

# Ad Rates & Specs

## ACerS Bulletin (Online)

The ACerS Bulletin has its own website! Browse the current issue, search by article, and access the archive on [bulletin.ceramics.org](http://bulletin.ceramics.org).

### Bulletin home page ad, banner

Banner appears on top page, below the fold, on [bulletin.ceramics.org](http://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 | \$900 | \$750 | \$500 |

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

### Bulletin home page ad, square

Square appears on bottom of page on [bulletin.ceramics.org](http://bulletin.ceramics.org) as a static ad.

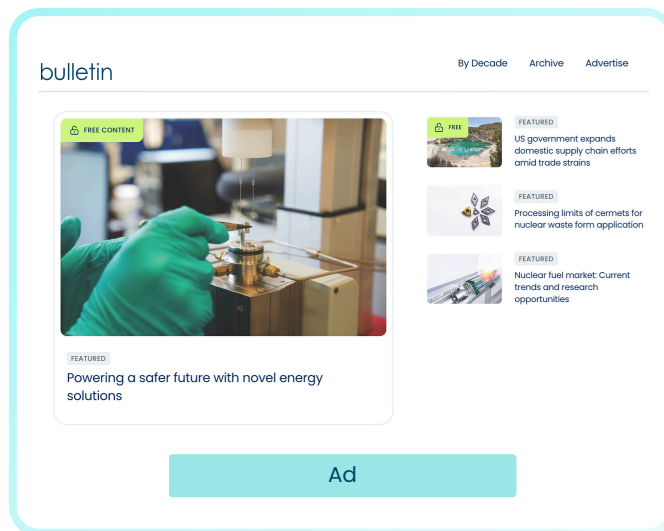
Actual ad space: 300 x 250 pixels

Artwork dimensions: 600 x 500 pixels

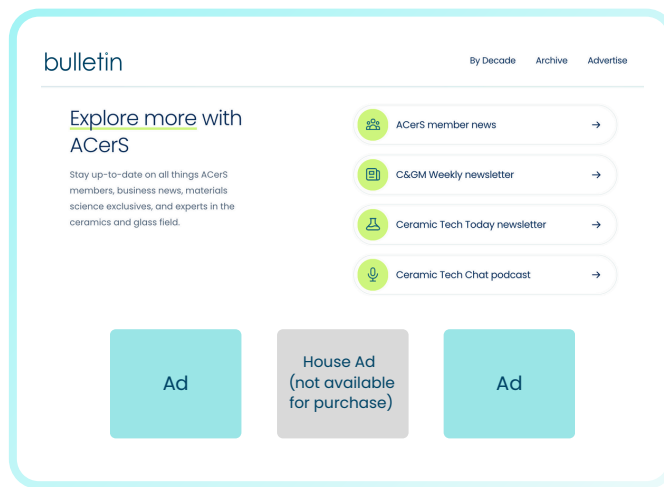
| 1X    | 3X    | 6X    | 12X   |
|-------|-------|-------|-------|
| \$500 | \$450 | \$375 | \$250 |

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.



Bulletin home page ad banner example.



Bulletin home page square ads example.

### Want more ad options?

The *Bulletin* website has hundreds of webpages. Additional ad space is available rotating throughout the website each month!

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

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