

MARKETING PLANNER

2021 PRINT/ ELECTRONIC ADVERTISING RATES

Display Page	1X	3X	6X	9X
Full	\$4,830	\$4,350	\$3,630	\$2,895
2/3	\$3,880	\$3,490	\$2,900	\$2,330
1/2 Island	\$3,630	\$3,375	\$2,730	\$2,180
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)	\$400
(Horizontal banners only)	3x	\$1,000
<i>Ceramic Tech Today</i> (issued 3x weekly)	1 week	\$750
(Horizontal banners only)	4 weeks	\$2,400
<i>Ceramic & Glass Manufacturing</i> (Mondays only)	1 week	\$375
(Horizontal banners only)	1 month	\$1,500

Right of Refusal: All advertisements will be reviewed and are subject to approval before placement. We reserve the right to refuse ads deemed inappropriate by our editorial and management staff.

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.

