

AMERICAN CERAMIC SOCIETY

# bulletin

emerging ceramics & glass technology

## 2026 Media Kit



### What's inside?

- 2026 ACerS *Bulletin* editorial calendar
- All ad rates & specs (including newsletters)
- Online rates for [bulletin.ceramics.org](https://bulletin.ceramics.org)

Please contact Mona Thiel, national sales director, at [mthiel@ceramics.org](mailto:mthiel@ceramics.org) or 614-794-5834 for more information or to reserve your ad space.

For more information about advertising with The American Ceramic Society and its publications, please visit [ceramics.org/about/sponsorship-advertising](https://ceramics.org/about/sponsorship-advertising).

# 2026 Editorial Calendar

## ACerS Bulletin

Issue	Theme	Meetings Distribution	Ad Close	Art Due	Publish
<b>Jan./Feb.</b>	Ceramic transitions: Innovations transforming the market	Golden Jubilee Celebration of the 50th ICACC, Daytona Beach, Fla.	Nov. 21, 2025	Nov. 24, 2025	Jan. 14, 2026
<b>March</b>	Refractories for nonferrous applications	Annual St. Louis/RCD Symposium, St. Louis, Mo.	Jan. 9, 2026	Jan. 12, 2026	March 4, 2026
<b>April*</b>	Grand challenges in the ceramics and glass industry	ACerS Spring Meeting, Bellevue, Wash. & Ceramics Expo, Cleveland, Ohio	Feb. 6, 2026	Feb. 9, 2026	April 1, 2026
<b>May</b>	Green glass manufacturing: Big steps toward a smaller environmental impact	International Conference on High-Temperature CMCs (HTCMC-12) and Global Forum on Advanced Materials and Technologies for Sustainable Development (GFMAT-3): San Diego, Calif.	March 6, 2026	March 9, 2026	May 6, 2026
<b>June/July</b>	Supporting ceramic industries; Emerging Professionals issue	ACerS Annual Meeting MS&T26 Pittsburgh, Pa.	April 3, 2026	April 6, 2026	June 3, 2026
<b>Aug.</b>	Resilient manufacturing: Solutions to supply chain challenges; Annual minerals review	ACerS Annual Meeting MS&T26 Pittsburgh, Pa.	June 5, 2026	June 8, 2026	Aug. 5, 2026
<b>Sept.</b>	Contrary ceramics; Annual awards section	ACerS Annual Meeting MS&T26 Pittsburgh, Pa.	July 10, 2026	July 13, 2026	Sept. 2, 2026
<b>Oct./Nov.</b>	International issue: Nordic countries	ACerS Annual Meeting MS&T26 Pittsburgh, Pa.	Aug. 7, 2026	Aug. 10, 2026	Sept. 30, 2026
<b>Dec.</b>	Bioelectronics	ICACC, Daytona Beach, Fla.	Sept. 25, 2026	Sept. 28, 2026	Dec. 2, 2026
<b>Jan./Feb. 2027</b>	To be determined	ICACC, Daytona Beach, Fla.	Nov. 6, 2026	Nov. 9, 2026	Jan. 13, 2027

**\*Please note that the Corporate Partner ads included as a benefit of Corporate Partnership cannot be used within the April issue.**

# Ad Rates

## ACerS Bulletin (Print)

	1X	3X	6X	9X
<b>Full page</b>	\$5,075	\$4,568	\$3,806	\$3,045
<b>1/2 page</b>	\$3,250	\$2,925	\$2,438	\$1,950
<b>1/3 page</b>	\$2,500	\$2,250	\$1,875	\$1,500
<b>1/4 page</b>	\$1,900	\$1,710	\$1,425	\$1,140
<b>Inside front or inside back cover</b>	\$6,340	\$5,706	\$4,755	\$3,804
<b>Back cover</b>	\$6,850	\$6,165	\$5,138	\$4,110

Prices listed per unit.

**Discounts:** ACerS Corporate members: 5% • Camera ready art: 15% • Recognized agencies: 15%

**Premium:** 10% for specified and guaranteed positions other than covers.

### Classified Rates

\$200 per column inch. Inch ads are NOT agency commissionable. Prepayment is required. Rates are per insertion unless otherwise noted.

Run of publication display rates apply for ads measuring more than 4 inches by 2.25 inches, whether horizontal or vertical. Display-size classified ads ARE agency commissionable.

