

# 2024 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](mailto:mthiel@ceramics.org).

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

### Important Dates

ISSUE	RESERVE BY	MATERIALS DUE	MAIL
January	Nov. 2, 2023	Nov. 9, 2023	Dec. 5, 2023
February	Dec. 1, 2023	Dec. 8, 2023	Jan. 16, 2024
March	Jan. 12, 2024	Jan. 19, 2024	Feb. 13, 2024
April	Feb. 16, 2024	Feb. 23, 2024	Mar. 19, 2024
May	Mar. 15, 2024	Mar. 22, 2024	Apr. 16, 2024
June/July/August	Apr. 19, 2024	Apr. 26, 2024	May 21, 2024
September	Jul. 12, 2024	Jul. 19, 2024	Aug. 13, 2024
October	Aug. 9, 2024	Aug. 16, 2024	Sept. 17, 2024
November	Sept. 13, 2024	Sept. 20, 2024	Oct. 15, 2024
December	Oct. 18, 2024	Oct. 25, 2024	Nov. 19, 2024



Susan Feagin

### Information

#### EFFECTIVE DATE

January 2024 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](mailto: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](mailto:mthiel@ceramics.org) for specifications, quantities, shipping instructions and rates.