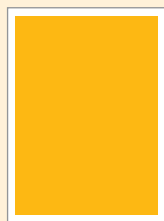




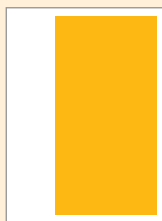
**2010 CI SPECS** ■ PRINT / DIGITAL / ELECTRONIC

**CERAMIC**  
INDUSTRY The Exclusive Global Voice of Ceramic  
& Glass Business and Manufacturing

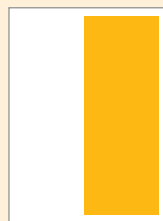
# PRINT SPECIFICATIONS



**FULL PAGE**  
7" x 10"  
178 mm x 254 mm



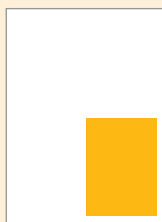
**1/3 PAGE**  
4 1/2" x 10"  
114 mm x 254 mm



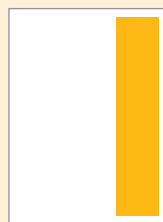
**1/2 PAGE VERTICAL**  
3 3/8" x 10"  
86 mm x 254 mm



**1/2 PAGE HORIZONTAL**  
7" x 4 7/8"  
178 mm x 124 mm



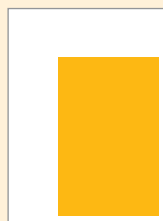
**1/3 PAGE**  
3 3/8" x 4 7/8"  
86 mm x 124 mm



**1/2 PAGE VERTICAL**  
2 1/4" x 10"  
57 mm x 254 mm



**1/3 PAGE SQUARE**  
4 1/2" x 4 7/8"  
114 mm x 124 mm



**1/2 PAGE ISLAND**  
4 1/2" x 7 1/2"  
114 mm x 190 mm

## PRINTING SPECIFICATIONS

- Binding:** Saddle-stitched, except for January and Data Book, which are perfect bound. Call production manager to check.
- Printing:** Heat-set web-fed offset.
- Film:** Screened offset negatives, right-reading with emulsion side down.
- Screen:** 150 line screen recommended.
- Proofs:** Complete match print proof and set of progressive proofs with color bars are required.
- Color Rotation:** Magenta, yellow, cyan and black progression.
- Composition:** Costs incurred in producing necessary offset material will be billed separately.

## DIGITAL AD REQUIREMENTS

- Platforms:** Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions.)
- Preferred File Formats:** Quark XPress, Adobe Photoshop and Adobe Illustrator files accepted. PDFs are accepted. Please call the production manager for correct distiller settings.
- Photos:** 300 dpi saved as TIF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW.
- Colors:** All colors used should be CMYK, unless a spot color has been purchased.
- Electronic Submission:** CD-ROM disks accepted. Files sent via e-mail should be 3 MB or less. Larger files should be posted to the FTP site. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

**Ad Size:** Crop marks for full-page ads should be at trim size (8" x 10 3/4"). Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match sizes published in media kit.

**Proofs:** Proofs for advertiser-supplied display ads will not be sent unless requested.

**Storing Material:** Film, artwork, disks/CDs will be stored for two years and then destroyed, unless otherwise advised by the advertiser or agency.

*Ceramic Industry* is now using a computer-to-plate workflow. We strongly encourage advertisers to supply digital files instead of film. Please call the production manager if you need assistance creating digital files.

### Submit all I/Os and materials to:

Karen Talan, Production Manager  
email: talank@bnpmedia.com

*Ceramic Industry*  
2401 W. Big Beaver, Ste 700, Troy, MI 48084  
fax: (248) 244-6486

FTP: <http://upload.bnpmedia.com>  
(no user name or password required)

Note: Ceramic Components Directory (CCD) is digest-sized. Contact your sales rep for specs, rates and other information.

### Page Size

page trim size	8" x 10 3/4"
live matter	7" x 10"
spread trim size	16" x 10 3/4"
spread live matter	15 1/2" x 10"

Note: Supplements may be tipped-in and may be edge-trimmed to fit.

### Bleed

page	8 1/8" x 10 7/8"
spread, gutter bleed	14 3/4" x 10"
spread, full bleed	16 1/4" x 10 7/8"

Live matter must be kept at least 3/8" away from trim edge on bleed pages.