### Business Service Rates (annual only)

1 column inch x 2 inch — \$2,200  
1 column inch x 3 inch — \$3,200

Double-column width ads are not accepted in this section. Column width is 2.25 inches. Business service ads ARE NOT agency commissionable.

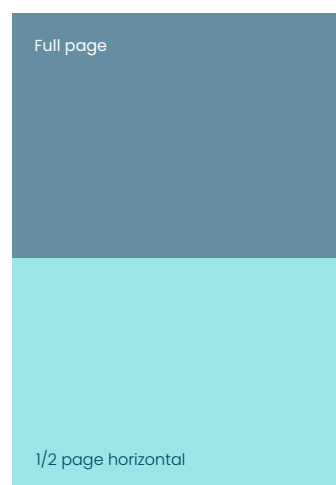
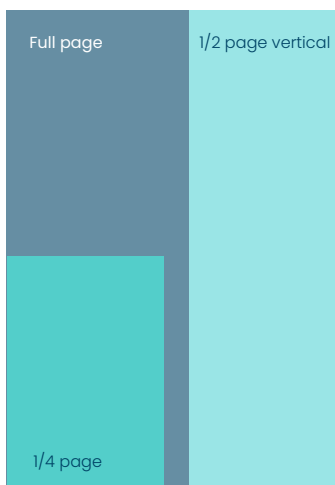
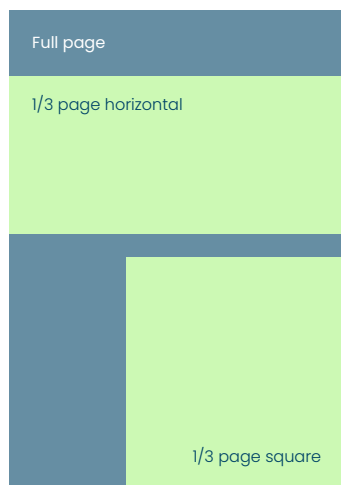
### Exhibitions & Sponsorships with ACerS

Did you know that a fully integrated marketing program includes print, digital, and in-person networking events? Gain maximum exposure by following the steps below!

- Exhibit at one or more [ACerS conferences](#)
- Sponsor an ACerS conference relating to the markets you serve
- Promote in the *ACerS Bulletin* in print or online before, during, and after the conference

For questions on sponsorship opportunities for our meetings, please contact:  
Andrea Ross, director of meetings, marketing, and membership: [aross@ceramics.org](mailto:aross@ceramics.org)

Please contact Mona Thiel, national sales director, at [mthiel@ceramics.org](mailto:mthiel@ceramics.org) or 614-794-5834 for more information or to reserve your ad space.



## Classified/Business Services

Classified: Single-column: 2.25 in. (5.715 cm) wide. Double-column: 4.5 in. (11.43 cm) wide.

### Business Services:

- 1-inch 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.

## Mechanical Information

- Full page..... 7 x 10 in. (17.8 x 25.4 cm)
- Trim..... 8.125 x 10.875 in. (20.6 x 27.6 cm)
  - Bleed..... 8.25 x 11.125 in. (21 x 28.3 cm)

- 1/2 page vertical..... 3.25 x 10 in. (8.3 x 25.4 cm)
- 1/2 page horizontal..... 7 x 4.875 in. (17.8 x 12.4 cm)
- 1/3 page square..... 4.5625 x 4.875 in. (11.6 x 12.4 cm)
- 1/3 page horizontal..... 7 x 3.3125 in. (17.8 x 8.414 cm)
- 1/4 page..... 3.25 x 4.875 in. (8.3 x 12.4 cm)

## Artwork Requirements

- **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.

**Note:** 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 via email 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](mailto:pwilson@ceramics.org).



# Ad Rates & Specs

## ACerS Bulletin (Online)

The ACerS Bulletin has its own website! Browse the current issue, search by article, and access the archive on [bulletin.ceramics.org](http://bulletin.ceramics.org).

### Bulletin home page ad, banner

Banner appears on top page, below the fold, on [bulletin.ceramics.org](http://bulletin.ceramics.org), as a static ad.

Actual ad space: 728 x 90 pixels

Artwork dimensions: 1456 x 180 pixels

1X	3X	6X	12X
\$1,000	\$900	\$750	\$500

Prices listed per unit. Ads run for one month, starting at the beginning of the month.

### Bulletin home page ad, square

Square appears on bottom of page on [bulletin.ceramics.org](http://bulletin.ceramics.org) as a static ad.

