

2020 ADVERTISING RATES

Pottery Making Illustrated

Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$1,970	\$1,875	\$1,670	\$1,550	\$1,450	\$1,345	\$1,255
2/3 page	\$1,580	\$1,515	\$1,345	\$1,230	\$1,150	\$1,085	\$1,000
1/2 page island	\$1,410	\$1,325	\$1,185	\$1,100	\$1,045	\$940	\$880
1/2 page	\$1,265	\$1,205	\$1,085	\$1,000	\$920	\$860	\$805
1/3 page	\$1,000	\$940	\$845	\$785	\$740	\$680	\$635
1/4 page	\$760	\$725	\$635	\$595	\$545	\$515	\$490
1/6 page	\$565	\$545	\$500	\$475	\$430	\$390	\$355

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. 12, 2019	Nov. 19, 2019	Dec. 10, 2019
March/April	Jan. 22, 2020	Jan. 29, 2020	Feb. 18, 2020
May/June	Mar. 18, 2020	Apr. 1, 2020	Apr. 21, 2020
July/Aug	May 19, 2020	May 27, 2020	June 16, 2020
September/October	Jul. 22, 2020	Jul. 29, 2020	Aug. 18, 2020
November/December	Sep. 23, 2020	Sep. 30, 2020	Oct. 20, 2020



Ashley Kim

Information

EFFECTIVE DATE

January/February 2020 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

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