

2026 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
$\frac{2}{3}$ page	\$2,525	\$2,390	\$2,140	\$1,965	\$1,825	\$1,695	\$1,585
$\frac{1}{2}$ page island	\$2,230	\$2,110	\$1,950	\$1,725	\$1,650	\$1,515	\$1,420
$\frac{1}{2}$ page	\$2,010	\$1,945	\$1,695	\$1,585	\$1,485	\$1,380	\$1,260
$\frac{1}{3}$ page	\$1,585	\$1,515	\$1,360	\$1,220	\$1,175	\$1,085	\$1,000
$\frac{1}{4}$ page	\$1,195	\$1,145	\$1,010	\$930	\$880	\$835	\$775
$\frac{1}{6}$ page	\$910	\$880	\$800	\$735	\$665	\$635	\$565

Add color:

\$740 for full page
\$625 for $\frac{2}{3}$ page, $\frac{1}{2}$ island or $\frac{1}{2}$ page
\$440 for $\frac{1}{3}$ page, $\frac{1}{4}$ page or $\frac{1}{6}$ 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	MAILS
January	Nov. 13, 2025	Nov. 19, 2025	Dec. 16, 2025
February	Dec. 12, 2025	Dec. 19, 2025	Jan. 20, 2026
March	Jan. 16, 2026	Jan. 23, 2026	Feb. 17, 2026
April	Feb. 5, 2026	Feb. 12, 2026	Mar. 24, 2026
May	Feb. 27, 2026	Mar. 6, 2026	Apr. 14, 2026
June/July/August	Apr. 17, 2026	Apr. 24, 2026	May 19, 2026
September	Jul. 10, 2026	Jul. 17, 2026	Aug. 18, 2026
October	Aug. 14, 2026	Aug. 21, 2026	Sept. 22, 2026
November	Sept. 11, 2026	Sept. 18, 2026	Oct. 13, 2026
December	Oct. 9, 2026	Oct. 16, 2026	Nov. 17, 2026



Haakon Lenzi

Information

EFFECTIVE DATE

January 2026 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.