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100<sup>th</sup> Anniversary

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AMERICAN CERAMIC SOCIETY

# bulletin

emerging ceramics & glass technology



2021 MEDIA KIT &  
MARKETING PLANNER

Including:

Ceramic Glass  
MANUFACTURING

INFLUENTIAL CONTENT. INFLUENTIAL READERS.

100<sup>th</sup> Anniversary

AMERICAN CERAMIC SOCIETY

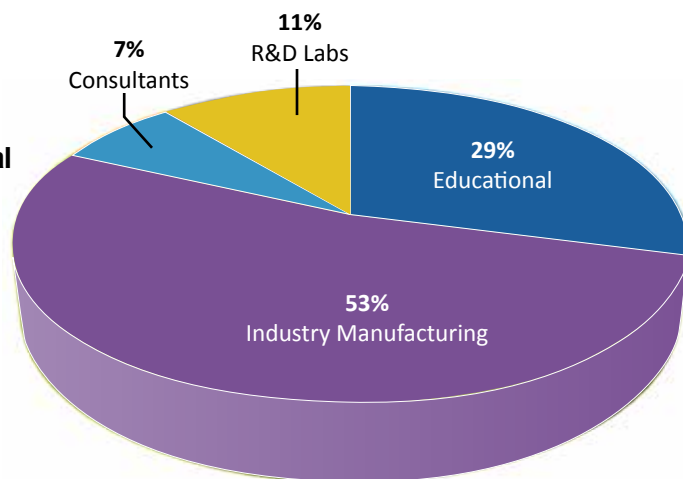
bulletin

emerging ceramics & glass technology

## CORE PROFILE & MARKET

The *Bulletin's* Influential Readers ...

- ... are highly educated professionals who hold influential positions at their organizations
- ... are managers or professional staff members (engineers, scientists, etc.)
- ... work at organizations directly involved with
  - Advanced ceramics and glass
  - Traditional ceramics
  - Energy, transportation, government, and others



## PRODUCT OFFERINGS

Be part of the ceramic and glass revolution by using these proven channels to reach our members and paid subscribers. Make ACerS an essential part of your marketing program — your products and services could play a significant role in the next scientific breakthrough!

### ACerS Bulletin – Print and Electronic Editions

- *ACerS Bulletin*, the Society's membership publication, is dedicated to covering news and state-of-the-art applications and emerging technologies impacting the global ceramic and glass materials markets. Frequency: nine times per year.
- *ceramicSOURCE*, Annual Buyer's Guide and Company Directory published in the *Bulletin's* December issue.
- *Ceramic & Glass Manufacturing* (Mondays only)

### Interactive Marketing

- Web Advertising: [ceramics.org](http://ceramics.org) (meetings section), *ceramicSOURCE* (*Bulletin* page only), and Ceramic Tech Today
- e-Newsletters: *Ceramic Tech Today* (3x weekly), *Bulletin* TOC (monthly), and ACerS Spotlight (monthly)

### Exhibitions & Sponsorships

Create a fully integrated marketing program encompassing premier ceramic and glass conferences/exhibitions.

- Exhibit at one or more ACerS conferences
- Sponsorship of an ACerS conference relating to your technology
- Market-wide promotion in *ACerS Bulletin* before, during, and after the conference event

NEW!

### Ceramic & Glass Manufacturing – Print and Electronic Editions

- A new magazine for manufacturers and ceramic/glass businesses
- Provides the urgent information needs of ceramic and glass manufacturers
- Business news, people news, trade show coverage

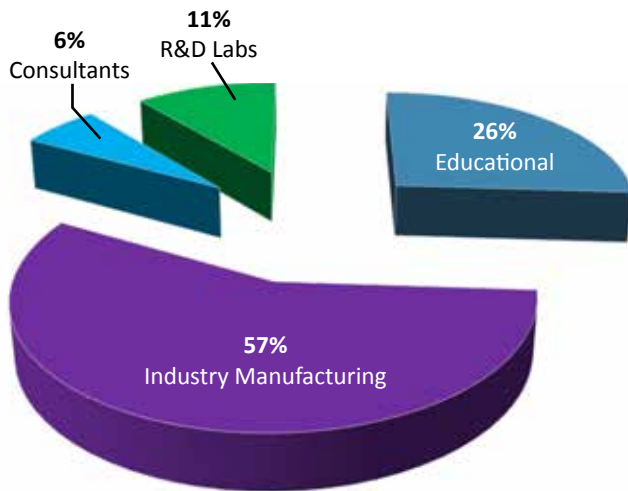
# 2021 MEDIA KIT & MARKETING PLANNER

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



Ceramic & Glass Manufacturing is a NEW B2B magazine that meets the news and information needs of readers in the ceramic and glass business—manufacturers, supply chain vendors, sales team, and product developers. Manufacturers face urgent issues daily—C&GM content addresses today's information needs:

