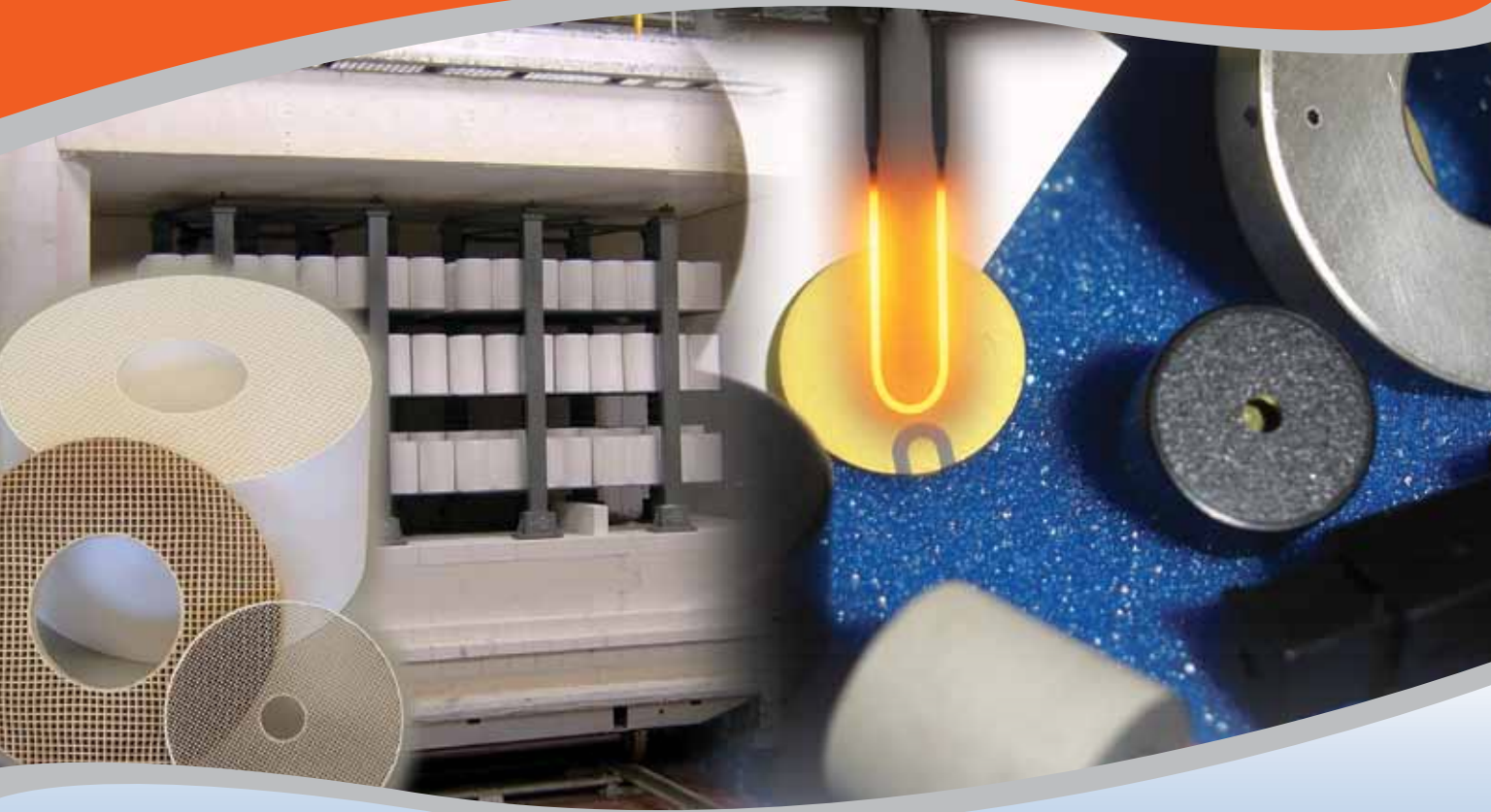


CI magazine | CI CyberNews | Directories | CI Editor's and PPP Blogs | CI Reprints/ePrints | Online exposure (banners, tiles, sponsorships, skyscrapers, eCards) | Online Exclusives | Direct Mail | Web Seminars | Videos/Podcasts | Custom Newsletters



