The pages ceramic artists turn to be informed, connected and inspired!

Ceramics Monthly is for ceramic artists and the companies who help them realize their creative vision. Launched in 1953, it is largest-circulated and most comprehensive publication dedicated to sharing ideas, discoveries, and information within the ceramic arts field.

Our readers are motivated to constantly refine their artwork, expand their skill set, build their careers, and connect with other creative people. Ceramics Monthly addresses these broad interests and needs holistically, with first-person stories of studio life, and with coverage of work and techniques by a diverse range of contemporary artists.

Ceramics Monthly readers strive to learn from the seasoned artists we cover in our pages. Our readers are drawn to stories and information that spark creativity, and they search out creative tips and studio hacks for saving time and money. They turn our pages to be informed, connected and inspired. They love discussing everything they’ve read and seen with fellow artists! And then the next issue arrives.

Cover artists (from top left to bottom right): Adrian King, A. Blair Clemo, Suzy Atkins, Shiyuan Xu, and Sue Scobie.
In addition to the paid monthly circulation and retail distribution, Ceramics Monthly also offers bonus distribution at high-profile events, such as the NCECA conference and SOFA expositions.

Total Paid/Requested Circulation 19,034
Average Pass-Along: 4 76,136
TOTAL MARKET REACH 95,170

From the Publisher’s Statement in the November 2019 issue. Pass-along information from the 2019 Ceramics Monthly subscriber survey.

Ceramics Monthly subscribers look forward to every issue

<table>
<thead>
<tr>
<th>99%</th>
<th>Read Most or All Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>Read half or less of the issues</td>
</tr>
</tbody>
</table>

Ceramics Monthly subscribers go through most or all of every issue

<table>
<thead>
<tr>
<th>73%</th>
<th>Look at the entire issue front to back</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>Look at most of the pages</td>
</tr>
<tr>
<td>2%</td>
<td>Look at half or less of the pages</td>
</tr>
</tbody>
</table>

Source: The 2019 Ceramics Monthly subscriber survey
OUR READERS

IMPROVE SKILLS
A GROWING NUMBER OF CERAMIC ARTIST ARE IMPROVING THEIR SKILLS ONLINE!

How Ceramics Monthly subscribers are involved with ceramic arts

- Professional 55%
- Educator/teacher 39%
- Enthusiast 51%

Multiple responses allowed.

How subscribers gained their skills in the ceramic arts

- Workshops 53%
- College/University 54%
- Art/Community Center 47%
- Self-taught 42%
- Commercial/Private Studio 21%
- Taught by Friend/Relative 6%

Multiple responses allowed.

Readers’ skill level in making ceramic art

- 47% Intermediate (mastered some aspects)
- 48% Advanced (mastered most aspects)
- 5% Beginner (learning fundamentals)

Source: The 2019 Ceramics Monthly subscriber survey
How Ceramics Monthly subscribers are or have been involved in teaching/training other artists

- **Teaching courses**: 30%
- **Teaching workshops, seminars**: 37%
- **Delivering presentations at exhibitions**: 20%
- **Delivering presentations at less formal meetings**: 29%
- **Training others at craft shops, art centers**: 33%
- **Training others one-on-one (friend, relative, etc.)**: 47%
- **Mentoring others**: 27%

Multiple responses allowed.

Source: The 2019 Ceramics Monthly subscriber survey

Arthur Halvorsen

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Ceramics Monthly subscribers are sought out for advice on ceramic art

- **PRODUCTS, EQUIPMENT, SUPPLIERS**
  - 26% Frequently
  - 13% Very Frequently
  - 17% Rarely or Never
  - 44% Sometimes

- **DESIGN, TECHNIQUES, APPROACHES**
  - 22% Very Frequently
  - 29% Frequently
  - 14% Rarely or Never
  - 36% Sometimes

