

2023 ADVERTISING RATES

ceramics

M O N T H L Y

Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$3,155	\$2,980	\$2,680	\$2,455	\$2,305	\$2,140	\$1,965
2/3 page	\$2,525	\$2,390	\$2,140	\$1,965	\$1,825	\$1,695	\$1,585
1/2 page island	\$2,230	\$2,110	\$1,950	\$1,725	\$1,650	\$1,515	\$1,420
1/2 page	\$2,010	\$1,945	\$1,695	\$1,585	\$1,485	\$1,380	\$1,260
1/3 page	\$1,585	\$1,515	\$1,360	\$1,220	\$1,175	\$1,085	\$1,000
1/4 page	\$1,195	\$1,145	\$1,010	\$930	\$880	\$835	\$775
1/6 page	\$910	\$880	\$800	\$735	\$665	\$635	\$565

Add color:

\$740 for full page
 \$625 for 2/3 page, 1/2 island or 1/2 page
 \$440 for 1/3 page, 1/4 page or 1/6 page

For Display Advertising, contact Mona Thiel at (614) 794-5834 or email at mthiel@ceramics.org.

For Classified Advertising, contact Pam Wilson at (614) 794-5826 or email at pwilson@ceramics.org.

Important Dates

ISSUE	RESERVE BY	MATERIALS DUE	MAIL
January	Nov. 4, 2022	Nov. 11, 2022	Dec. 6, 2022
February	Dec. 2, 2022	Dec. 9, 2022	Jan. 17, 2023
March	Jan. 13, 2023	Jan. 20, 2023	Feb. 14, 2023
April	Feb. 10, 2023	Feb. 17, 2023	Mar. 14, 2023
May	Mar. 10, 2023	Mar. 17, 2023	Apr. 11, 2023
June/July/August	Apr. 14, 2023	Apr. 21, 2023	May 23, 2023
September	Jul. 14, 2023	Jul. 21, 2023	Aug. 15, 2023
October	Aug. 11, 2023	Aug. 18, 2023	Sept. 12, 2023
November	Sept. 8, 2023	Sept. 15, 2023	Oct. 17, 2023
December	Oct. 13, 2023	Oct. 20, 2023	Nov. 14, 2023



Karl Borgeson

Information

EFFECTIVE DATE

January 2023 issue

FREQUENCY

Monthly except the June/July/August issue.

COVER RATES

Covers are sold on a non-cancelable four-color basis for the contract year. Rates for the second and third cover positions are the earned color rate plus 25%. The rate for cover four is the earned color rate plus 35%.

PREFERRED POSITIONS

Preferred positions are sold on a non-cancelable four-color basis for the contract year. The rate for special positions is the earned color rate plus 10%.

AGENCY COMMISSION & TERMS

15% of gross billing to recognized agencies on space, color and preferred position charges, provided payment is made within 30 days of the invoice date. Thereafter, gross rates apply, and a late fee of 1.5% monthly may be assessed.

WEBSITE ADVERTISING

For more information contact Mona Thiel at mthiel@ceramics.org.

INSERTS AND TIP-ONS

Subject to publisher approval. Stock and copy sample must be submitted to the publisher by the first of the month, two months prior to the scheduled issue for publisher approval (for example, January 1 for a March issue). Contact Mona Thiel at mthiel@ceramics.org for specifications, quantities, shipping instructions and rates.