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

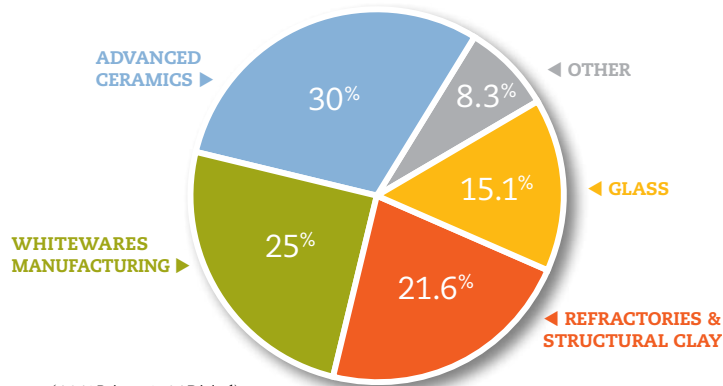
**2011** Integrated Marketing  
Media Planning Kit  
[www.ceramicindustry.com](http://www.ceramicindustry.com)

## CONTENTS

Circulation **2-3** | Integrated Media **4-5** | Directories **6** | Digital Edition **7** | Web Seminars and Social Media **7**  
Rich Media Opportunities **8** | Editorial Calendar **9-10** | Rates **11** | Contact Information **12**

# EXTEND YOUR REACH

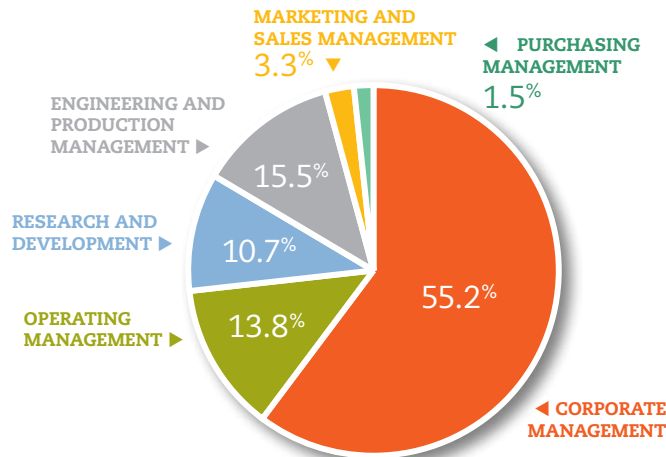
With Integrated Marketing Solutions | One title – Many Capabilities



June 2011 BPA statement (6,264 Print + 1,736 Digital)

CI Delivers **Audience, Integrated Outreach & Connection to Prospects**

## TITLES OF QUALIFIED RECIPIENTS\*



\*June 2011 BPA statement (6,264 Print + 1,736 Digital)

## CONNECT TO\*\* ....

### ADVANCED CERAMICS

- Ceramic capacitors
- Electronic substrates and packages
- Ceramic seals
- Ferrites /ferromagnetics
- Pie zoelectrics
- Sensors
- Electrical porcelain insulators
- Automotive components
- Aerospace components
- Ceramic-metal composites

- Ceramic-ceramic composites
- Ceramic cutting tools
- Ceramic cores
- Wear-resistant parts
- Corrosion-resistant parts
- Biomedical ceramics
- Optical fibers
- Wafers /disks
- Ceramic armor
- Grinding media
- Nuclear ceramics

### GLASS MANUFACTURING

- Flat glass
- Container glass
- Pressed and blown glass
- Automotive glass
- Electronic glass
- Fibrous glass
- Products made from purchased glass

### STRUCTURAL CLAY PRODUCTS

- Brick
- Heavy clay products

### WHITEWARES

- Floor and wall tile
- Dinnerware
- Sanitaryware
- Artware /giftware
- Production pottery

### AS WELL AS...

- Refractories
- Porcelain enamel products

- Designers and decorators of whiteware /glass products
- Individuals involved with research and development
- Fuel cell development and manufacturing
- Ceramics for nuclear, wind and solar applications
- Ceramics for defense

