



2010 Integrated Marketing Media Planning Kit

C/ magazine print and digital | *C/* CyberNews | Directories | *C/* Editor's Blog | PPP Hotspot | *C/* Reprints/ePrints | Online exposure (banners, tiles, sponsorships, skyscrapers, rich media) | Online Exclusives | Direct Mail | Web Seminars | Videos/Podcasts | Custom Newsletters

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

●●● SAMPLE INTEGRATED MARKETING PACKAGES

Need ideas? Take a look at these great idea-starter packages. Use these when putting together your integrated marketing plan. These sample programs combine elements from *CI's* print, digital, E-newsletter, dotcom and E-blast products to help you effectively reach out to your prospects and customers.

Looking for something different? Feel free to combine ideas. Have a new product and want to promote it for a trade show? Mix and match the New Product Introduction and Single Trade Show Optimizer packages.

Your sales rep can help you get creative with your outreach and stay within your budget.

Marketshare Developer

Be the Top Dog in the market!

Print/Digital	12 full-page, 4/c ads
Print/Digital	Buyers Guide 2010, Premium Package
Print	Cover tip (1x)
Digital	Sponsorship (6x)
Digital	Ad Jolt from print ad (12x)
Digital	Tab (6x)
E-Newsletter	Sponsorship, tile ad, text ad at bottom with link (year)
Website	Banner Ad (year)
Website	Breaking News Sponsorship (6 months)
E-Blast	Must See Products Gallery (12x)

Building Brand Awareness

Build your company awareness!

Print/Digital	6 full-page, 4/c ads
Print/Digital	Buyers Guide 2010, Deluxe Package
Digital	Tab, (6x)
Digital	Hotlink from 6 print ads
Website	Tile ad (one quarter)
Website	Breaking News Sponsorship (one month)
E-Newsletter	FocusOn (2x)

New Product Introduction

Get your message out with a bang!

Print/Digital	3 half-page, 4/c ads
Print/Digital	Buyers Guide 2010, Basic Package
Digital	Hotlink from 6 print ad
Website	Product of the Week (3 weeks)
E-Newsletter	FocusOn (3x)
E-Blast	Must See Products Gallery (3x)

Lead Generator

Generate prospects and leads!

Print/Digital	6 half-page, 4/color ads
Print/Digital	Buyers Guide 2010, Deluxe Package
Digital	Ad-Gen from 6 print ads
Digital	Flash Survey (one)
Website	Skyscraper ad (one quarter)
E-Newsletter	Banner Ad-top ad (week) (4x)
E-Blast	Must See Products Gallery (3x)

Single Trade Show Optimizer

Generate booth traffic and post-show interest!

Print/Digital	Full-page, 4/c ad
Digital	Belly Band (1x)
E-Newsletter	FocusOn (1x)
Website	Banner Ad (month)

Industry Presence

Have a top-notch industry presence!

Print/Digital	2 quarter-page, 4/c ads
Print/Digital	Buyers Guide 2010, Basic Package
Digital	Hotlink from 2 print ads
Website	Breaking News Sponsorship (month)
E-Blast	Must See Products Gallery (1x)

Trade Show Optimizer

Going or can't attend every industry tradeshow in 2010. Get exposure with the optimizer.

Print/Digital	4 half-page, 4/c ads
Print	Cover tip (one issue)
Digital	Belly Band (4x)
E-Newsletter	FocusOn (4x)
Website	Banner ad (pick 4 months in 2010)

●●● LIST OF PRODUCTS

PRINT EDITION

- Display ads
 - Special position
 - Color
- Belly band
- Issue wrap
- Cover tip
- Cover tile
- Insert

DIGITAL EDITION

- Hotlink from print ad
- Sponsorship
 - Custom loader pg
 - Opposite front cover
 - Right and left tool bar logos
- Belly band
- Tab
- Gatefold ad
- Ad-Jolt
- Ad-Gen
- Video
- Custom survey
- Flash 360
- Digital ridealong
- Digital insert/custom content

CUSTOM PUBLICATION

- Print
- Digital

CLASSIFIED AD

- Print ad
- Digital hotlink
- Online posting
- Classified tile – E-newsletter
- Classified banner – E-newsletter
- Social media - job seeker/help wanted

