining and manufacturing – Ceramic & Glass Mfg. Issue	Ceramics Expo	Ceramics Expo, Novi, Mich., Suburban Colletion Showcase April 30–May 1; PACC-FMAs, Panama City, Panama, April 7–11	Feb 16, 2024	Feb 19, 2024
May	– Beyond silicates: Next-generation glasses	GOMD	GOMD, Las Vegas, Nev., May 19–23 Golden Nugget Hotel & Casino	Mar 15, 2024	Mar 18, 2024
June/July	– Ceramics for digital technologies – Emerging professionals issue – Student issue – Ceramic & Glass Mfg. Issue		ICC'10, Montreal, Canada, July 14–18 Hotel Bonaventure	Apr 19, 2024	Apr 22, 2024
August	– Unconventional sources for minerals – Annual materials review			Jun 14, 2024	Jun 17, 2024
September	– Waste not, want not: Treatment and reuse of waste in industrial settings – Annual awards section – Ceramic & Glass Mfg. Issue			Jul 19, 2024	Jul 22, 2024
Oct/Nov	– International issue: United States	ACerS Annual	MS&T24 Pittsburg, PA Oct 6-10 Meeting at MS&T 24 David L. Lawrence Convention Center; Glass Problems Conf, Toledo, Ohio, Nov.	Aug 16, 2024	Aug 19, 2024
December	– Techniques and tools for biomaterial application – Ceramic & Glass Mfg. Issue		All ACerS Conferences & Exhibitions	Oct 18, 2024	Oct 21, 2024
Jan/Feb 2025			ICACC, Daytona Beach, Fla., Jan 25–30, 2025	Nov 22, 2024	Nov 25, 2024

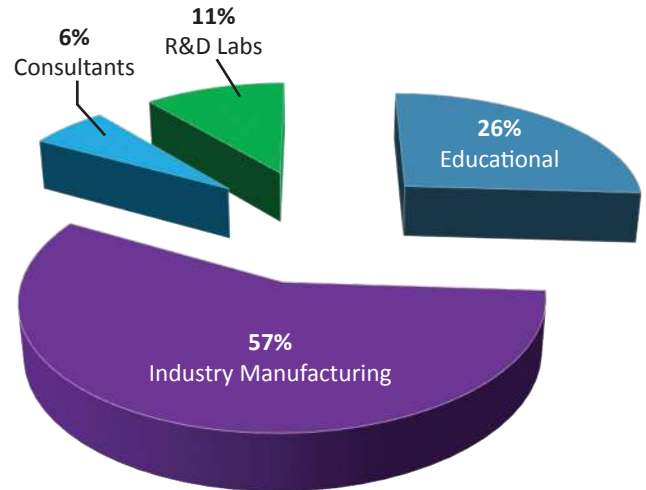
MAILING DATES 2024-2025

Issue	Mail date	Issue	Mail date
January/February	Jan 11, 2024	August	July 31, 2024
March	Feb 29, 2024	September	Sept 4, 2024
April	Apr 4, 2024	October/November	Oct 9, 2024
May	May 2, 2024	December	Dec 11, 2024
June/July	June 6, 2024	January/February 2025	Jan 15, 2025

Ceramic & Glass MANUFACTURING

Ceramic & Glass Manufacturing is a 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 debuted as a “magazine with a magazine” published within the Bulletin. 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.

2024 CERAMIC & GLASS MANUFACTURING EDITORIAL CALENDAR

Issue	Theme	Show Issue	Bonus Distribution	Ad Closing Date	Material Due
Dec 2023	Furnaces, dryers, and thermal processing equipment		All ACerS Conferences & Exhibitions	Oct 27, 2023	Oct 30, 2023
April 2024	Nanomaterial manufacturing		Early May; Novi, Mich.	Feb 15, 2024	Feb 19, 2024
Jun/Jul 2024	Tips for establishing and expanding your business	MCARE and EHS	ICC’10 Montreal, Canada July 14-18 Bellevue, Wash., Aug. 21-24	April 19, 2024	April 21, 2024
Sept 2024	ESG trends in ceramics and glass			July 19, 2024	July 22, 2024
Dec 2024	Commercialization of academic and national lab R&D		All ACerS Conferences & Exhibitions	Oct 18, 2024	Oct 21, 2024

2024
**PRINT/
 ELECTRONIC
 ADVERTISING
 RATES**

Display Page	1X	3X	6X	9X
Full	\$4,830	\$4,350	\$3,630	\$2,895
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.