\*\*Publishers own data

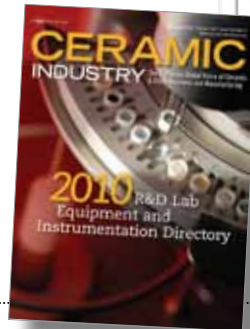
# EXTEND YOUR REACH

With Integrated Marketing Solutions

## AUDITED CIRCULATION REACH

8,000 circulation\* 100% qualified\*

\* June 2011 BPA statement (6,264 Print + 1,736 Digital)



## DIGITAL EDITION AND CI WEBSITE

Over 350,000 page impressions\*\* Over 15,000 average unique browsers per month\*\*

### Key Annual CI Website Metrics

Monthly Metric	Avg/Mo <sup>+</sup>
Page Impressions	25,839
Unique Browsers	13,210
User Sessions	15,340

+ BPAWW Interactive (January-June 2011)

## ONLINE MEDIA\*\*

Media	Avg. Imp
Banner Ad	17,423
Tile Ad	20,455
Skyscraper Ad	20,348

\*\*Publisher's own data from AdJuggler. Average Impressions and Unique Users from May-July 2011.



## CI CYBERNEWS++

Weekly quick-read E-newsletter

Exposure to over 6,050 Subscribers!

++ Publisher's own data

# 100% OPT IN!

## SOCIAL MEDIA

Interface with the world! Network with peers and colleagues. CONNECT, COMMENT & COLLABORATE!

- Follow CI on Twitter
- Connect on LinkedIn
- Join our LinkedIn Ceramic Industry magazine group 2,053 members\*
- Find us on Facebook\*
- Exchange ideas on CI's editorial blog



\*July 19, 2011



## CI CYBERNEWS

Over 6,000 opt-in e-subscribers receive our weekly e-newsletter with the latest information on market conditions, technology developments and industry practices. An ad in *CI CyberNews* is a great way for your company to reach your market and create traffic for your website.

### Integrated Sponsorship includes *CyberNews* tile ad and website banner

- Banner Positions (468 x 60 pixels)
- Tile Ad (125 x 125 pixels)
- Skyscraper Ad (120 x 600 pixels)

### FOCUS ON

Advertorial-style ad appears as the first news item in *CI CyberNews*. Ad is highlighted and boxed and includes photo or logo, 100 words of text, and link. One per issue. Display advertiser discount available.

### CUSTOM E-NEWS

Your own editorial and images e-mailed direct under a special heading to our e-newsletter subscription list.



## WEB ADS

Drive traffic to your website.

- Banner Ad (468 x 60 pixels)
- Skyscraper Ad (120 x 600 pixels)
- Tile Ad (125 x 125 pixels)
- Article Sponsorship (300 x 250 pixels)
- Product of the Week - *Week-long placement on CI's Homepage. 30 words of text, product image and link.*



## WEBINARS

### Educate Customers | Build Your Brand | Generate Leads

Since 2006, BNP Media has produced over 450 Webinars, generating an average of 500 lead opportunities. Our staff experts will take care of all the promotion, registration and Webinar management. As a sponsor you enjoy the following benefits:

- Registration list providing high quality sales prospects, includes names, companies, phone numbers and email addresses
- Extended ad dollars with on-demand viewing
- Brand building and unmatched exposure
- Sole sponsorship - you choose the content/speakers/date and *Ceramic Industry* will market and execute your event

Contact your sales rep for current pricing and to schedule your customized Webinar program today.



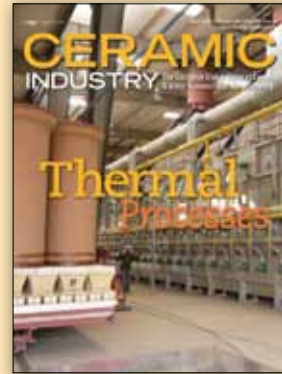
## WEB BPA-AUDITED WEBSITE TRAFFIC

Traffic on the *Ceramic Industry* website is independently filtered, audited and reported by BPA Worldwide. The Nielsen Online system and BPA tool, SiteCensus, is in conformance with the Interactive Advertising Bureau (IAB) guidelines that were released in February 2009. *Ceramic Industry* now provides a reliable online system to get detailed and accurate web traffic reports.