SERVICES MARKETPLACE

- Print ad
- Digital hotlink
- Online

BUYERS' CONNECTIONS

- Print ad
- Digital hotlink
- Online

WWW.CERAMICINDUSTRY.COM

- Expandable banner
- Banner ad
- Tile ad
- Skyscraper
- Rotator frame ad
- Video broadcast
- Product of the week
- Other rich media
- Microsites sponsorships
- Editor's blog sponsorship
- Breaking news sponsorship

CI CYBERNEWS

- FocusOn
- Special edition FocusOn
- Banner - top
- Banner - below the fold
- Sponsorship

MUST SEE PRODUCTS GALLERY E-BLAST

ONLINE SOLUTIONS WEB SEMINAR

REPRINTS

- Print
- Eprint
- PDF
- Dzine
- Office plaque
- Poster
- Tile ad (thumbnail ad)
- Reprint rights

DIRECTORIES / BUYERS' GUIDES (as available in various guides)

- Listing
- Hot link
- Logo
- Spec sheets
- Inch ads
- Photo
- Tile ad
- Online banner ad
- Video

DIRECT MAIL

- Mail
- E-mail

MARKET RESEARCH

OTHER

- _____
- _____
- _____
- _____

POTTERY PRODUCTION PRACTICES SOURCEBOOK AND HOTSPOT

PPP HOTSPOT

- Sponsorship
- Tile ad
- Banner ad

PPP SOURCEBOOK DIRECTORY

- Display ad
- Listing
- Hot link
- Logo
- Spec sheets
- Inch ads
- Photo
- Tile ad
- Online banner ad
- Video

PPP SOURCEBOOK DIGITAL EDITION

- Hotlink from print ad
- Sponsorship
 - Custom loader pg
 - Opposite front cover
 - Right and left tool bar logos
- Belly band
- Tab
- Gatefold ad
- Ad-Jolt
- Ad-Gen
- Video
- Custom survey
- Flash 360
- Digital ridealong
- Digital insert/custom content