Source: The 2019 Ceramics Monthly subscriber survey
PURCHASING ACTIVITIES

85% PURCHASED A PRODUCT OR SERVICE
BASED ON ADS THEY HAVE SEEN IN CERAMICS MONTHLY

Actions subscribers have taken based on advertisements in Ceramics Monthly

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoned or emailed an advertiser or visited their website</td>
<td>69%</td>
</tr>
<tr>
<td>Discussed any advertised products with others</td>
<td>50%</td>
</tr>
<tr>
<td>Saved an advertisement for future reference</td>
<td>58%</td>
</tr>
<tr>
<td>Passed information in an ad onto others</td>
<td>32%</td>
</tr>
</tbody>
</table>

Trend in expenditures (next two years)

- 84% Increase or Stay the same
- 16% Decrease

Purchasing glazes and glaze materials

- 85% Buy premixed
- 8% Mix own
- 7% Mix own & buy premixed

<table>
<thead>
<tr>
<th>Item</th>
<th>Purchased within past 24 mos.</th>
<th>Currently in the purchasing process</th>
<th>Will likely/possibly purchase next 24 mos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepared clay</td>
<td>88%</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>Raw materials</td>
<td>81%</td>
<td>12%</td>
<td>31%</td>
</tr>
<tr>
<td>Prepared glazes</td>
<td>87%</td>
<td>13%</td>
<td>25%</td>
</tr>
<tr>
<td>Hand tools</td>
<td>89%</td>
<td>10%</td>
<td>25%</td>
</tr>
<tr>
<td>Molds</td>
<td>67%</td>
<td>2%</td>
<td>38%</td>
</tr>
<tr>
<td>Clay mixers/pug mill</td>
<td>27%</td>
<td>6%</td>
<td>67%</td>
</tr>
<tr>
<td>Kilns</td>
<td>68%</td>
<td>4%</td>
<td>32%</td>
</tr>
<tr>
<td>Wheels</td>
<td>79%</td>
<td>1%</td>
<td>24%</td>
</tr>
<tr>
<td>Slab rollers</td>
<td>57%</td>
<td>4%</td>
<td>40%</td>
</tr>
<tr>
<td>Extruders</td>
<td>50%</td>
<td>3%</td>
<td>48%</td>
</tr>
<tr>
<td>Studio furniture</td>
<td>54%</td>
<td>7%</td>
<td>44%</td>
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</tbody>
</table>

Multiple responses allowed.

Source: The 2019 Ceramics Monthly subscriber survey
### SUBSCRIBER ACTIVITIES

#### Ownership of ceramic arts materials, products, and equipment

<table>
<thead>
<tr>
<th>Ownership</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Prepared clay</td>
<td>93%</td>
</tr>
<tr>
<td>Raw material</td>
<td>66%</td>
</tr>
<tr>
<td>Prepared glazes</td>
<td>71%</td>
</tr>
<tr>
<td>Hand tools</td>
<td>99%</td>
</tr>
<tr>
<td>Molds</td>
<td>48%</td>
</tr>
<tr>
<td>Clay mixers/pug mills</td>
<td>16%</td>
</tr>
<tr>
<td>Kilns</td>
<td>80%</td>
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<tr>
<td>Wheels</td>
<td>84%</td>
</tr>
<tr>
<td>Slab Roller</td>
<td>48%</td>
</tr>
<tr>
<td>Extruder</td>
<td>37%</td>
</tr>
<tr>
<td>Studio furniture (racks, shelves, tables, etc.)</td>
<td>58%</td>
</tr>
</tbody>
</table>

**Source:** The 2019 Ceramics Monthly subscriber survey

#### Types of kilns owned or used

<table>
<thead>
<tr>
<th>Kiln Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric</td>
<td>95%</td>
</tr>
<tr>
<td>Gas</td>
<td>28%</td>
</tr>
<tr>
<td>Raku</td>
<td>21%</td>
</tr>
<tr>
<td>Pit-fired</td>
<td>9%</td>
</tr>
<tr>
<td>Wood-fired</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
</tbody>
</table>

Multiple responses allowed.

