



2027 Media Kit

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Please contact Mona Thiel, national sales director, at 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.

AMERICAN CERAMIC SOCIETY bulletin

emerging ceramics & glass technology



What's included?

- 2027 ACerS *Bulletin* editorial calendar
- All ad rates & specs (including newsletters)
- Online rates for bulletin.ceramics.org

2027 Editorial Calendar

ACerS Bulletin

Issue	Theme	Meetings Distribution	Ad Close	Art Due	Publish
Jan./Feb.	Joining methods for demanding environments	51st ICACC: Daytona Beach, Fla., Jan. 24–29, 2027	Nov. 6, 2026	Nov. 9, 2026	Jan. 13, 2027
March/April	Near-net shape manufacturing and refractories	Refractories Symposium: St. Louis, Mo., March 30–April 1, 2027 Ceramics Expo: Cleveland, Ohio, April 20–21, 2027	Jan. 8, 2027	Jan. 11, 2027	March 10, 2027
May/June	Interfacial science and sacrificial products	ACerS Spring Meeting: San Francisco, Calif., May 23–28, 2027	March 12, 2027	March 15, 2027	May 12, 2027
July/Aug.	Next-gen modeling for complex materials and systems	ACerS Annual Meeting at MS&T: Pittsburgh, Pa., Oct. 24–27, 2027	April 30, 2027	May 3, 2027	July 14, 2027
Sept./Oct.	Global impact of ceramic researchers and technologies	ACerS Annual Meeting at MS&T: Pittsburgh, Pa., Oct. 24–27, 2027	July 9, 2027	July 12, 2027	Sept. 8, 2027
Nov./Dec.	Ceramics and glass in nuclear energy technologies	52nd ICACC: Daytona Beach, Fla., Jan. 23–28, 2028	Sept. 3, 2027	Sept. 7, 2027	Nov. 10, 2027
Jan./Feb. 2028	TBD	52nd ICACC: Daytona Beach, Fla., Jan. 23–28, 2028	Nov. 12, 2027	Nov. 15, 2027	Jan. 12, 2028

Ad Rates

ACerS Bulletin (Print)

	1X	3X	6X
Full page	\$5,175	\$4,660	\$3,880
1/2 page	\$3,315	\$2,985	\$2,485
1/3 page	\$2,550	\$2,295	\$1,915
1/4 page	\$1,940	\$1,745	\$1,455
Inside front or inside back cover	\$6,465	\$5,820	\$4,850
Back cover	\$6,985	\$6,290	\$5,240

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

\$250 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 — \$2,245
1 column inch x 3 inch — \$3,265

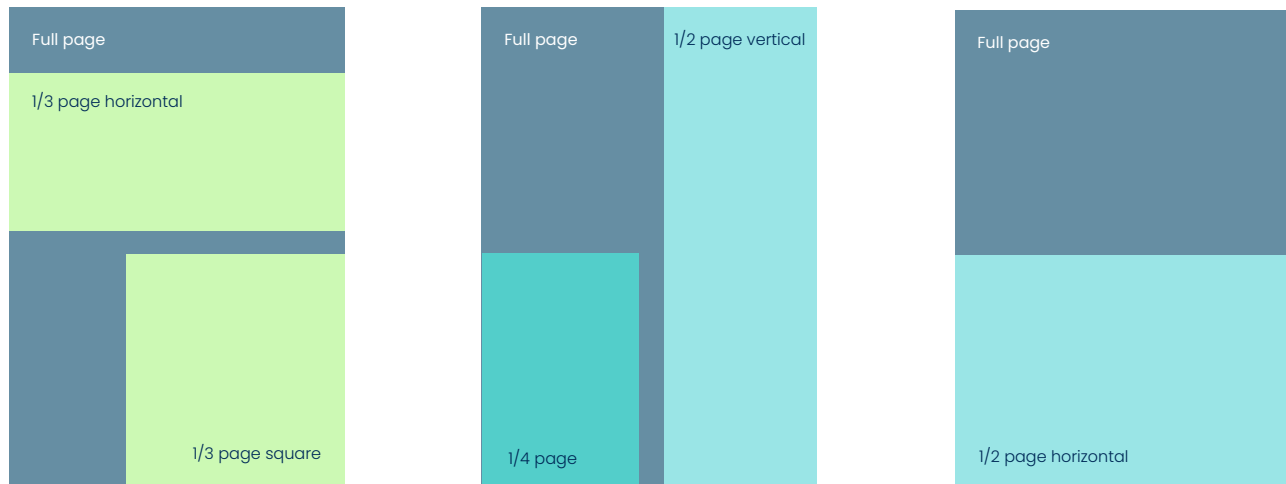
Double-column width ads are not accepted in this section. Column width is 2.25 inches. Business service ads ARE NOT agency commissionable.

