

2021 ADVERTISING RATES

ceramics

M O N T H L Y

Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$2,945	\$2,785	\$2,500	\$2,295	\$2,150	\$2,000	\$1,835
2/3 page	\$2,360	\$2,230	\$2,000	\$1,835	\$1,705	\$1,585	\$1,480
1/2 page island	\$2,085	\$1,970	\$1,820	\$1,615	\$1,540	\$1,415	\$1,325
1/2 page	\$1,880	\$1,815	\$1,585	\$1,480	\$1,390	\$1,290	\$1,175
1/3 page	\$1,480	\$1,415	\$1,270	\$1,140	\$1,100	\$1,015	\$930
1/4 page	\$1,120	\$1,070	\$940	\$870	\$825	\$780	\$725
1/6 page	\$850	\$825	\$745	\$685	\$625	\$595	\$530

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	Nov. 6, 2020	Nov. 13, 2020	Dec. 8, 2020
February	Dec. 4, 2020	Dec. 11, 2020	Jan. 12, 2021
March	Jan. 7, 2021	Jan. 14, 2021	Feb. 9, 2021
April	Feb. 5, 2021	Feb. 12, 2021	Mar. 9, 2021
May	Mar. 12, 2021	Mar. 19, 2021	Apr. 13, 2021
June/July/August	Apr. 9, 2021	Apr. 16, 2021	May 11, 2021
September	Jul. 2, 2021	Jul. 9, 2021	Aug. 10, 2021
October	Aug. 6, 2021	Aug. 13, 2021	Sept. 14, 2021
November	Sept. 3, 2021	Sept. 10, 2021	Oct. 12, 2021
December	Oct. 8, 2021	Oct. 15, 2021	Nov. 9, 2021



Toni Losey

Information

EFFECTIVE DATE

January 2021 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

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.