### Column Width

2-column page	3 3/8"
3-column page	2 1/4"
4-column page	1 1/2"
classified column	2 1/8"
Services Marketplace unit	3 3/8" x 1 3/4"

# ●●● ELECTRONIC SPECIFICATIONS

## E-NEWSLETTERS

The following information must be provided when placing an E-newsletter ad:

- START date of ad campaign
- END/ THRU date of ad campaign
- Specific location(s) within the page
- Creative for the ad (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
- Web address that the ad should link to (target URL)

**Ad Sizes:** Banner ad - 468 x 60 pixels  
Tile ad - 125 x 125 pixels

**File Size:** 20k (20,000 bytes) or less

**Colors:** 256 colors or less

**Resolution:** 72 dpi

**Format:** JPG or GIF/Animated GIF only; No Flash files in eNewsletters

## WEB ADS

The following information must be provided when placing an E-newsletter ad:

- START date of ad campaign
- END/ THRU date of ad campaign
- Specific Web page(s) & specific location(s) within the Web page [if applicable]
- Creative for the ad (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
- Web address that the ad should link to (target URL)

**Ad Sizes:** Banner ad - 468 x 60 pixels  
Tile ad - 125 x 125 pixels  
Sponsor Button – 120 x 60 pixels  
Skyscraper Ad – 120 x 600 pixels  
Box Style Feature Ad – 300 x 250 pixels

**File Size:** 40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's

**Animation:** Within ad units: 30 seconds maximum without being re-initiated by the user. 15 seconds maximum for total animation.

**Colors:** 256 colors or less

**Resolution:** 72 dpi

**Format:** JPG, GIF (static or animated) and SWF\*(Adobe Flash, must include .FLA file)

### Technical Guidelines:

- All ads should be coded so that click-thrus launch a new browser window using target="\_blank".
- 3<sup>rd</sup> Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those click-thrus.
- No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.

### SWF-FLASH SPECIFICATIONS:

- Must be published for Flash 8 plugin or lower.
- Must have a clicktag encoded:  
on (release)  
{  
getURL(clickTAG,"\_blank");  
}

- A default gif or jpg must be submitted for visitors without Flash or JavaScript
- Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you provide either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made.
- Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.
- Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).

## RICH MEDIA SPECIFICATION

**Ad Sizes:** Floating Ad (Under Search Bar) – 468 x 60 pixels (animation stage varies)  
Expandable Banner Ad (Under Search Bar) – 468 x 60 pixels (468 x 400 total animation stage)  
Page Peel Ad – 150 x 150 pixels (600 x 600 total animation stage)

**File Size:** 80k (80,000 bytes) or less – All Rich Media ads [40k initial file size, 80k additional file size (Polite Download)]

**Animation:** Within ad units: 30 seconds maximum without being re-initiated by the user. If overlaying content:  
▪ 10 seconds maximum to reach final resting place. 15 seconds maximum for total animation.

**Colors:** 256 colors or less

**Resolution:** 72 dpi

**Format:** SWF\*(Adobe Flash, must include .FLA file)

### Technical Guidelines:

- All ads should be coded so that click-thrus launch a new browser window using target="\_blank".
- 3<sup>rd</sup> Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those clickthrus.
- No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.

### SWF-FLASH SPECIFICATIONS:

- Must be published for Flash 8 plug-in or lower.
- Must have a clicktag encoded:  
on (release)  
{  
getURL(clickTAG,"\_blank");  
}
- A default gif or jpg must be submitted for visitors without Flash or JavaScript
- Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you provide either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made.
- Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.
- Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).

# ●●● ELECTRONIC SPECIFICATIONS

## VIDEO SPECIFICATIONS

**Video Sizes:** 320 x 240 pixels  
640 x 480 pixels  
275 x 250 pixels (Homepage video)

**File Size:** 20MB

**Running time:** Less than 5 minutes (for longer Videos please contact your sales person)

**Format:** Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV)

## PODCAST SPECIFICATIONS

**Format:** mp3

**File Size:** 2MB

**Running time:** Less than 2 minutes (for longer podcasts please contact your sales person)

# ●●● DIGITAL EDITION SPECIFICATIONS

## RICH MEDIA OPPORTUNITIES

### Audio:

- Please send audio files embedded in a Flash document. We also accept .mp3 or .wav files.
- .mp3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz or 96kHz.