#### Glaze firing ranges used

<table>
<thead>
<tr>
<th>Glaze Firing Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-fire (cone 4-7)</td>
<td>76%</td>
</tr>
<tr>
<td>High-fire (cone 8-12)</td>
<td>40%</td>
</tr>
<tr>
<td>Low-fire (cone 08-04)</td>
<td>33%</td>
</tr>
<tr>
<td>Raku</td>
<td>23%</td>
</tr>
<tr>
<td>Pit/barrel firing</td>
<td>11%</td>
</tr>
<tr>
<td>China paints/lusters</td>
<td>11%</td>
</tr>
</tbody>
</table>

Multiple responses allowed.
TECHNO FILE

Because studio ceramics is often a highly technical exercise, we include in-depth practical explanations and examples of the most important technical topics for any studio ceramic artist.

MICHAEL SHERRILL

A PLACE OF DISCOVERY

Michael Sherrill is a professional sculptor, potter, and educator. He is a leading figure in the contemporary ceramic movement and has received numerous awards and honors for his work.

Clay Culture

Whether a reader is a studio potter or sculptor, teacher or professor, student or collector, we take them inside the studio and out into the world to show them what's really going on in ceramics today.

Mug Madness

For the first time in its 40-year history, Mug Madness introduced online voting as a way for the public to participate in selecting the best mug of the year. The competition is held in March, and entries are accepted from all over the world. The three-entity jury system was designed to keep Mug Madness an international competition.

Define the Terms

An iron-saturated type of Tenmoku:

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2020 EDITORIAL CALENDAR

JOEY KEARNS, MA
Executive Editor

2020 Ceramics Monthly Media Kit 9
Advertising Rates

<table>
<thead>
<tr>
<th>SIZES</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
<th>13x</th>
<th>16x</th>
<th>19x</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,945</td>
<td>$2,785</td>
<td>$2,500</td>
<td>$2,295</td>
<td>$2,150</td>
<td>$2,000</td>
<td>$1,835</td>
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<tr>
<td>3/4 page</td>
<td>$2,360</td>
<td>$2,230</td>
<td>$2,000</td>
<td>$1,835</td>
<td>$1,705</td>
<td>$1,585</td>
<td>$1,480</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>$2,085</td>
<td>$1,970</td>
<td>$1,820</td>
<td>$1,615</td>
<td>$1,540</td>
<td>$1,415</td>
<td>$1,325</td>
</tr>
<tr>
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<td>$1,880</td>
<td>$1,815</td>
<td>$1,585</td>
<td>$1,480</td>
<td>$1,390</td>
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<td>$1,415</td>
<td>$1,270</td>
<td>$1,140</td>
<td>$1,100</td>
<td>$1,015</td>
<td>$930</td>
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<tr>
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<td>$1,070</td>
<td>$940</td>
<td>$870</td>
<td>$825</td>
<td>$780</td>
<td>$725</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$850</td>
<td>$825</td>
<td>$745</td>
<td>$685</td>
<td>$625</td>
<td>$595</td>
<td>$530</td>
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</tbody>
</table>

Add color:
- $740 for full page
- $625 for 3/4 page, 1/2 island or 1/2 page
- $440 for 1/4 page, 1/6 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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVE BY</th>
<th>MATERIALS DUE</th>
<th>MAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Nov. 6, 2019</td>
<td>Nov. 12, 2019</td>
<td>Dec. 3, 2019</td>
</tr>
<tr>
<td>June/July/August</td>
<td>Apr. 15, 2020</td>
<td>Apr. 22, 2020</td>
<td>May 12, 2020</td>
</tr>
<tr>
<td>October</td>
<td>Aug. 12, 2020</td>
<td>Aug. 19, 2020</td>
<td>Sept. 8, 2020</td>
</tr>
</tbody>
</table>

Information

**EFFECTIVE DATE**
January 2020 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.

**WEB SITE 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 issue). Contact Mona Thiel at mthiel@ceramics.org for specifications, quantities, shipping instructions and rates.
**2020 PRODUCTION SPECIFICATIONS**