- Feature articles focused on practical solutions
- People news
- Business news
- Trade show news and reports

### How is *C&GM* different from *ACerS Bulletin*?

#### UNIQUE IDENTITY

In 2020, *C&GM* will publish within the *Bulletin*, a “magazine with a magazine.” It will have a separate online identity. And, as a B2B magazine rather than a membership magazine, **the content is all-industry focused.**

#### TARGETED CONTENT

- Urgent issues vs. emerging issues. Right now vs. next year
- C&GM is for today's manufacturer: What are the urgent issues facing companies that are making products right now? *Bulletin* looks to the near future—What will we be making 5-10 years from now?

#### ENHANCED CIRCULATION

- *C&GM* reaches the full *Bulletin* circulation and an additional circulation of 1,000 leaders in the manufacturing sector—plant managers, general managers, engineering directors, production engineers, production supervisors, sales directors, and more.

## 2021 CERAMIC & GLASS MANUFACTURING EDITORIAL CALENDAR

Issue	Theme	Show Issue	Bonus Distribution	Ad Closing Date	Material Due
Dec 2020	Standards: Guideposts to quality		All ACerS Conferences & Exhibitions	Oct 23, 2020	Oct 26, 2020
April	Additive manufacturing: Where are the opportunities?	Ceramics Expo	CEX 2021, Cleveland, Ohio, May 1 – 4	Feb 13, 2021	Feb 15, 2021
June/July	Pandemic lessons a year later	PacRim and GOMD	PACRIM GOMD May 23-28	Apr 24, 2021	April 26, 2021
Sept	Productive partnering with industry, academia, and government	Unitecr	Glass Problems Conference, Columbus, Ohio, Nov 1 – 4	July 17, 2021	July 19, 2021
Dec	Navigating acquisitions		All ACerS Conferences & Exhibitions	Oct 16, 2021	Oct 18, 2021

# 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

<b>www.ceramics.org</b>	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 &amp; 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.



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## Bulletin and C&GM Print/Electronic

Full Page	Live area: 7 x 10 in. (177 x 254 mm); (17.8 x 25.4 cm) Trim: 8.125 x 10.875 in. (206.375 x 276.225 mm); (20.6 x 27.6 cm) Bleed: 8.25 x 11.125 in. (209 x 282 mm); (21 x 28.3 cm)
2/3 Page	Live area: 4.5625 x 10 in. (116 x 254 mm); (11.6 x 25.4 cm)
1/2 Page Island	Live area: 4.5625 x 7.5 in. (116 x 190.5 mm); (11.6 x 19.1 cm)
1/2 Page Vertical	Live area: 3.25 x 10 in. (82.6 x 254 mm); (8.3 x 25.4 cm)
1/2 Page Horizontal	Live area: 7 x 4.875 in. (178 x 124 mm); (17.8 x 12.4 cm)
1/3 Page Square	Live area: 4.5625 x 4.875 in. (116 x 124 mm); (11.6 x 12.4 cm)
1/3 Page Vertical	Live area: 2.125 x 10 in. (54 x 254 mm); (5.4 x 25.4 cm)
1/3 Page Horizontal	Live area: 7 x 3.3125 in. (177.8 x 84.137 mm); (17.8 x 8.414 cm)
1/4 Page	Live area: 3.25 x 4.875 in. (83 x 124 mm); (8.3 x 12.4 cm)

## Classified Advertising

Single-column width is 2.25 in. (5.715 cm); double-column width is 4.5 in. (11.43 cm).

Run of publication display rates apply for ads measuring more than 4.5 in. (11.43 cm) by 2.25 in. (5.715 cm), whether horizontal or vertical.

## Art Specification (print)

**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.

**Notes:** 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 on CD-ROM, FTP 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).

## Business Services Advertising

- 1-inch consultants 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. Column width is 2.25 in.

## Art Specification (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.

Publication Trim Size:  
8.125 in. x 10.875 in.  
(206.375 x 276.225 mm);  
(20.637 x 27.622 cm)

Halftone screen requirements:  
150-line screen.

Type of binding:  
Saddle stitch, except December  
*ceramicSOURCE* Buyers Guide issue,  
which is perfect bound.