## WEB VIDEO BROADCASTS

Educate buyers about your latest product lines or technological advancements. Short video clips remain on our website for one month and in *CI CyberNews* at least once during that time period.



## CI PRINT/DIGITAL

Published monthly, the BPA audited print edition reaches 8,000\* total qualified readers in the industry. Use our bonus distribution to reach out to prospective buyers at over a dozen key industrial shows/conferences.

### BRICK & CLAY RECORD

*Published in February, May, August and November*

- Focused market supplement is the voice of the structural clay industry
- Connect to audited circulation, plus distribution at key industry trade shows

### NEW MOBILE TAGS

*Connecting Print to Digital*

Use mobile tags to extend editorial, add video or other detail to your product releases or highlights, and connect readers from your ads to your website.

### NEW CORPORATE SPOTLIGHT (DECEMBER)

With a 1/3-page print display ad or larger, receive a 1/3-page corporate spotlight. Use the corporate spotlight to share your company's story, highlight an expansion or detail a new product line. Send 100-150 words of text, photo (or logo) and your company contact information, and we'll do the rest.



## DIGITAL EDITION SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Sponsorship includes opposite cover position, skyscraper and banner

### Rich Media Advertising Opportunities

Belly-bands, blow-in card, call back cards, audio, video, and animation.

See page 9 for more information and other options.



## CI DIRECTORIES

Directories give your contact information to specific audiences within the ceramic industry. Listings and Display ads are in print, digital, and online year-round.

### NEW for 2011! Social Media Icons

Promote your company's presence on LinkedIn®, Facebook® and Twitter®. Discounts available for display advertisers. Products available in selected directories.

## PODCASTS

### Enhance Message Delivery

Deliver information quickly to customers and prospects. Podcasts remain on our website for one month and in *CI CyberNews* at least once during that time period.



# CERAMICINDUSTRY.COM

## OTHER OPPORTUNITIES

Many other opportunities are available to help promote your products and drive traffic to your website. Talk to your CI sales rep about electronic opportunities that meet your marketing needs, including rich media such as streaming video, animation and unique custom ad formats.

# RICH MEDIA ADS

## HIGH-IMPACT ADVERTISING TOOLS

Expand the creativity and interactivity of your online message with rich media ads. Attention-grabbing rich media ads include moving ads and ads that involve user interaction. These innovative tools effectively capture viewers' attention. A unique method to generate brand awareness, showcase your products, launch new products, promote events & conferences, and build buzz in the industry.

Contact your sales rep for specs and more information.



**MAKING THE COMPLEX CLEAR.**  
Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.  
Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.  
To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact:  
Beth Surowiec at (248) 786-1619 or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com)  
**Clear Seas RESEARCH**  
Making the complex clear  
[www.clearseasresearch.com](http://www.clearseasresearch.com)



## PAGE PEEL

*Reveal your message!*

This ad, which appears as the top right corner of the homepage, peels back with animation to attract the reader's attention! Once the reader rolls their mouse over the corner, it opens to reveal the rest of the ad – which can be animated with your message. Great for promoting your longer message or large image ad.



## FLOATING AD

*Give your message extra attention!*

This animated ad floats over the rest of the content on the web page and comes to rest in one of our standard ad placements. Eye-catching and highly visible, your message will have great impact with our website readers.



## EXPANDABLE BANNER

*Get your message seen by all our website visitors!*

This expandable banner ad lies right below our search bar and above the start of content. When readers roll their mouse over your ad, it will expand with your detailed message. Include animation for even more impact.

## PORTFOLIO.COM

Expand the creativity and interactivity of your online message with audio, video and animation. Visit <http://portfolio.bnpmedia.com> for complete electronic media information, including live and interactive samples.

Contact your sales representative for rates & specs.

## PERSONALIZED MEDIA SOLUTIONS

Is your organization thinking about starting its own magazine, website, or white paper?



How about creating an advertorial, blog, podcast or coffee break video program to engage your audience? Let us do all the work for you, from start to finish. The Custom Media Group combines our media staff experts with *Ceramic Industry's* readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace.

For more information contact your sales representative.