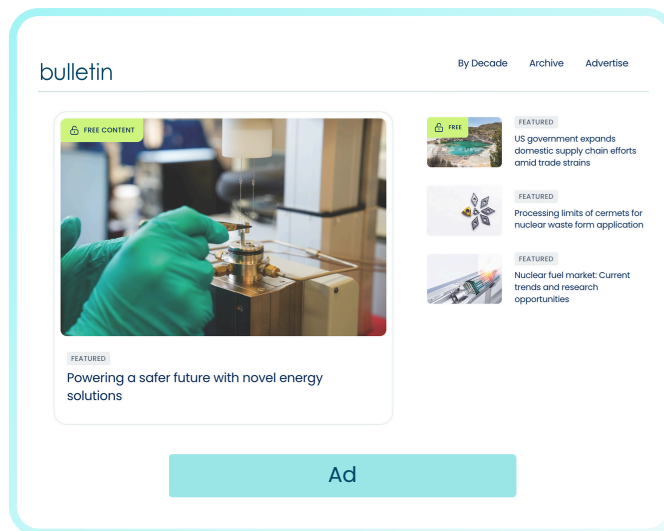
Actual ad space: 300 x 250 pixels

Artwork dimensions: 600 x 500 pixels

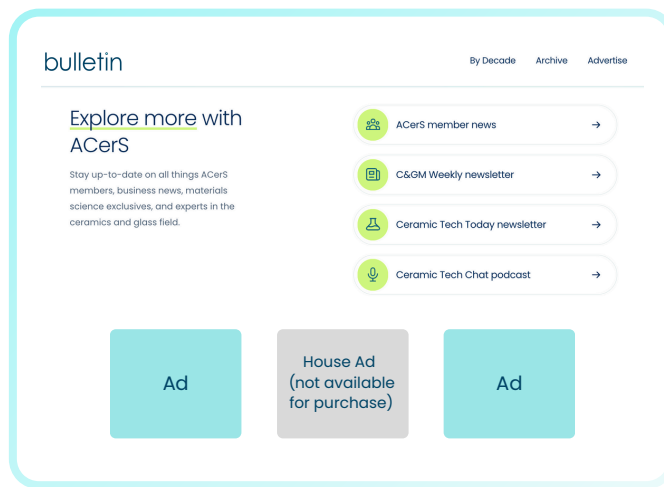
1X	3X	6X	12X
\$500	\$450	\$375	\$250

Prices listed per unit. Ads run for one month, starting at the beginning of the month.

Ad images must be provided in JPG, GIF, or PNG. Image must be 72 dpi and should not exceed 60k. File should be named for the company that it is intended for, such as: company\_logo\_2.jpg etc. Please include best URL to link. If you would like to track your banners, you may do so by providing a bit.ly or TinyURL link.



Bulletin home page ad banner example.



Bulletin home page square ads example.

### Want more ad options?

The *Bulletin* website has hundreds of webpages. Additional ad space is available rotating throughout the website each month!

- Square: 300 x 250 pixels (600 x 500 pixels)
- Banner: 728 x 90 pixels (1456 x 180 pixels)

Choose a banner or square and we will post it to the site during the time period specified. Prices vary across sizes and duration.

# Ad Rates & Specs

## Email Newsletters

### CeramicTechToday

FROM THE AMERICAN CERAMIC SOCIETY

- 2x weekly newsletter
- 11,000+ subscribers
- Reach non-members across markets

**1 week**

**4 weeks**

\$850

\$2,550

### CeramicGlass

MANUFACTURING WEEKLY

- 1x weekly newsletter
- 10,000+ subscribers
- Reach industry professionals

**1 month**

**3 months**

\$525

\$1,275

### bulletin AMERICAN CERAMIC SOCIETY

emerging ceramics & glass technology

- 9x yearly newsletter
- 8,000+ subscribers
- Reach experts in ceramics & glass

**1 month**

**3 months**

\$425

\$1,025

### acersspotlight

- 1x monthly newsletter
- 5,000+ subscribers
- Reach ACerS members globally

**1 month**

**3 months**

\$525

\$1,275

**Banner ads for email newsletters, see CTT example below**

Actual ad space: 590 x 94 pixels

## CeramicTechToday

FROM THE AMERICAN CERAMIC SOCIETY

today's email sponsored by:

Ad



\*Date appears here\*