

2019 ADVERTISING RATES

Pottery Making Illustrated

Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$1,930	\$1,840	\$1,640	\$1,520	\$1,420	\$1,320	\$1,230
2/3 page	\$1,550	\$1,485	\$1,320	\$1,205	\$1,130	\$1,065	\$980
1/2 page island	\$1,385	\$1,300	\$1,160	\$1,080	\$1,025	\$920	\$865
1/2 page	\$1,240	\$1,180	\$1,065	\$980	\$900	\$845	\$790
1/3 page	\$980	\$920	\$830	\$770	\$725	\$665	\$625
1/4 page	\$745	\$710	\$625	\$585	\$535	\$505	\$480
1/6 page	\$555	\$535	\$490	\$465	\$420	\$385	\$350

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/February	Nov. 14, 2018	Nov. 21, 2018	Dec. 11, 2018
March/April	Jan. 16, 2019	Jan. 23, 2019	Feb. 12, 2019
May/June	Mar. 20, 2019	Mar. 27, 2019	Apr. 16, 2019
July/Aug	May 15, 2019	May 22, 2019	June 11, 2019
September/October	Jul. 17, 2019	Jul. 24, 2019	Aug. 13, 2019
November/December	Sep. 18, 2019	Sep. 25, 2019	Oct. 15, 2019



Cate Brus-Austin

Information

EFFECTIVE DATE

January/February 2019 issue

FREQUENCY

Bimonthly

COVER RATES

Covers are sold on a non-cancelable 4-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 4-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 is assessed.

WEBSITE ADVERTISING

See page 15 for details.

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/April issue). Contact Mona Thiel at mthiel@ceramics.org for specifications, quantities, shipping instructions and rates.