---

**Advertisement Sizes**

<table>
<thead>
<tr>
<th>Type of Advertisement</th>
<th>Width (x)</th>
<th>Height (y)</th>
</tr>
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<tbody>
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<td>16.75”</td>
<td>11.125”</td>
</tr>
<tr>
<td>Full page (with bleed)</td>
<td>8.5”</td>
<td>11.125”</td>
</tr>
<tr>
<td>1/2 page</td>
<td>4.625”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4.625”</td>
<td>7.375”</td>
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<tr>
<td>1/2 page (vertical)</td>
<td>3.375”</td>
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<tr>
<td>1/2 page (horizontal)</td>
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<td>4.875”</td>
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<tr>
<td>1/2 page (vertical)</td>
<td>2.25”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 square</td>
<td>4.625”</td>
<td>4.875”</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.375”</td>
<td>4.875”</td>
</tr>
<tr>
<td>1/6 page</td>
<td>2.25”</td>
<td>4.875”</td>
</tr>
</tbody>
</table>

Publication Trim Size: 8 1/4” x 10 7/8”
Bleed: 1/8” all around (Full page ads only)
Live Matter: Keep 1/4” from trim edge (Full page ads only)
Type of Binding: Perfect

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**Mechanical Requirements**

**FILES:** A press-quality PDF (compatible with Acrobat 6 (PDF 1.5) or greater) is preferred (with all fonts embedded). Other file formats accepted are JPEG, TIFF, EPS and most major Macintosh page-layout programs.

**FONTS:** Type 1 fonts are required. TrueType fonts will be replaced with the closest match available.

**ART:** All placed images, graphics, logos, and fonts must be included.

**RESOLUTION:** Color art, 300 ppi. Low-resolution images will be resampled to appropriate levels as needed.

**COLOR:** All color images must be set to CMYK output with no ICC or CIE color profiles attached. A hard-copy proof is required in order for color to be considered critical. The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date.

**HALFTONES:** Black-and-white files should be set to gray scale.

Files may be submitted via email or FTP.

Please label artwork with the Issue Date, Advertiser Name, File Name.

For proofs and file transfer instructions, contact Pam Wilson at pwilson@ceramics.org.
A Yearbook and Annual Buyers Guide
Defining the State of Clay for 2021

➤ **Highlights of the year.** Whether it’s a conference, an exhibition, an auction, or an anniversary, artists will be able to catch up on news of the field or just savor the memories of the past year.

➤ **The latest products.** A rundown of new tools and equipment, clay and glaze lines, enhancements and innovations.

➤ **Artists acknowledged.** Ceramic art relies on the greater community and what better way to give a nod to those who contribute the most than singing their praises? Check out current residents and their work, and don’t miss the Transitions section to keep up with who went where professionally.

➤ **Up-to-date information.** Ceramic Arts 2021 will provide the latest on materials and products for the studio artist including raw materials, safety, and more.

➤ **Comprehensive directory.** Since 1997, the Buyers Guide has been the most complete listing of equipment, materials and service providers available. Enhanced listings are available.

Ceramic Arts 2021 Yearbook and Annual Buyers Guide will be mailed to Ceramics Monthly and Pottery Making Illustrated subscribers with the November and November/December issues respectively. Ursula Hargens (pictured above) was selected as the Artist of the Year for 2020.
### Sights & Ceramics: Richmond Advertising Rates

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**Add color:**
- $370 for full page, ⅔ page, ½ island;
- $255 for ½ page, ⅓ page;
- $200 for ¼ page, ⅛ page

**Reserve By:** February 5, 2020

**Materials Due:** February 12, 2020

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### Workshop Handbook Advertising Rates

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**Add color:**
- $370 for full page, ⅔ page, ½ island;
- $255 for ½ page, ⅓ page;
- $200 for ¼ page, ⅛ page

**Reserve By:** April 22, 2020

**Materials Due:** April 29, 2020

**Mail Date:** May 19, 2020

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### Ceramic Arts Yearbook Advertising Rates

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**Add color:**
- $740 for full page; $625 for ⅔ page, ½ island, ⅓ page;
- $440 for ¼ page, ⅛ page

**Reserve By:** September 2, 2020

**Materials Due:** September 9, 2020

**Mail Date:** October 13, 2020

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**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 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.