### Animation:

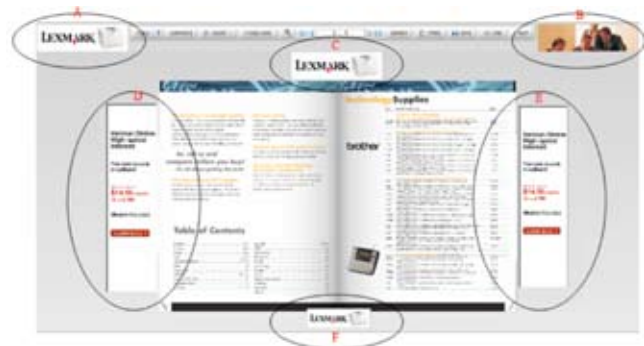
- Please supply animation as Flash 7 or earlier files. We will need .swf AND .fla files supplied. Please note that we cannot use Flash 8 files.
- We do not support animations created using SWiSH.
- Make sure there is no white space around the edge of the Flash animation.
- Set the Flash file to a frame rate of 24 fps.
- For animations that shouldn't loop, please ActionScript it as such.
- Avoid any ActionScript that can affect the NXTbook engine, such as the \_parent layer of the animation, \_level0 and \_root references, or global functions like setTimeinterval.
- Animations used on the NXTbook pages need to be created for display at the maximum zoom size. The normal maximum zoom size is 950 pixels wide, but if the maximum zoom size is made larger or smaller, we will then provide different dimension for the Flash animations accordingly.
- Animations created for the intro page, opposite the cover, should be made at 852x1050 pixels or dimensions that are proportional.
- There should be no links in the animations we are given. We will create the links so they can be tracked.
- There is no file size limit on animations, but for loading purposes, the files should be as small as possible.
- Images should be set to lossless compression instead of photo compression.
- Filenames for Flash animation files (SWFs) should not include special characters such as brackets, question marks, quotes, commas, etc. Underscore characters are ok to use.

### Video:

- Please send Video files as an .flv or .avi file. We also accept Windows Media Player, Real Video or QuickTime formats.
- When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are:
  - Uncompressed video
  - Sorenson Video 1, 2, and 3
  - Motion JPEG A and B
- When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codecs for QuickTime are:

- Uncompressed audio
  - ALaw 2:1
  - ADPCM
- When sending .avi files, avoid using the Intel Indeo video codec.

## SPONSORSHIP AREA SPECS



- A. Approximately 88 pixels wide x 31 pixels high. Height is fixed. Some flexibility on width.
- B. Same as A.
- C. Approximately 468 pixels wide x 60 pixels high.
- D. Approximately 120 pixels wide x 600 pixels high.
- E. Same as D.
- F. Same as C.

Note: With any of these advertisements listed above, it is possible to animate the ads. Also keep in mind the different monitor sizes will have an effect on how the ads are displayed on the page.



The sponsorship box on the standard intro page to the left of the cover is 550 pixels wide x 480 pixels high. This is a large pop-up in IAB standards.

The standard loader is 300 pixels wide x 300 pixels high.

# TERMS AND CONTACT INFORMATION

## SPECIAL PROMOTIONAL ADVERTISING

CI accepts paper and other media inserts, including disks, and can accommodate bellybands, cover wraps, cover folds and other specialty promotions. Contact your sales representative or Sue Love, publisher, for quotes and specifications.

## COMBINATION RATES

Lower rates are available to all product divisions and/or companies under the same "corporate umbrella." Rates are based on total frequency of all insertions. Further discounted rates are available by combining frequency with other BNP Media publications, including, but not limited to, *Industrial Heating, Adhesives & Sealants Industry, Process Heating, CircuiTree*.

## SPECIAL POSITIONS/BLEED/REQUESTED POSITIONS

10% premium on b/w page rate. Consult your sales rep. Special positions are available for a 10% premium on b/w page rate. Where positions are requested, but no surcharge is applied, all efforts will be made to meet requests, but positions are not guaranteed. Consult your sales rep for details.

## SPECIAL SERVICE AND CHANGE FEES

CI will work with you to prepare your ad. One (1) proof will be supplied. Additional proofs and changes will be billed at \$50/hour. Any ads prepared remain the property of CI. Ads may be purchased for \$500 and an electronic file will be supplied. Revisions in customer supplied artwork, files or negatives may incur charges. Digital ad preparation will be billed based on size and complexity. Contact your sales rep for more information.

## PAYMENT TERMS

Invoices are payable in U.S. funds only, net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the BNP Media Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

## AGENCY COMMISSION

Recognized agencies receive 15% of gross billing on space, color and position on display ads and other selected products. Invoices are issued the same day as publication. Commission not allowed on other charges unless noted. CI will not bill above gross rate.

## SHORT RATES

Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their billings have been based.

## COPY AND CONTRACT

Advertisers and agencies assume liability for all content of ads printed and all claims arising therefrom made against the publisher.

## CLOSING DATES

**Insertion Orders:** 5<sup>th</sup> of the month preceding publication for all issues except CCD.

**Materials:** 10<sup>th</sup> of the month preceding publication unless otherwise noted  
**Send all I/Os and materials to:** Karen Talan, talank@bnpmedia.com

## OFFICES

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Business with Superior Information*

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#### CERAMIC INDUSTRY MISSION STATEMENT:

To serve as the exclusive global voice of ceramic and glass business and manufacturing, promoting the interests, growth and progress of the ceramic and glass industries—operating as an independent voice offering practical, real-world solutions; covering manufacturing issues, trends and news; providing a forum for information exchange; addressing technology advancements; and providing our advertisers with access to a global audience of prospective buyers.