# 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.**



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## EXHIBITIONS & SPONSORSHIPS

Gain direct access and increased visibility through branding and networking at premier ceramic and glass conferences and exhibitions. A fully integrated marketing program should include:

- Exhibiting at one or more ACerS conferences
- Sponsorship at an ACerS conference relating to your technology
- Advertising in *ACerS Bulletin* and *Ceramic & Glass Manufacturing* before during, and after the event

For information on available sponsorships and exhibiting opportunities, please contact Mona Thiel at [mthiel@ceramics.org](mailto:mthiel@ceramics.org) or by phone at 614-794-5834.

## Ceramic & Glass MANUFACTURING



### 6<sup>TH</sup> CERAMICS EXPO

Huntington Convention Center,  
Cleveland Ohio

August 30 – September 1, 2021

[ceramics.org/event/6th-ceramics-expo](http://ceramics.org/event/6th-ceramics-expo)



**ELECTRONIC MATERIALS AND APPLICATIONS 2021 (EMA2021) – VIRTUAL EVENT** Organized by the ACerS Electronics and Basic Science Divisions

January 19 – 22, 2021

[ceramics.org/ema2021](http://ceramics.org/ema2021)



**UNIFIED INTERNATIONAL TECHNICAL CONFERENCE ON REFRACTORIES (UNITECR 2021) 17<sup>TH</sup> BIENNIAL WORLDWIDE CONGRESS ON REFRACTORIES\***

September 14 – 17, 2021

[UNITECR2021.org](http://UNITECR2021.org)



**45<sup>TH</sup> INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES (ICACC2021) – VIRTUAL EVENT\***

February 8 – 12, 2021

[ceramics.org/icacc2021](http://ceramics.org/icacc2021)



**82<sup>ND</sup> CONFERENCE ON GLASS PROBLEMS**

November 1 – 4, 2021

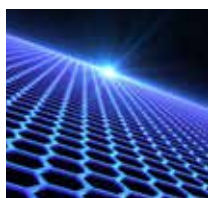
[glassproblemsconference.org](http://glassproblemsconference.org)



**14<sup>TH</sup> PACIFIC RIM CONFERENCE ON CERAMIC AND GLASS TECHNOLOGY (PACRIM 14)\***

Vancouver, British Columbia, Canada  
May 23 – 28, 2021

[ceramics.org/PACRIM14](http://ceramics.org/PACRIM14)



**MATERIALS CHALLENGES IN ALTERNATIVE & RENEWABLE ENERGY 2021 (MCARE 2021) COMBINED WITH THE 4<sup>TH</sup> ANNUAL ENERGY HARVESTING SOCIETY MEETING (EHS 2021)**

July 18 – 23, 2021

[ceramics.org/mcare2021](http://ceramics.org/mcare2021)

## COVID-19 UPDATE

Your safety and well-being are our top priority! Please check our meetings page for the latest news and information related to COVID-19 on an ongoing basis. ACerS will follow guidance from the U.S. Centers for Disease Control and Prevention, the World Health Organization, and federal, state, and local governments. If plans should change, we will provide updates through the meetings website and by e-mail to registrants, exhibitors, presenters, and other confirmed participants.

\*Denotes conferences with exhibition opportunities



# 2021 MEDIA KIT & MARKETING PLANNER

## ceramicSOURCE THE PREMIER PUBLICATION

**ceramicSOURCE** is the first stop for thousands of ceramics professionals worldwide. Bottom line: If they're looking for suppliers of quality raw materials and powders, equipment, and services, they'll find it—and should find you—in this annual buyer's guide from The American Ceramic Society.

Published in the December issue of *ACerS Bulletin*, **ceramicSOURCE** is available in both print and electronic versions—making it easier to connect current and potential customers with the industry's top providers of materials, machinery, and more.

Advertise in **ceramicSOURCE** and in addition to your full-color display ad, you'll receive (at no additional cost):

### PRINT EDITION OF **ceramicSOURCE** RECEIVE:

- FREE positioning to ensure your ad gets seen
- FREE logo in company directory

### ONLINE IN THE **ceramicSOURCE** RECEIVE:

- FREE logo with company profile
- Issue posted online all year



[ceramicsource.org](http://ceramicsource.org)

### Mechanical requirements (print)

- 1-inch ad (High resolution files: PDF, JPEG, TIFF, EPS)
  - 4/C
  - 2.125 in. wide by 1 in. height

1-inch ad sample (actual size) ➤



- logo ads (High resolution files: PDF, JPEG, TIFF, EPS)
  - 4/C
  - Approximately 2.125 in. wide by .5 in. height

logo ad sample (no border around) ➤



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## STAFF

#### executive staff

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Executive Director, Publisher

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