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)
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 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.

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.

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.

Regular Display Ad Sizes Available (online)

Spread:	2400 x 1600 pixels (16" x 10.667" equivalent)
Full Page:	1200 x 1600 pixels (8" x 10.667" equivalent)
Half Horizontal:	1100 x 700 pixels (7.333" x 4.667" equivalent)
Quarter:	525 x 700 pixels (3.5" x 4.667" equivalent)

If advertisers have problems converting ads to pixels, please provide ad at original print dimensions the ad will be converted.

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.

2024

MEDIA KIT & MARKETING PLANNER

UPGRADED ADS DIGITAL EDITION SPONSORSHIP



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

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

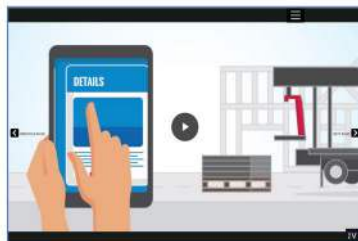
1x \$5,000 3x \$4,000
6x \$3,500 9x \$3,000

Upgraded Ads – get the EXTRA Impact

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

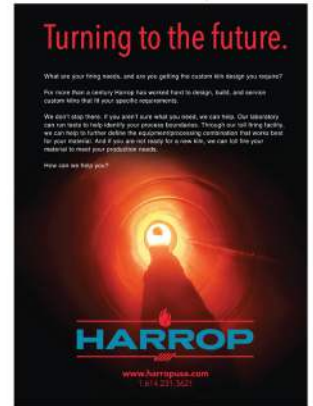
Upgraded Ads – get the EXTRA Impact

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

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



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, 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



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



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.

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2022 **AVERAGES** (Followers at the end of the year 2022)




Facebook –
4,517 followers



LinkedIn –
14,687 followers



Twitter –
2,661 followers



E-Newsletters –
11,200 Unique recipients (avg.)
33.4% open rate 16 sends per month

