

# 2021 MEDIA KIT & MARKETING PLANNER

## 2021 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](http://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 more than 13,000 readers (members and paid subscribers) each month

- 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 15,000 readers (members and nonmembers) three times (Tues, Wed, Fri) per week

- Horizontal banners only – 1 week \$750

4 weeks \$2,400

- Dimensions: 590 x 94 pixels



### ACerS Spotlight

Distributed to more than 9,000 readers (members only) each month

- Horizontal banners only – 1x (30 days) \$400  
3x \$1,000
- Dimensions: 590 x 94 pixels



### E-newsletters

#### Ceramic & Glass Manufacturing issue TOC

Distributed to more than 16,000 readers (members and nonmembers) on Mondays ONLY

- 1 week \$375  
1 month \$1,500  
Multiple months 3 or more \$1,000 each
- 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](mailto:pwilson@ceramics.org) with cc to [mthiel@ceramics.org](mailto:mthiel@ceramics.org). **Please include best URL.**