Exhibitions & Sponsorships with ACerS

Advertising builds visibility. Sponsorship puts your name on the moments attendees remember.

- Exhibit or sponsor at an [ACerS conference](#), including coffee breaks and networking sessions
- Fund student travel grants that bring early-career researchers to the meeting
- Sponsor materials science classroom kits for K-12 teachers

To exhibit at an ACerS event, please contact Mona Thiel: mthiel@ceramics.org. If you are interested in general corporate sponsorship programs, please contact Marcus Fish: mfish@ceramics.org



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.....	8.375 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 8.4 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 Wilson at 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.

Bulletin home page ad, banner

Banner appears on top page, below the fold, on bulletin.ceramics.org as a static ad.

Actual ad space: 728 x 90 pixels
Artwork dimensions: 1456 x 180 pixels

1X	3X	6X	12X
\$1,100	\$975	\$800	\$575

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

Bulletin home page ad, square

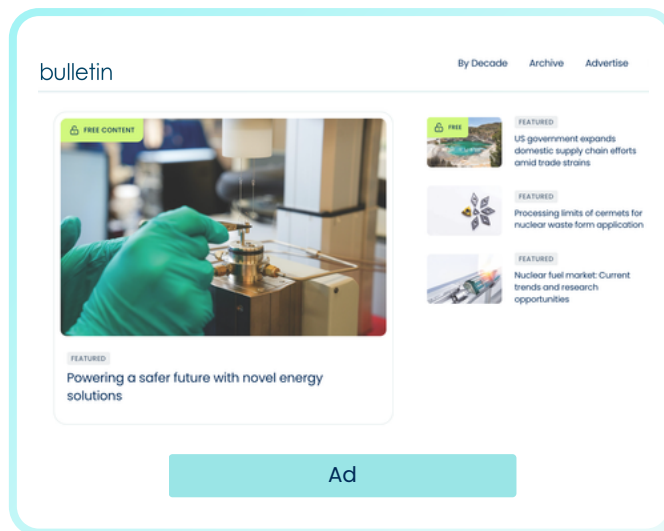
Square appears on bottom of page on bulletin.ceramics.org as a static ad.

Actual ad space: 300 x 250 pixels
Artwork dimensions: 600 x 500 pixels

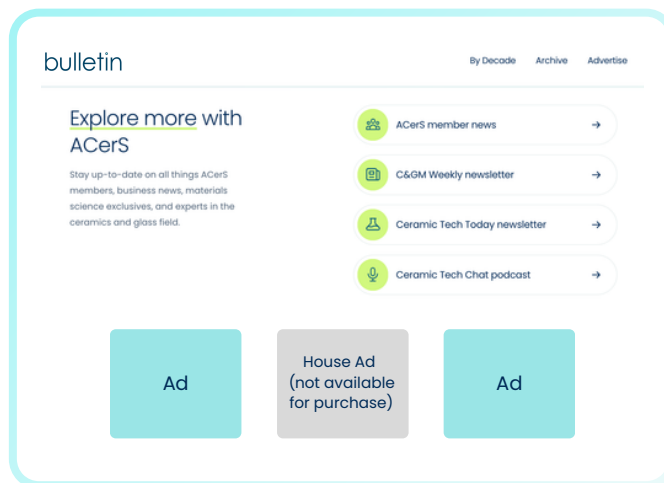
1X	3X	6X	12X
\$550	\$475	\$400	\$300

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 (Tues. & Thurs.)
- 11,000+ subscribers
- Reach non-members across markets