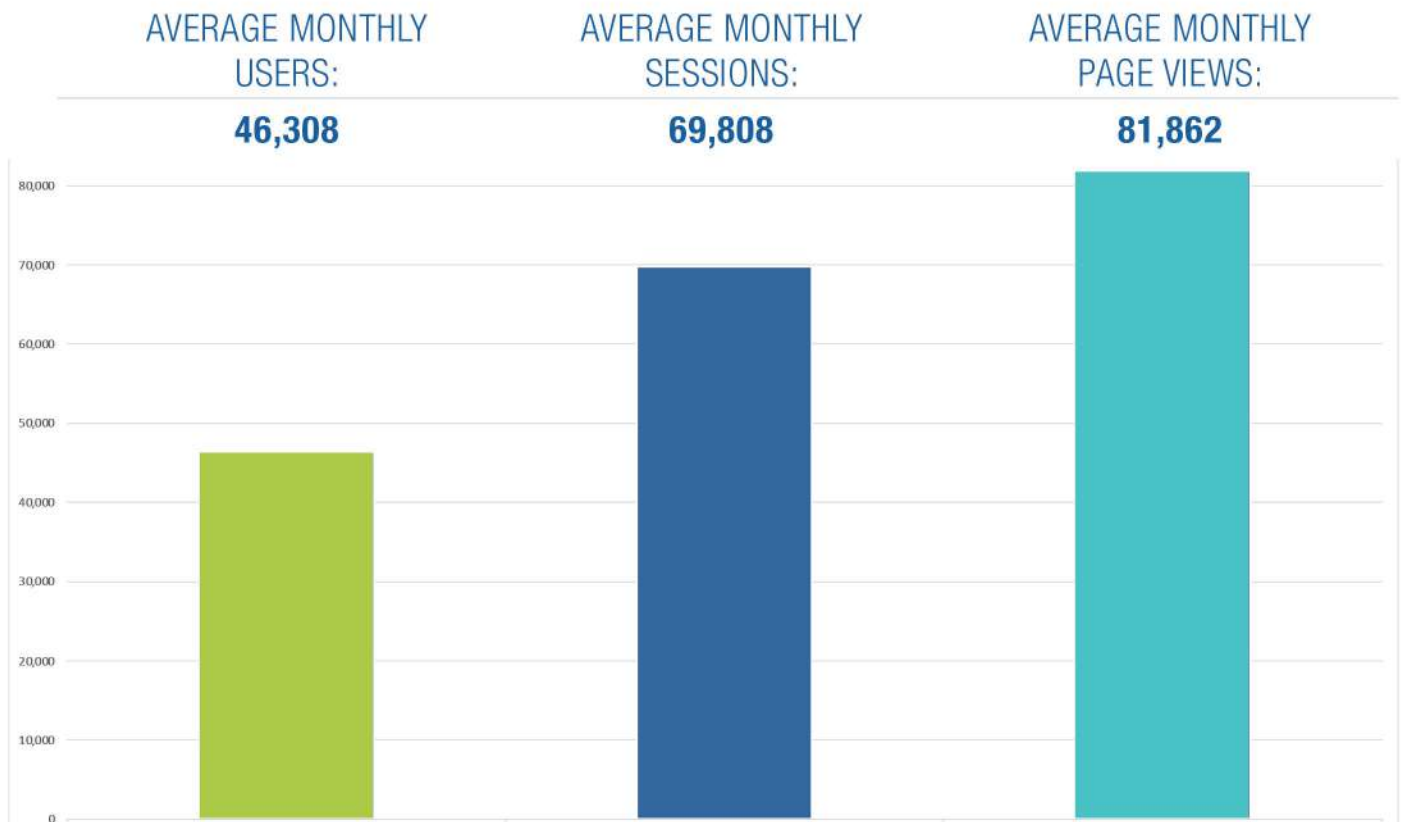


Website –
46,308 average monthly visitors &
Average monthly page views: 20,264
Unique Visitors: 4,980



Webinars –
217 average registration and
130 average attendance (per webinar)