# DIRECTORIES

## DATA BOOK & BUYERS' GUIDE

- #1 buyers' reference in the industry
- Two resources rolled into one - a data book and a buyers' guide
- Annual print and digital editions, plus searchable database online for 12 months

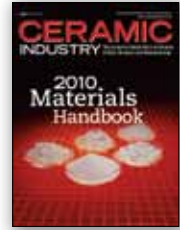
\* Publishes in July



The key purchasing authority in the ceramic field. BPA-audited circulation. Contact your sales rep for more details.

## MATERIALS HANDBOOK

- The most useful raw/manufactured materials reference in the industry
- Includes supplier listings, materials definitions and applications/use information
- Opportunities for logos, locators, display ads, spec sheets, hotlinks, tile and banner ads



January publication, searchable year-round at ceramicindustry.com. Contact your sales rep for more details.

## EQUIPMENT DIGEST

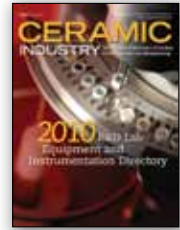
- Comprehensive listing of equipment suppliers
- Descriptive product overviews
- Supplier locators, tile ads, logos, videos and product photos



Definitive equipment resource is published in November and searchable online for 12 months. Contact your sales rep for more details.

## R&D DIRECTORY

- Excellent tool offers focused exposure to R&D labs
- Quick search supplier chart
- Includes lab-specific equipment and instrumentation
- Published in February
- Includes bonus circulation!



Reach out to ceramic and glass in house labs, Q&A departments, universities, government and private R&D labs with your display ad and listing. Contact your sales rep for more details.

## CERAMIC COMPONENTS DIRECTORY

- Annual purchasing directory and resource for finished ceramic components
- Includes address index, component listings and reference material
- Digest-sized directory
- Distributed in September to over 7,500\* prospective purchasers in key industry segments

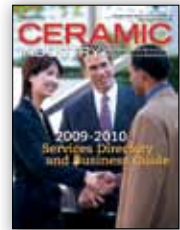
\*Publisher's own data.



Designed to be the single best resource to specify and purchase ceramic components. Contact your sales rep for more details.

## SERVICES DIRECTORY AND BUSINESS GUIDE

- Users select consultants, recruiters, providers of contract manufacturing, lab & testing services, engineering services, used equipment and more
- Published in December
- Key guide to select, utilize and maximize sourcing solutions



Contact Ginny for more details.  
e: reisinger@bnpmedia.com p: 614-760-4220

## BUYERS' GUIDES AND DIRECTORIES

Get your company information into the hands of buyers in your industry who are looking for your products. Newly expanded online directory options make it easier for buyers to find you and easier for you to make your company stand out.

- Online Listings and Logos – with hotlinks and e-mail links
- Keyword Search – more exposure for your online listings
- Preferential Results – appear at the top of searchable product categories
- Company Detail Pages – post more info in your listing
- Directory Enhancements – tile ads, spec sheets and more



Contact Ginny for more information on directory enhancements | e: reisinger@bnpmedia.com p: 614-760-4220

# CONNECT TO PROSPECTS

Unlimited Reach To The World

## CI DIGITAL EDITION SPONSORSHIPS AND ADS

Ceramic Industry's BPA audited digital edition is published on CI's website for easy reading and downloading. Our digital edition is a multi-function platform that provides advertising exposure and opportunities to generate leads through hotlinks, our call back cards, and business reply cards. Your print ad runs in the digital version at no additional cost.



# CI DELIVERS DIGITAL

- Rapid outreach
- Detailed analytics
- Expanded exposure
- Unique advertising options
- Lead generation opportunities

Generate leads through hotlinks, our call back cards, and business reply cards

## DIGITAL EDITION SPONSORSHIP & ADVERTISING OPPORTUNITIES

Hotlink from digital ad — links to URL shown in ad

Gatefold, bellyband, blow-in card

Sponsorship - left of cover plus skyscraper plus banner can include audio, video or animation

Tabs

Audio or video, max 25GB

Call back card and business reply card

## WEB SEMINARS

Let CI Host Your Web Seminars

Convert Viewers to Buyers

- Get your unique message out to customers and prospects economically and electronically, plus benefit from all the promotional efforts and PR!
- We provide the site and administration, handle the invitations and promotion, and give you a **post-show report on attendees.**

**Registration list providing high-quality sales prospects, includes names, companies, phone numbers and e-mail addresses**

Contact your sales rep for more information, to discuss topics or to arrange for your seminar.