2010 EDITORIAL CALENDAR

MONTH	PRINT/DIGITAL EDITION	★	WEBSITE	E-NEWSLETTER/E-BLASTS
JAN	MATERIALS HANDBOOK <ul style="list-style-type: none"> Focus: Raw and Manufactured Materials Specials: Annual Raw & Manufactured Materials Overview; Resource Management Bonus Distribution: Cevisama 		MATERIALS HANDBOOK Fully searchable by supplier or product; hotlinks, spec sheets, videos <ul style="list-style-type: none"> Online Extra: Inside Look at Cevisama, Int'l Builders' Show 	<ul style="list-style-type: none"> CI CyberNews: 4 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month
FEB	R&D EQUIPMENT AND INSTRUMENTATION <ul style="list-style-type: none"> Focus: Instrumentation Specials: BRICK AND CLAY RECORD; Glass Bonus Distribution: Pittcon 	★	R&D EQUIPMENT AND INSTRUMENTATION Fully searchable by supplier or product; hotlinks, spec sheets, videos <ul style="list-style-type: none"> Online Extra: Inside Look at Pittcon, Green Mfg. Expo 	<ul style="list-style-type: none"> CI CyberNews: 4 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month
MAR	<ul style="list-style-type: none"> Focus: Decorating Specials: Refractories; Glass POTTERY PRODUCTION PRACTICES ANNUAL SOURCEBOOK		Fully searchable by supplier or product; hotlinks, spec sheets, videos <ul style="list-style-type: none"> Online Extra: Inside Look at NCECA, Coverings POTTERY PRODUCTION PRACTICES ANNUAL SOURCEBOOK	<ul style="list-style-type: none"> CI CyberNews: 4 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month
APR	<ul style="list-style-type: none"> Focus: Thermal Processes Specials: Resource Management; Advanced Ceramics Bonus Distribution: SGCD, CerMA 		<ul style="list-style-type: none"> Online Extra: Inside Look at SGCD, CerMA 	<ul style="list-style-type: none"> CI CyberNews: 4 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month
MAY	<ul style="list-style-type: none"> Focus: Technical Ceramics, Refractories & Glass Specials: BRICK AND CLAY RECORD; Mils Handling/Powder Processing Bonus Distribution: Structural Clay, Southwest Section, SEMICON West 	★	<ul style="list-style-type: none"> Online Extra: Inside Look at Green Building Conference 	<ul style="list-style-type: none"> CI CyberNews: 4 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month
JUN	<ul style="list-style-type: none"> Focus: Forming/Finishing Specials: Thermal Analysis/Instrumentation; Glass 	★	<ul style="list-style-type: none"> Online Extra: Inside Look at SEMICON West 	<ul style="list-style-type: none"> CI CyberNews: 4 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month
JUL	DATA BOOK & BUYERS' GUIDE <ul style="list-style-type: none"> Specials: New Product Highlights 		DATA BOOK & BUYERS' GUIDE Fully searchable by supplier or product; hotlinks, spec sheets, videos <ul style="list-style-type: none"> Online Extra: Inside Look at IDSA 	<ul style="list-style-type: none"> CI CyberNews: 4 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month
AUG	<ul style="list-style-type: none"> Focus: Sustainable Manufacturing Specials: DECO 09 Awards; Tecnargilla Preview; BRICK AND CLAY RECORD Bonus Distribution: Clemson Brick Forum, Tecnargilla, ATE Expo/Int'l Mfg. Week/Green Mfg. East 	★	<ul style="list-style-type: none"> Online Extra: Inside Look at IDSA 	<ul style="list-style-type: none"> CI CyberNews: 5 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month
SEP	<ul style="list-style-type: none"> Focus: Modern Manufacturing Specials: Materials Handling/Powder Processing; Advanced Ceramics; Glass 	★	<ul style="list-style-type: none"> Online Extra: Inside Look at GlassBuild America 	<ul style="list-style-type: none"> CI CyberNews: 4 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month
SPECIAL 13 TH ISSUE	CERAMIC COMPONENTS DIRECTORY Finished component purchasing directory and resource		CERAMIC COMPONENTS DIRECTORY Fully searchable by supplier or product; hotlinks, spec sheets, videos <ul style="list-style-type: none"> Online Extra: Inside Look at Solar Power International 	<ul style="list-style-type: none"> Distributed to end users of ceramic components
OCT	<ul style="list-style-type: none"> Focus: Material Advances Specials: Resource Management; Refractories Bonus Distribution: MS&T and A CerS Annual Meeting, Fuel Cell Seminar 	★	<ul style="list-style-type: none"> Online Extra: Inside Look at Solar Power International 	<ul style="list-style-type: none"> CI CyberNews: 4 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month
NOV	EQUIPMENT DIGEST <ul style="list-style-type: none"> Focus: Machinery and Equipment Specials: BRICK AND CLAY RECORD 		EQUIPMENT DIGEST Fully searchable by supplier or product; hotlinks, spec sheets, videos <ul style="list-style-type: none"> Online Extra: Inside Look at Greenbuild 	<ul style="list-style-type: none"> CI CyberNews: 5 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month
DEC	SERVICES DIRECTORY <ul style="list-style-type: none"> Focus: Advanced Ceramics Specials: Business Guide 	★	SERVICES DIRECTORY Fully searchable by supplier or product; hotlinks, spec sheets, videos <ul style="list-style-type: none"> Online Extra: Inside Look at Cocoa Beach 	<ul style="list-style-type: none"> CI CyberNews: 3 Regular Issues Must See Products Gallery: E-Blast sent the last Wednesday of the month Special Edition: Year in Review

	PRINT			DIGITAL		ELECTRONIC						TOTAL
	item	size	rate	item	rate	E-news	rate	Web ad	rate	other	rate	
JANUARY												
FEBRUARY												
MARCH & PPP												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER & CCD												
OCTOBER												
NOVEMBER												
DECEMBER												
Mailing Lists												
Custom Eblast												
Reprints												
Custom Marketing												
TOTAL												

●●● 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, and 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: 5th of the month preceding publication for all issues except CCD.

Materials: 10th of the month preceding publication unless otherwise noted.

SALES

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

Visit *Ceramic Industry* online at www.CERAMICINDUSTRY.com

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(no user name or password required)