2027 ADVERTISING RATES

ceramics MONTHLY

Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	$3,220	$3,040	$2,735	$2,505	$2,350	$2,185	$2,005
⅔ page	$2,575	$2,440	$2,185	$2,005	$1,860	$1,730	$1,615
½ page island	$2,275	$2,150	$1,990	$1,760	$1,685	$1,545	$1,450
½ page	$2,050	$1,985	$1,730	$1,615	$1,515	$1,410	$1,285
⅓ page	$1,615	$1,545	$1,385	$1,245	$1,200	$1,105	$1,020
¼ page	$1,220	$1,170	$1,030	$950	$900	$850	$790
⅙ page	$930	$900	$815	$750	$680	$650	$575

Add color:
$740 for full page
$625 for ⅔ page, ½ island or ½ page
$440 for ⅓ page, ¼ page or ⅙ 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. 4, 2026	Nov. 11, 2026	Dec. 15, 2026
February	Dec. 4, 2026	Dec. 11, 2026	Jan. 19, 2027
March	Jan. 15, 2027	Jan. 22, 2027	Feb. 16, 2027
April	Feb. 12, 2027	Feb. 19, 2027	Mar. 23, 2027
May	Mar. 19, 2027	Mar. 26, 2027	Apr. 20, 2027
June/July/August	Apr. 23, 2027	Apr. 30, 2027	May 25, 2027
September	Jul. 16, 2027	Jul. 23, 2027	Aug. 17, 2027
October	Aug. 13, 2027	Aug. 20, 2027	Sept. 21, 2027
November	Sept. 17, 2027	Sept. 24, 2027	Oct. 19, 2027
December	Oct. 22, 2027	Oct. 29, 2027	Nov. 23, 2027



Autumn McKay

Information

EFFECTIVE DATE
January 2027 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.