# INTERFACE WITH THE WORLD!

NETWORK WITH PEERS AND PROSPECTS

Let CI get you connected!

- Create brand awareness
- Manage your online reputation
- Drive traffic to your online sites
- Encourage discussion with customers and prospects

LinkedIn facebook twitter

# 2011 | EDITORIAL CALENDAR



**MOBILE TAGGING**  
Available in this issue



**BUYERS' CONNECTIONS**  
Available in this issue

	PRINT/DIGITAL EDITION	WEBSITE	E-NEWS	SOCIAL MEDIA
JANUARY	<p><b>Materials Handbook</b></p> <p><b>Focus:</b> Raw and Manufactured Materials</p> <p><b>Specials:</b> Annual Raw &amp; Manufactured Materials Overview; Resource Management; Advanced Ceramics/Glass</p> <p><b>Bonus Distribution:</b> Cevisama</p>	<p><b>Materials Handbook</b> Fully searchable, hotlinks, spec sheets, videos</p> <p><b>Online Extra:</b> Inside Look at Cevisama, Intl Builders' Show</p>	<p><i>CI CyberNews:</i> 4 Regular issues</p>	New Year's Resolutions
FEBRUARY	<p><b>R&amp;D Equipment and Instrumentation</b></p> <p><b>Focus:</b> Instrumentation</p> <p><b>Specials:</b> Brick &amp; Clay Record; Firing/Drying</p> <p><b>Bonus Distribution:</b> Pittcon</p>	<p><b>R&amp;D Equipment and Instrumentation</b> Fully searchable, hotlinks, spec sheets, videos</p> <p><b>Online Extra:</b> Inside Look at Pittcon, Green Mfg Expo</p>	<p><i>CI CyberNews:</i> 4 Regular issues</p> <p><b>Advanced Ceramics/Glasses Digest:</b> Quarterly roundup of the latest news and issues for advanced ceramics and glasses</p>	R&D Roundup
MARCH	<p><b>Focus:</b> Decorating</p> <p><b>Specials:</b> Refractories; Glass</p> <p><b>Bonus Distribution:</b> SGCDpro Deco 2011, NCECA (PPP only)</p> <p><b>Pottery Production Practices Annual Sourcebook</b></p>	<p><b>Online Extra:</b> Inside look at NCECA, Deco 2011, Coverings</p> <p><b>Pottery Production Practices Annual Sourcebook</b> Fully searchable, hotlinks, spec sheets, videos</p>	<p><i>CI CyberNews:</i> 5 Regular issues</p>	Operation Decoration
APRIL	<p><b>Focus:</b> Thermal Processes</p> <p><b>Specials:</b> Resource Management; Advanced Ceramics/Glass</p>	<p><b>Online Extra:</b> Inside Look at Southwest Section</p>	<p><i>CI CyberNews:</i> 4 Regular issues</p>	Regulatory Issues
MAY	<p><b>Focus:</b> Technical Ceramics, Refractories &amp; Glass</p> <p><b>Specials:</b> Brick &amp; Clay Record; Mtls Handling/ Powder Processing</p> <p><b>Bonus Distribution:</b> Structural Clay, Southwest Section, SEMICON® West</p>	<p><b>Online Extra:</b> Inside Look at Green Building Conference</p>	<p><i>CI CyberNews:</i> 5 Regular issues</p> <p><b>Advanced Ceramics/Glasses Digest:</b> Quarterly roundup of the latest news and issues for advanced ceramics and glasses</p>	Innovation Matters
JUNE	<p><b>Focus:</b> Forming/Finishing</p> <p><b>Specials:</b> Thermal Analysis/Instrumentation; Firing/Drying</p>	<p><b>Online Extra:</b> Inside Look at SEMICON West</p>	<p><i>CI CyberNews:</i> 4 Regular issues</p>	Energy Applications

