

CERAMIC INDUSTRY

The Exclusive Global Voice of Ceramic & Glass Business and Manufacturing

ENERGIZE YOUR EXPOSURE WITH CI'S CLASSIFIED AD OPTIONS



NOW IN
print, online
AND
digital edition



PLUS CI CYBERNEWS

- CI's electronic newsletter sent to over 7,400 (June 2009, NetTracker data) qualified subscribers every week
- Prime space available on a weekly and quarterly basis: 1) tiles, 2) FocusOns, 3) banners (first-come, first-served)

COMBINE POWER-PACKED CIRCULATION AND DYNAMIC ONLINE EXPOSURE

- CI is your best tool for reaching manufacturers in all facets of ceramics: advanced, glass, traditional
- Find hard-to-locate qualified job candidates
- Generate \$\$\$\$ selling used equipment
- Lower your cost with frequency discounts

POWER-PACKED CIRCULATION

- Reach 8,000 qualified circulation in 12 monthly print and digital issues (June 09 BPA)
- 96% of CI subscribers are individuals engaged in manufacturing, designing or decorating ceramic and glass products (June 09 BPA)
- Bonus distribution at key national and international trade shows

DYNAMIC ONLINE EXPOSURE

- Online posting to www.ceramicindustry.com including hotlinks (with your print ad)
- Need FASTER exposure? We can post online in 24 hrs (upon request)
- BANNERS, SKYSCRAPERS, TILES are also available for high visibility

CLOSING

- 5th of month preceding publication

NEW JOB SEEKER'S PACKAGE: \$250

- 2" print & digital ad with hotlink
- Online posting
- A month's posting on CI's LinkedIn job tab
- A Tweet a week directing people to online ad
- A mention on CI's Facebook wall

2010 CI Cybernews Classified Rates

	Weekly	Monthly
1. Classified tile (125 x 125 pixels)	\$75	\$250
2. FocusOn Box Ad	\$500	\$1,500
3. Classified banner (468 x 60 pixels)	\$150	\$500

2010 Classified Rates (Print) • 6x, 9x, 12x rates available

	2 1/8" x 1"	2 1/8" x 2"	2 1/8" x 3"	2 1/8" x 4"	2 1/8" x 5"	2 1/8" x 6"	2 1/8" x 7"
1x	\$160	\$280	\$400	\$520	\$660	\$775	\$895
3x	\$155	\$270	\$385	\$495	\$630	\$745	\$860
add Color	\$55	\$55	\$55	\$55	\$100	\$100	\$100

To place your order or for more information, contact:

Ginny Reisinger | 614-760-4220 | reisingerg@bnpmedia.com

Rates are based on column inches per insertion, billed monthly. For Web-only classifieds, including link, use above rates. For ads over 7.5 column inches (1/4 pg), display rates apply. Display-size classified color rates: 1/4-page, add \$175; 1/2-page, add \$275; full-page, add \$500. Prepayment required with new orders. Classified advertising is non-commissionable and does not count toward display ad frequency. CI does not guarantee specific placement of classified ads. All rates shown NET, USD.