1 wk. = 2 ads 4 wks. = 8 ads

\$900	\$2,800
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CeramicGlass

MANUFACTURING WEEKLY

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

1 wk. = 1 ad 3 wks. = 3 ads

\$550	\$1,325
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bulletin

AMERICAN CERAMIC SOCIETY
emerging ceramics & glass technology

- 6x yearly newsletter
- 8,000+ subscribers
- Reach experts in ceramics & glass

1 issue = 1 ad 3 issues = 3 ads

\$475	\$1,075
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acersspotlight

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

1 issue = 1 ad 3 issues = 3 ads

\$550	\$1,325
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Banner ads for email newsletters, see CTT example below

Actual ad space: 590 x 94 pixels • Artwork dimensions: 1180 x 188 pixels

CeramicTechToday

FROM THE AMERICAN CERAMIC SOCIETY

today's email sponsored by:

Ad



Date appears here

CXC

CERAMICXCHANGE



CERAMIC XCHANGE (CXC) is the place to find ceramic & glass products, equipment, services, and connections from across the globe.

Discover partner listings, events, and industry news at ceramicxchange.ceramics.org.

Ad Rates & Specs

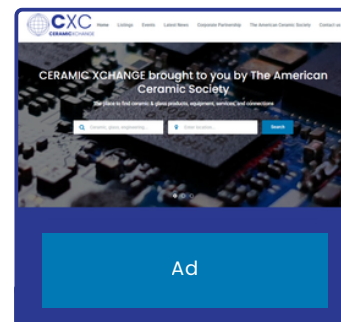
CERAMIC XCHANGE homepage ad, billboard

Billboard appears on top of homepage, below the fold, on ceramicxchange.ceramics.org as a static ad.

Actual ad space: 970 x 250 pixels
Artwork dimensions: 1940 x 500 pixels

1X	3X	6X	12X
\$1,500	\$1,275	\$1,050	\$750

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



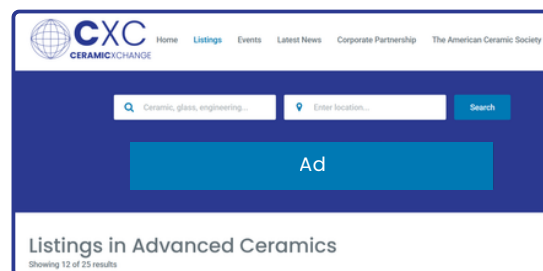
CERAMIC XCHANGE homepage ad, banner

Banner appears on homepage on ceramicxchange.ceramics.org or on top of listing search results page on ceramicxchange.ceramics.org/listing/example as a static ad.

Actual ad space: 728 x 90 pixels
Artwork dimensions: 1456 x 180 pixels

1X	3X	6X	12X
\$1,100	\$975	\$800	\$575

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



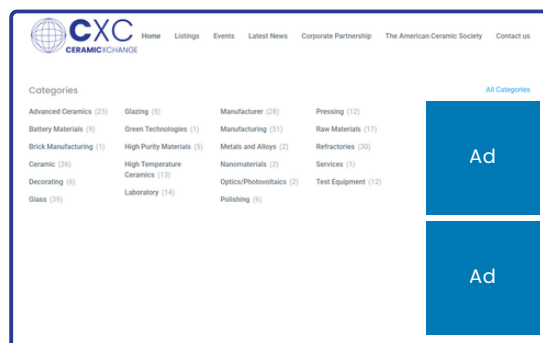
CERAMIC XCHANGE ad, tile

Tile appears on homepage on ceramicxchange.ceramics.org or bottom of listing homepage on ceramicxchange.ceramics.org/listing, as a static ad.

Actual ad space: 250 x 250 pixels
Artwork dimensions: 500 x 500 pixels

1X	3X	6X	12X
\$550	\$475	\$400	\$300

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.

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