

# 2021 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:

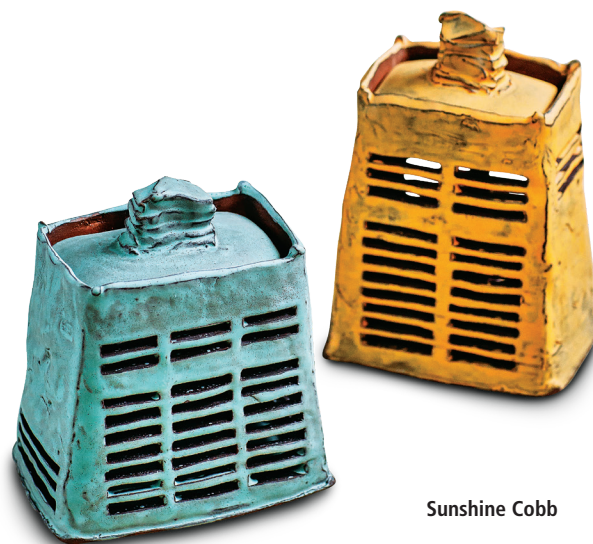
\$740 for full page  
 \$625 for 2/3 page, 1/2 island or 1/2 page  
 \$440 for 1/3 page, 1/4 page or 1/6 page

**For Display Advertising,** contact Mona Thiel at (614) 794-5834 or email at [mthiel@ceramics.org](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/February	Nov. 13, 2020	Nov. 20, 2020	Dec. 15, 2020
March/April	Jan. 15, 2021	Jan. 22, 2021	Feb. 16, 2021
May/June	Mar. 19, 2021	Mar. 26, 2021	Apr. 20, 2021
July/Aug	May 14, 2021	May 21, 2021	June 15, 2021
September/October	Jul. 16, 2021	Jul. 23, 2021	Aug. 17, 2021
November/December	Sep. 10, 2021	Sep. 17, 2021	Oct. 19, 2021



Sunshine Cobb

### Information

#### EFFECTIVE DATE

January/February 2021 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](mailto: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](mailto:mthiel@ceramics.org) for specifications, quantities, shipping instructions and rates.