

AMERICAN CERAMIC SOCIETY

# bulletin

emerging ceramics & glass technology

## 2025 Media Kit



### What's inside?

- 2025 ACerS *Bulletin* editorial calendar
- All ad rates & specs (including newsletters)
- Introducing [bulletin.ceramics.org](http://bulletin.ceramics.org)

Please contact Mona Thiel, national sales director, at [mthiel@ceramics.org](mailto: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](http://ceramics.org/about/sponsorship-advertising).

# 2025 Editorial Calendar

## ACerS Bulletin

Issue	Theme	Meetings Distribution	Ad Close	Art Due	Publish
<b>Jan/Feb</b>	Thermal management in extreme environments	ICACC, Daytona Beach, Fla. EMA, Denver, Colo.	Nov 22, 2024	Nov 25, 2024	Dec 6, 2024
<b>Mar</b>	Refractory modeling and simulation	Annual St. Louis/RCD Symposium, St. Louis, Mo.	Jan 10, 2025	Jan 13, 2025	Jan 24, 2025
<b>Apr</b>	AI and ML for manufacturing	Ceramics Expo, Novi, Mich.	Feb 7, 2025	Feb 10, 2025	Feb 21, 2025
<b>May</b>	Alternatives to soda lime glass	PACRIM/GOMD, Vancouver, BC Canada	Mar 7, 2025	Mar 10, 2025	Mar 21, 2025
<b>Jun/Jul</b>	Constructing for a changing climate	Advances in Cement-Based Materials, Boulder, Colo.	Apr 11, 2025	Apr 14, 2025	Apr 25, 2025
<b>Aug</b>	Raw materials for energy systems	ACerS Annual Meeting MS&T25 Columbus, Ohio	Jun 13, 2025	Jun 16, 2025	Jun 27, 2025
<b>Sept</b>	Novel processing techniques for materials manufacturing	ACerS Annual Meeting MS&T25 Columbus, Ohio	Jul 12, 2025	Jul 14, 2025	Jul 25, 2025
<b>Oct/Nov</b>	International issue: Korea	ACerS Annual Meeting MS&T25 Columbus, Ohio	Aug 8, 2025	Aug 11, 2025	Aug 22, 2025
<b>Dec</b>	Biomimicry: Innovations inspired by nature	ICACC 2026, Daytona Beach, Fla.	Oct 10, 2025	Oct 13, 2025	Oct 24, 2025
<b>Jan/Feb 2026</b>	To be determined	ICACC, Daytona Beach, Fla.	Nov 21, 2025	Nov 24, 2025	Dec 5, 2025

# Ad Rates

## ACerS Bulletin (Print)

	1X	3X	6X	9X
<b>Full page</b>	\$4,830	\$4,350	\$3,630	\$2,895
<b>1/2 page</b>	\$3,090	\$2,795	\$2,325	\$1,860
<b>1/3 page</b>	\$2,325	\$2,180	\$1,825	\$1,440
<b>1/4 page</b>	\$1,800	\$1,615	\$1,350	\$1,075
<b>Inside front or inside back cover</b>	\$6,040	\$5,435	\$4,540	\$3,620
<b>Back cover</b>	\$6,530	\$5,875	\$4,895	\$3,875

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

\$175 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 — \$2,070

1 column inch x 3 inch — \$3,040

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

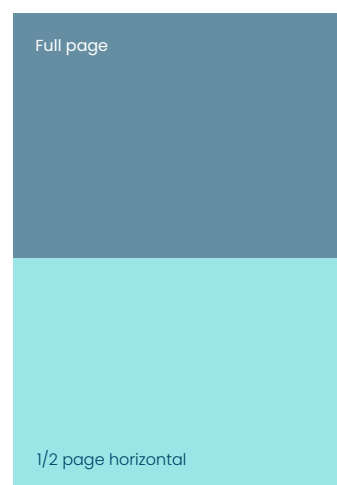
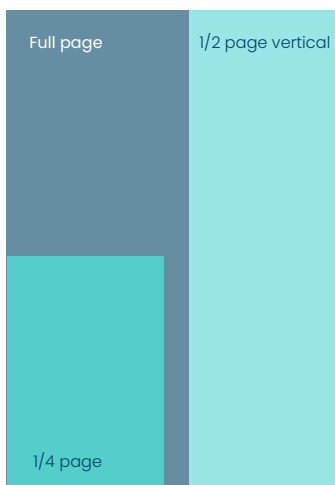
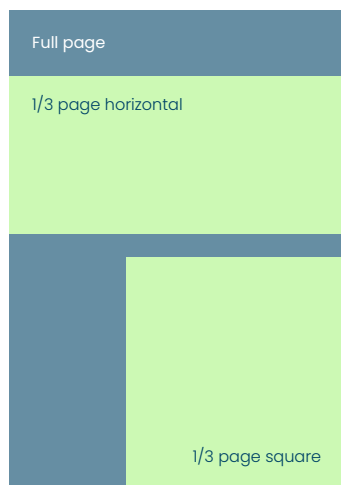
### Exhibitions & Sponsorships with ACerS

Did you know that a fully integrated marketing program includes print, digital, and in-person networking events? Gain maximum exposure by following the steps below!

