

# ARTS GUIDES

# ceramics

M O N T H L Y

## Sights & Ceramics: Richmond Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$1,000	\$930	\$840	\$785	\$730	\$680	\$630
2/3 page	\$800	\$765	\$675	\$620	\$565	\$535	\$500
1/2 page island	\$710	\$665	\$595	\$540	\$520	\$490	\$450
1/2 page	\$635	\$615	\$535	\$500	\$480	\$445	\$400
1/3 page	\$495	\$490	\$435	\$380	\$365	\$340	\$320
1/4 page	\$370	\$355	\$320	\$295	\$280	\$265	\$250
1/6 page	\$290	\$280	\$260	\$245	\$230	\$225	\$195

**Add color:**  
 \$370 for full page,  
 2/3 page, 1/2 island;  
 \$255 for 1/2 page, 1/3 page;  
 \$200 for 1/4 page, 1/6 page

**Reserve By:**  
 February 5, 2020

**Materials Due:**  
 February 12, 2020



### NCECA, RICHMOND, VIRGINIA MARCH 25–28, 2020

Reach thousands of conference attendees as they plan their visits to workshops, technical sessions and your booth during this intensive 4-day event.

## Workshop Handbook Advertising Rates

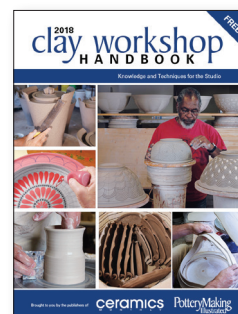
SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$1,970	\$1,875	\$1,670	\$1,550	\$1,450	\$1,345	\$1,255
2/3 page	\$1,580	\$1,515	\$1,345	\$1,230	\$1,150	\$1,085	\$1,000
1/2 page island	\$1,410	\$1,325	\$1,185	\$1,100	\$1,045	\$940	\$880
1/2 page	\$1,265	\$1,205	\$1,085	\$1,000	\$920	\$860	\$805
1/3 page	\$1,000	\$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:**  
 \$370 for full page,  
 2/3 page, 1/2 island;  
 \$255 for 1/2 page, 1/3 page;  
 \$200 for 1/4 page, 1/6 page

**Reserve By:**  
 April 22, 2020

**Materials Due:**  
 April 29, 2020

**Mail Date:**  
 May 19, 2020



### WORKSHOP IN PRINT

Reaches potters attending educational workshops, where they continue their personal growth in ceramics. This is your chance to reach highly motivated individuals expanding their skills.

## Ceramic Arts 2020 Yearbook Advertising Rates

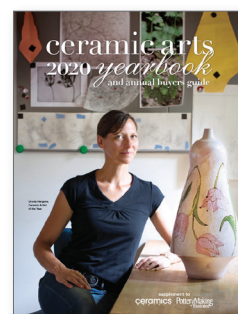
SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$3,115	\$2,965	\$2,655	\$2,420	\$2,270	\$2,115	\$1,960
2/3 page	\$2,480	\$2,365	\$2,110	\$1,925	\$1,820	\$1,665	\$1,560
1/2 page island	\$2,215	\$2,085	\$1,865	\$1,705	\$1,615	\$1,505	\$1,410
1/2 page	\$1,990	\$1,900	\$1,665	\$1,560	\$1,470	\$1,370	\$1,255
1/3 page	\$1,560	\$1,500	\$1,335	\$1,210	\$1,145	\$1,070	\$1,010
1/4 page	\$1,185	\$1,120	\$1,010	\$930	\$860	\$815	\$755
1/6 page	\$890	\$860	\$785	\$725	\$650	\$630	\$550

**Add color:**  
 \$740 for full page;  
 \$625 for 2/3 page,  
 1/2 island, 1/2 page;  
 \$440 for 1/3 page,  
 1/4 page, 1/6 page

**Reserve By:**  
 September 2, 2020

**Materials Due:**  
 September 9, 2020

**Mail Date:**  
 October 13, 2020



### ANNUAL YEARBOOK AND BUYERS GUIDE

This comprehensive guide and studio reference is the first place readers of both *Ceramics Monthly* and *Pottery Making Illustrated* turn to for researching equipment and supplies before placing orders. They'll also keep it on hand as a reference throughout the year.