INFLUENTIAL CONTENT. INFLUENTIAL READERS.

AMERICAN CERAMIC SOCIETY

bulletin
emerging ceramics & glass technology

Including:
Ceramic
& Glass
MANUFACTURING

2024 MEDIA KIT & MARKETING PLANNER

ceramics.org
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

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>4,517</td>
</tr>
<tr>
<td>Twitter</td>
<td>2,661</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>14,687</td>
</tr>
</tbody>
</table>

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 Bulletin Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Show Issue</th>
<th>Bonus Distribution</th>
<th>Ad Closing Date</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>– Root cause analysis for refractories</td>
<td>St. Louis Section/RCD Symposium</td>
<td>Annual St. Louis/RCD Symposium, St. Louis, Mo., March 26–28</td>
<td>Jan 12, 2024</td>
<td>Jan 15, 2024</td>
</tr>
<tr>
<td>April</td>
<td>– Ceramics for machining and manufacturing</td>
<td>Ceramics Expo</td>
<td>Ceramics Expo, Novi, Mich., Suburban Colletion Showcase April 30–May 1; PACC-FMAs, Panama City, Panama, April 7–11</td>
<td>Feb 16, 2024</td>
<td>Feb 19, 2024</td>
</tr>
<tr>
<td>June/July</td>
<td>– Ceramics for digital technologies</td>
<td>ICC’10, Montreal, Canada, July 14–18</td>
<td>Hotel Bonaventure</td>
<td>Apr 19, 2024</td>
<td>Apr 22, 2024</td>
</tr>
<tr>
<td>August</td>
<td>– Unconventional sources for minerals</td>
<td></td>
<td></td>
<td>Jun 14, 2024</td>
<td>Jun 17, 2024</td>
</tr>
<tr>
<td>September</td>
<td>– Waste not, want not: Treatment and reuse of waste in industrial settings</td>
<td></td>
<td></td>
<td>Jul 19, 2024</td>
<td>Jul 22, 2024</td>
</tr>
<tr>
<td>December</td>
<td>– Techniques and tools for biomaterial application</td>
<td>All ACerS Conferences &amp; Exhibitions</td>
<td></td>
<td>Oct 18, 2024</td>
<td>Oct 21, 2024</td>
</tr>
<tr>
<td>Jan/Feb 2025</td>
<td></td>
<td>ICACC, Daytona Beach, Fla., Jan 25–30, 2025</td>
<td></td>
<td>Nov 22, 2024</td>
<td>Nov 25, 2024</td>
</tr>
</tbody>
</table>

### Mailing Dates 2024-2025

<table>
<thead>
<tr>
<th>Issue</th>
<th>Mail date</th>
<th>Issue</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Jan 11, 2024</td>
<td>August</td>
<td>July 31, 2024</td>
</tr>
<tr>
<td>March</td>
<td>Feb 29, 2024</td>
<td>September</td>
<td>Sept 4, 2024</td>
</tr>
<tr>
<td>April</td>
<td>Apr 4, 2024</td>
<td>October/November</td>
<td>Oct 9, 2024</td>
</tr>
<tr>
<td>May</td>
<td>May 2, 2024</td>
<td>December</td>
<td>Dec 11, 2024</td>
</tr>
<tr>
<td>June/July</td>
<td>June 6, 2024</td>
<td>January/February 2025</td>
<td>Jan 15, 2025</td>
</tr>
<tr>
<td>January/February 2025</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.

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**2024 CERAMIC & GLASS MANUFACTURING EDITORIAL CALENDAR**

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

<table>
<thead>
<tr>
<th>Display Page</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$4,830</td>
<td>$4,350</td>
<td>$3,630</td>
<td>$2,895</td>
</tr>
<tr>
<td>1/2 Horizontal/Vertical</td>
<td>$3,090</td>
<td>$2,795</td>
<td>$2,325</td>
<td>$1,860</td>
</tr>
<tr>
<td>1/3</td>
<td>$2,325</td>
<td>$2,180</td>
<td>$1,825</td>
<td>$1,440</td>
</tr>
<tr>
<td>1/4</td>
<td>$1,800</td>
<td>$1,615</td>
<td>$1,350</td>
<td>$1,075</td>
</tr>
<tr>
<td>Cover 2, 3</td>
<td>$6,040</td>
<td>$5,435</td>
<td>$4,540</td>
<td>$3,620</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$6,530</td>
<td>$5,875</td>
<td>$4,895</td>
<td>$3,875</td>
</tr>
</tbody>
</table>