**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.
92% of ICAN members have a magazine subscription and see your ad!

<table>
<thead>
<tr>
<th>ICAN Standard</th>
<th>ICAN Silver</th>
<th>ICAN Gold</th>
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- **CLAYflicks Streaming Video Service**
- **Ceramics Monthly Magazine – Print Edition**
- **Ceramics Monthly Magazine – Tablet Edition**
- **Ceramics Monthly Magazine – Web Edition**
- **Ceramics Monthly Magazine – Full Online Archive (1953–present)**
- **Pottery Making Illustrated Magazine – Print Edition**
- **Pottery Making Illustrated Magazine – Tablet Edition**
- **Pottery Making Illustrated Magazine – Web Edition**
- **Pottery Making Illustrated Magazine – Full Online Archive (1998–present)**
- **Ceramic Recipes Online Recipes Database Subscription**
- **20% Discount in the Ceramic Arts Network Shop**
- **Exclusive International Cultural Tours**
- **Participation in the ICAN Mentoring Program**
- **Juried Show Competition Eligibility for Annual (up to 3 entries)**
- **Member –Only Calendar Contest**
- **FREE Online Artist Portfolio**

Already a subscriber? Join ICAN and the remaining balance of your subscription will automatically be credited to your ICAN membership.

**CLAYflicks Streaming Videos**
Artists get our 24/7 streaming videos service “CLAYflicks”—it’s like Netflix™ for the ceramic arts community! New content is being added all the time!

**Ceramic Recipes**
Artists get access to the Ceramic Recipes searchable database. They can discover new recipes, learn new mixing tips, and find material substitutions.

**Juried Show**
Artists get a chance to participate in our ICAN juried show at the annual NCECA conference. It’s their chance to showcase their talent to thousands of like-minded enthusiasts.

**Mentorship Program**
Artists can connect with a mentor. Or become a mentor to another ICAN member!

**Subscriptions to Industry-leading Magazines**
Artists get Ceramics Monthly and Pottery Making Illustrated—including the print, tablet, and web editions. Plus access to the entire archives!

**Artist Portfolios**
Artists get a free online Artist Portfolio. They send us their information and images, and we will build them their own personal web page. They show off work to other members while discovering new artists to network with.

**Workshops & Cultural Tours**
ICAN Cultural Tours allow ceramic artists to join other ceramic artists on clay-focused cultural tours of different locations around the world.

**20% Shop Discount**
Artists get a 20% discount on all books, DVDs, and everything else in our online shop.

**Shipping Discounts**
US and Canadian ICAN members receive discounts up to 50% through the UPS® Savings Program! Save at least 70% off on heavy-weight shipments over 150 lbs. plus shipping insurance! And save 25% on printed materials such as business cards, postcards, brochures, catalogs, posters, copies, and more!
Sponsor one of the primary topic sections* of the site
- Pottery Making Techniques
- Ceramic Glaze Recipes
- Ceramic Art and Artists
- Clay Tools and Equipment
- Ceramic Supplies
- Firing Techniques

One month ................ $870
Three months ............ $2,015 (23% savings)
Six months .............. $3,550 (32% savings)
One year ................ $7,010 (33% savings)

* Also includes one sponsored email per month and a position on the Home Page.

Sponsor a downloadable “Freemium”

One of the most popular features of Ceramic Arts Network is the monthly “freemium,” a special report prepared by our editors, and offered free to more than 260,550 registered CAN users.

Your sponsorship includes:
- banner ad headlining the email that promotes the freemium
- notation on the cover page that “this special report is brought to you with the support of [your company name]”
- your full-page ad appended to the report, essentially serving as the back cover when a user prints it out for reference.

Cost: $780

Ceramic Arts Network puts you in direct contact with a growing, actively engaged, and connected market
- Great information in a variety of formats on a range of topics
- How-to videos, step-by-step techniques, and technical discussions
- 434,000 visits per month
- 231,000 unique visitors per month
- 1,935,000 page views per month (that’s 1,836 more page views per day than last year, on average)
- Ceramic Arts Network’s full-time staff constantly adds new content online to help build your audience

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