- Exhibit at one or more [ACerS conferences](#)
- Sponsor an ACerS conference relating to the markets you serve
- Promote in the *ACerS Bulletin* in print or online before, during, and after the conference

For questions on sponsorship opportunities for our meetings, please contact:

Andrea Ross, director of meetings, marketing, and membership: [aross@ceramics.org](mailto:aross@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..... 8.25 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 8.414 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 J. Wilson at [pwilson@ceramics.org](mailto: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 archives on [bulletin.ceramics.org](https://bulletin.ceramics.org).

### Bulletin homepage ad, banner

Banner appears on top page, below the fold, on [bulletin.ceramics.org](https://bulletin.ceramics.org), as a static ad

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

1X	3X	6X	12X
\$1,000	\$850	\$700	\$500

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

### Bulletin archive ad, tile

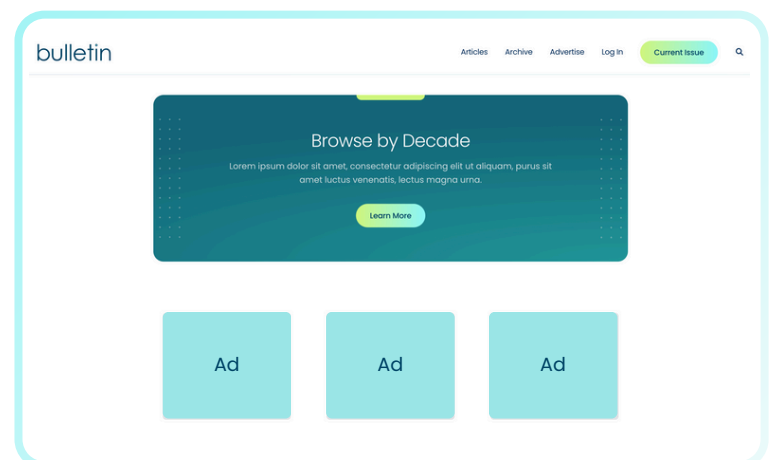
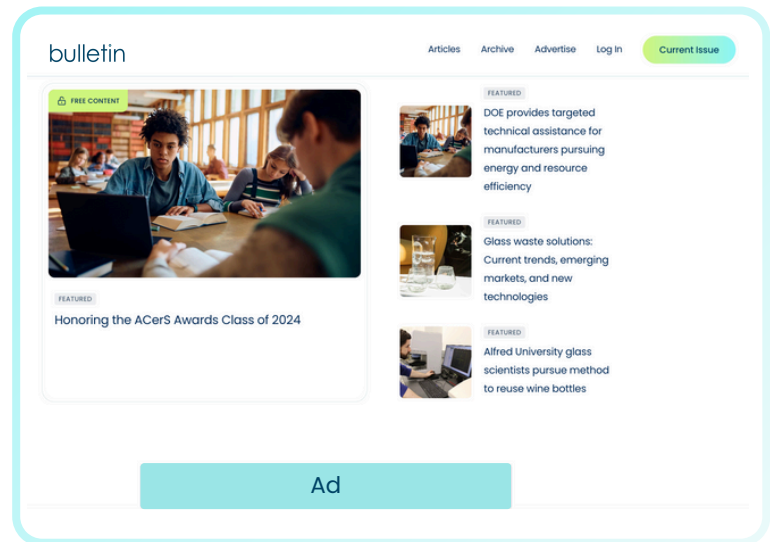
Tile appears on bottom of page on [bulletin.ceramics.org/archive](https://bulletin.ceramics.org/archive) or [bulletin.ceramics.org/articles](https://bulletin.ceramics.org/articles) as a static ad

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

1X	3X	6X	12X
\$500	\$425	\$350	\$250

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.



### Want more ad options?

The new *Bulletin* website has hundreds of webpages. Additional ad space is available rotating through-out the website each month!

- Tile: 300 x 250 pixels (600 x 500 pixels)
- Banner: 728 x 90 pixels (1456 x 180 pixels)

Choose a banner or tile and we will post it to the site during the time period specified. Prices vary across sizes and duration.

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# Ad Rates & Specs

## Email Newsletters

### CeramicTechToday

FROM THE AMERICAN CERAMIC SOCIETY

- 2x weekly newsletter
- 10,000+ subscribers
- Reach non-members across markets

**1 week**

**4 weeks**

\$800

\$2,500

### CeramicGlass

MANUFACTURING WEEKLY

- 1x weekly newsletter
- 9,000+ subscribers
- Reach industry professionals

**1 month**

**3 months**

\$500

\$1,250

### bulletin

emerging ceramics & glass technology

- 9x yearly newsletter
- 7,000+ subscribers
- Reach experts in ceramics & glass

**1 month**

**3 months**

\$400

\$1,000

### acersspotlight

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

**1 month**

**3 months**

\$500

\$1,250

**Banner ads for email newsletters, see CTT example below**

Actual ad space: 590 x 94 pixels

## CeramicTechToday

FROM THE AMERICAN CERAMIC SOCIETY

today's email sponsored by:

Ad



September 13, 2024