

2021 MEDIA KIT & MARKETING PLANNER

2021 BULLETIN EDITORIAL CALENDAR

| Issue | Theme | Show Issue | Bonus Distribution | Ad Closing Date | Material Due |
|--------------|---|--------------------------|--|---|--|
| Jan/Feb | – Ceramics for displays – Bulletin 100th anniversary | ICACC Expo Directory | ICACC, Feb 8 – 12; EMA, Jan 19 – 22 | Dec 4, 2020 | Dec 7, 2020 |
| March | – Going green: Ceramics in renewable energy | | St. Louis Section/RCD, St. Louis, Mo., March 23 – 25 | Feb 5, 2021 | Feb 8, 2021 |
| April | – The need for speed in processing and characterization – Ceramic & Glass Mfg. Issue | | | Mar 5, 2021 | Mar 8, 2021 |
| May | – Joining of dissimilar materials | PACRIM GOMD | PACRIM GOMD, May 23 – 28 | Apr 2, 2020 | April 5, 2021 |
| June/July | – Artificial intelligence: The future of research – Student issue – Ceramic & Glass Mfg. Issue | | SCPD June 7 – 9 | May 14, 2021 | May 17, 2021 |
| August | – Materials for electronics: Where they come from, where they go – Annual materials review | MCARE | MCARE (and EHS) July 18 – 23 | Jul 2, 2021 | Jul 2, 2021 |
| September | – Ceramics in flight – Annual awards section – Ceramic & Glass Mfg. Issue | UNITECR Ceramics Expo | UNITCER Sept 14 – 17 CEX 2021, Cleveland, Ohio, Aug 30 – Sept 1 | Aug 6, 2021 | Aug 9, 2021 |
| Oct/Nov | – International issue: Africa | MS&T 21 | MS&T21, Columbus, Ohio Glass Problems Conf, Columbus, Ohio Nov 1– 2 | Sep 3, 2021 | Sept 3, 2021 |
| December | – <i>ceramicSOURCE</i> 2022 Buyers Guide Issue – Feature: Ceramics and glass in sports – Ceramic & Glass Mfg. Issue | | All ACerS Conferences & Exhibitions ACerS Corporate Partners/ Complimentary ads | Oct 29, 2021 Oct 8, 2021 | Nov 1, 2021 Oct 11, 2021 |
| Jan/Feb 2022 | | ICACC Expo Directory | ICACC, Daytona Beach, Fla.; EMA, Orlando, Fla. | Dec 3, 2021 | Dec 6, 2021 |

MAILING DATES 2020-2021

| Issue | Mail date | Issue | Mail date |
|------------------|--------------|-----------------------|--------------|
| January/February | Dec 17, 2020 | August | Jul 15, 2021 |
| March | Feb 18, 2021 | September | Aug 19, 2021 |
| April | Mar 18, 2021 | October/November | Sep 16, 2021 |
| May | Apr 15, 2021 | December (SOURCE) | Nov 18, 2021 |
| June/July | May 27, 2021 | January/February 2022 | Dec 16, 2021 |