

# 2019 ADVERTISING RATES

# ceramics

M O N T H L Y

## Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$2,890	\$2,730	\$2,450	\$2,250	\$2,110	\$1,960	\$1,820
2/3 page	\$2,315	\$2,190	\$1,960	\$1,800	\$1,670	\$1,555	\$1,450
1/2 page island	\$2,045	\$1,930	\$1,785	\$1,585	\$1,510	\$1,390	\$1,300
1/2 page	\$1,845	\$1,780	\$1,555	\$1,450	\$1,365	\$1,265	\$1,150
1/3 page	\$1,450	\$1,390	\$1,245	\$1,120	\$1,080	\$995	\$910
1/4 page	\$1,100	\$1,050	\$920	\$855	\$810	\$765	\$710
1/6 page	\$835	\$810	\$730	\$670	\$615	\$585	\$520

### 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](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. 6, 2018	Nov. 13, 2018	Dec. 4, 2018
February	Dec. 5, 2018	Dec. 12, 2018	Jan. 8, 2019
March	Jan. 9, 2019	Jan. 16, 2019	Feb. 5, 2019
April	Feb. 6, 2019	Feb. 13, 2019	Mar. 5, 2019
May	Mar. 6, 2019	Mar. 13, 2019	Apr. 9, 2019
June/July/August	Apr. 10, 2019	Apr. 17, 2019	May 7, 2019
September	Jul. 10, 2019	Jul. 17, 2019	Aug. 6, 2019
October	Aug. 7, 2019	Aug. 14, 2019	Sept. 3, 2019
November	Sept. 11, 2019	Sept. 18, 2019	Oct. 8, 2019
December	Oct. 9, 2019	Oct. 16, 2019	Nov. 5 2019



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## Information

### EFFECTIVE DATE

January 2019 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

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 issue). Contact Mona Thiel at [mthiel@ceramics.org](mailto:mthiel@ceramics.org) for specifications, quantities, shipping instructions and rates.