**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

- **Bulletin’s new issue TOC** .................. 1 month $400
  - (Horizontal banners only) .................. 3 months $1,000
- **ACerS Spotlight** .......................... 1x (30 days) $500
  - (Horizontal banners only) .................. 3x $1,250
- **Ceramic Tech Today** (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

<table>
<thead>
<tr>
<th>Size</th>
<th>Live Area</th>
<th>Trim Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 x 10 in. (177 x 254 mm); (17.8 x 25.4 cm)</td>
<td>8.125 x 10.875 in. (206.375 x 276.225 mm); (20.6 x 27.6 cm)</td>
</tr>
<tr>
<td></td>
<td>3.25 x 10 in. (82.6 x 254 mm); (8.3 x 25.4 cm)</td>
<td>8.25 x 11.125 in. (209 x 282 mm); (21 x 28.3 cm)</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.25 x 10 in. (82.6 x 254 mm); (8.3 x 25.4 cm)</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 x 4.875 in. (178 x 124 mm); (17.8 x 12.4 cm)</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5625 x 4.875 in. (116 x 124 mm); (11.6 x 12.4 cm)</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>7 x 3.3125 in. (177.8 x 84.137 mm); (17.8 x 8.414 cm)</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.25 x 4.875 in. (83 x 124 mm); (8.3 x 12.4 cm)</td>
<td></td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Size</th>
<th>Pixels</th>
<th>Equivalent Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>2400 x 1600</td>
<td>16&quot; x 10.667&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>1200 x 1600</td>
<td>8&quot; x 10.667&quot;</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>1100 x 700</td>
<td>7.333&quot; x 4.667&quot;</td>
</tr>
<tr>
<td>Quarter</td>
<td>525 x 700</td>
<td>3.5&quot; x 4.667&quot;</td>
</tr>
</tbody>
</table>

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

AMERICAN CERAMIC SOCIETY
bulletin
emerging ceramics & glass technology

Upgraded Ads – get the EXTRA Impact

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

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

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

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 $3,450  
Position #2 $8,450  
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

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 dpi

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

E-newsletters
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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

<table>
<thead>
<tr>
<th>AVERAGE MONTHLY USERS:</th>
<th>AVERAGE MONTHLY SESSIONS:</th>
<th>AVERAGE MONTHLY PAGE VIEWS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>46,308</td>
<td>69,808</td>
<td>81,862</td>
</tr>
</tbody>
</table>

TOP 5 PAGE VIEWS

1 CERAMICS.ORG
2 MEETINGS
3 MATERIAL SCIENCE CLASSROOM KITS
4 TEACHING RESOURCES
5 CERAMICS.ORG/ABOUT
UNIQUE VISITORS TO WEBSITE IN 2022

- Americas: 297,555 (54%)
- Europe: 80,805 (15%)
- Asia: 137,431 (25%)
- Africa: 14,298 (3%)
- Oceania: 14,446 (3%)

TOTAL: 544,535 (100%)
**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.

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**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

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**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)**

June 23 – 27, 2024  
Knoxville, TN, USA  
ceramics.org/acns2024

**INTERNATIONAL CONGRESS ON CERAMICS (ICC’10)**

July 14 – 18, 2024  
Montreal, QC, Canada  
matscitech.org

*Denotes conferences with exhibition opportunities

Get details here: https://ceramics.org/meetings-events/acers-meetings/
ADVERTISING TERMS & CONDITIONS

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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.

STAFF

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Mark Mecklenborg
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Director, Workforce Development and Communications
aengen@ceramics.org

Lisa McDonald
Editor | ACerS Bulletin and Ceramic & Glass Manufacturing
lmcdonald@ceramics.org

Michelle Martin
Production Editor
mmartin@ceramics.org