MONTHLY WEBSITE **STATISTICS**



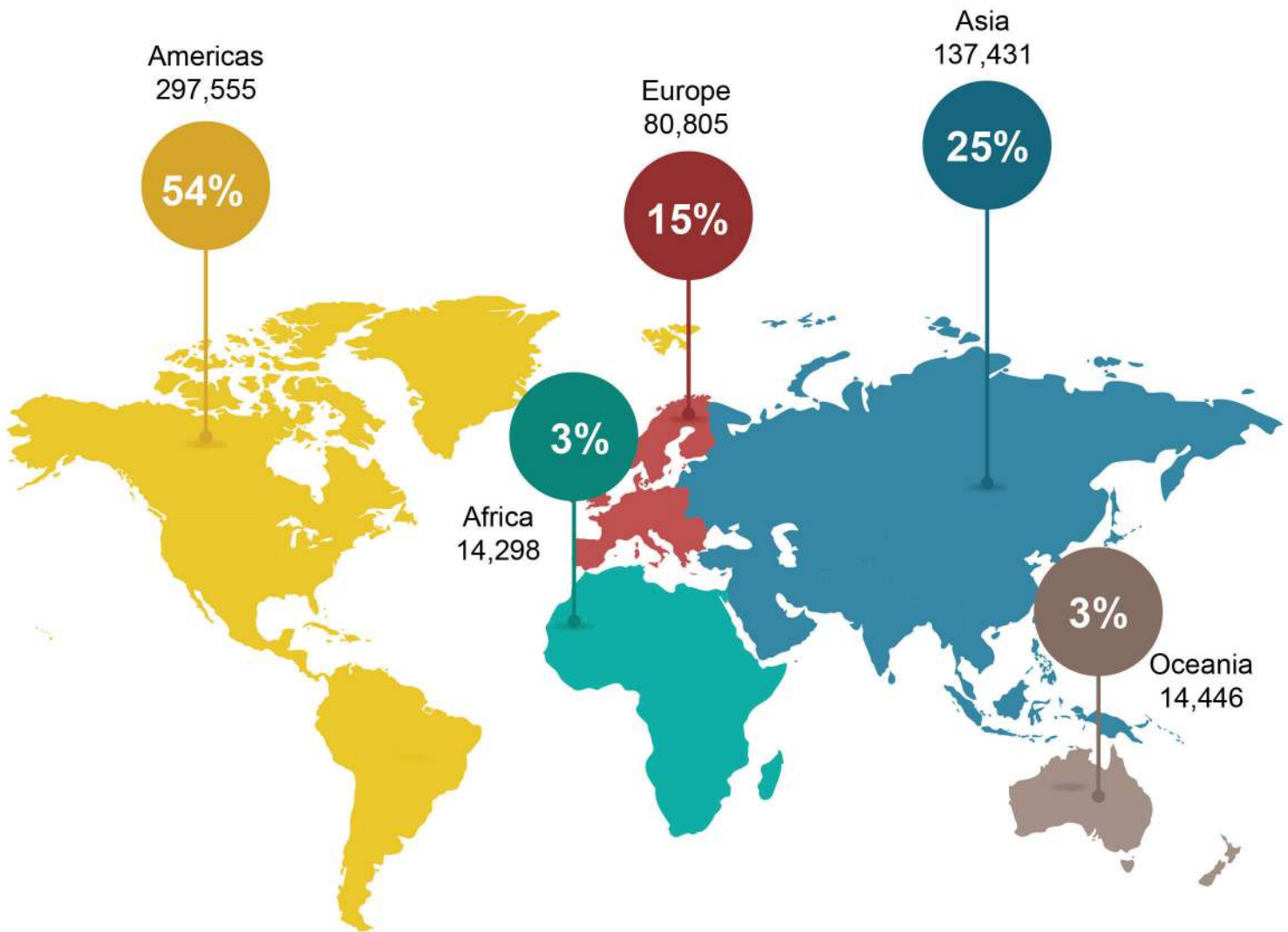
TOP 5 PAGE VIEWS

- 1 CERAMICS.ORG
- 2 MEETINGS
- 3 MATERIAL SCIENCE CLASSROOM KITS
- 4 TEACHING RESOURCES
- 5 CERAMICS.ORG/ABOUT

2024

MEDIA KIT & MARKETING PLANNER

UNIQUE VISITORS TO WEBSITE IN 2022



TOTAL: 544,535 (100%)



AMERICAN CERAMIC SOCIETY
bulletin
emerging ceramics & glass technology

Ceramic & Glass
MANUFACTURING

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.



**48TH INTERNATIONAL CONFERENCE
AND EXPO ON ADVANCED CERAMICS
AND COMPOSITES (ICACC2024)***
Daytona Beach, FL, USA
Jan. 28 – Feb. 2, 2024
ceramics.org/icacc24



**EMA 2024: BASIC SCIENCE AND
ELECTRONICS DIVISION MEETING**
Organized by the ACerS Electronics and
Basic Science Divisions
Denver, CO, USA
Feb. 13 – 16, 2024
ceramics.org/ema24



**59TH ANNUAL ST. LOUIS SECTION /
REFRACTORY CERAMICS DIVISION
SYMPOSIUM ON REFRACTORIES**
St. Louis, MO, USA
March 26 – 28, 2024



**PAN AMERICAN CERAMICS
CONGRESS AND FERROELECTRICS
MEETING OF AMERICAS
(PACC-FMAS 2024)**
April 7 – 11, 2024
Panama City, Panama
ceramics.org/PACCFMAs



CERAMICSEXPO 2024
April 30 – May 1, 2024
Novi, Michigan, USA
ceramicsexpousa.com



**2024 GLASS & OPTICAL MATERIALS
DIVISION ANNUAL MEETING
(GOMD 2024)**
May 19 – 23, 2024
Las Vegas, NV, USA
ceramics.org/gomd24



**AMERICAN CONFERENCE ON
NEUTRON SCATTERING (ACNS 2024)**
Knoxville, TN, USA
June 23 – 27, 2024
ceramics.org/acns2024



**INTERNATIONAL CONGRESS ON
CERAMICS (ICC'10)**
July 14 – 18, 2024
Montreal, QC, Canada
matscitech.org

*Denotes conferences with exhibition opportunities

2024

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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.

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