

2018 ADVERTISING RATES

ceramics

M O N T H L Y

Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$2,835	2,680	2,400	2,205	2,070	1,920	1,785
2/3 page	\$2,270	2,150	1,920	1,765	1,640	1,525	1,420
1/2 page island	\$2,005	1,895	1,705	1,555	1,480	1,365	1,275
1/2 page	\$1,810	1,745	1,525	1,420	1,340	1,240	1,130
1/3 page	\$1,420	1,365	1,220	1,100	1,060	975	895
1/4 page	\$1,080	1,030	900	840	795	750	695
1/6 page	\$ 820	795	715	660	605	575	510

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. 7, 2017	Nov. 14, 2017	Dec. 5, 2017
February	Dec. 6, 2017	Dec. 13, 2017	Jan. 9, 2018
March	Jan. 10, 2018	Jan. 17, 2018	Feb. 6, 2018
April	Feb. 7, 2018	Feb. 14, 2018	Mar. 6, 2018
May	Mar. 14, 2018	Mar. 21, 2018	Apr. 10, 2018
June/July/August	Apr. 11, 2018	Apr. 18, 2018	May 8, 2018
September	Jul. 11, 2018	Jul. 18, 2018	Aug. 7, 2018
October	Aug. 8, 2018	Aug. 15, 2018	Sept. 4, 2018
November	Sept. 12, 2018	Sept. 19, 2018	Oct. 9, 2018
December	Oct. 10, 2018	Oct. 17, 2018	Nov. 6, 2018



Kirk Jackson

Information

EFFECTIVE DATE

January 2018 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

See page 15 for details.

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.