# 2011 | EDITORIAL CALENDAR



**MOBILE TAGGING**

Available in this issue



**BUYERS' CONNECTIONS**

Available in this issue

	PRINT/DIGITAL EDITION	WEBSITE	E-NEWS	SOCIAL MEDIA
JULY	<p><b>Data Book &amp; Buyers' Guide</b></p> <p><b>Specials:</b> New Product Highlights</p>	<p><b>Data Book &amp; Buyers' Guide</b> Fully searchable by supplier or product; hotlinks, spec sheets, videos</p>	<p><i>CI CyberNews:</i> 4 Regular issues</p>	<p>Planning for the Future</p>
AUGUST	<p><b>Focus:</b> The Green Issue</p> <p><b>Specials:</b> Brick &amp; Clay Record; Resource Management; Deco 11 Review</p> <p><b>Bonus Distribution:</b> Clemson Brick Forum, ATE Expo/Natl Mfg Week/Green Mfg East</p>	<p><b>Online Extra:</b> Inside Look at IDSA</p>	<p><i>CI CyberNews:</i> 5 Regular issues</p> <p><b>Advanced Ceramics/Glasses Digest:</b> Quarterly roundup of the latest news and issues for advanced ceramics and glasses</p>	<p>Sustainability</p>
SEPTEMBER	<p><b>Focus:</b> Modern Manufacturing</p> <p><b>Specials:</b> Materials Handling/ Powder Processing; Advanced Ceramics/Glass</p>	<p><b>Online Extra:</b> Inside Look at GlassBuild America</p>	<p><i>CI CyberNews:</i> 4 Regular issues</p>	<p>Employee Management</p>
SPECIAL 13TH ISSUE PUBLISHED SEPTEMBER 15	<p><b>Ceramic Components Directory</b> finished component purchasing directory and resource</p>	<p><b>Ceramic Components Directory</b> Fully searchable by supplier or product; hotlinks, spec sheets, videos</p>	<p>Distributed to end users of ceramic components</p>	
OCTOBER	<p><b>Focus:</b> Material Advances</p> <p><b>Specials:</b> Resource Management; Refractories</p> <p><b>Bonus Distribution:</b> MS&amp;T and ACerS Annual Meeting, Fuel Cell Seminar, UNITECR</p>	<p><b>Online Extra:</b> Inside Look at Fuel Cell Seminar, Solar Power International</p>	<p><i>CI CyberNews:</i> 4 Regular issues</p>	<p>Trade Shows/Virtual Events</p>
NOVEMBER	<p><b>Equipment Digest</b></p> <p><b>Focus:</b> Machinery and Equipment</p> <p><b>Specials:</b> Brick &amp; Clay Record</p>	<p><b>Equipment Digest</b> Fully searchable by supplier or product; hotlinks, spec sheets, videos</p> <p><b>Online Extra:</b> Inside Look at UNITECR, Greenbuild</p>	<p><i>CI CyberNews:</i> 5 Regular issues</p> <p><b>Advanced Ceramics/Glasses Digest:</b> Quarterly roundup of the latest news and issues for advanced ceramics and glasses.</p>	<p>Budgeting and Planning</p>
DECEMBER	<p><b>Services Directory</b></p> <p><b>Focus:</b> Advanced Ceramics/Glass</p> <p><b>Specials:</b> Business Guide; Firing/Drying</p>	<p><b>Services Directory</b> Fully searchable by supplier or product; hotlinks, spec sheets, videos</p> <p><b>Online Extra:</b> Inside Look at Cocoa Beach</p>	<p><i>CI CyberNews:</i> 3 Regular issues</p>	<p>Customer Service</p>

# PRINT RATES

Effective January 2011 (all display rates gross, shown in USD). All print ads are also included in the digital edition, at no extra cost.

## 2011 b/w Display Rates (frequency determined by the number of insertions within 12 months from the date of the first insertion)

	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	\$6,500	\$5,975	\$5,225	\$4,675	\$4,200	\$3,940	\$3,700	\$3,575
2/3 page	\$5,975	\$5,275	\$4,525	\$3,400	\$3,675	\$3,550	\$3,425	\$3,325
1/2 island	\$4,725	\$4,175	\$3,625	\$3,275	\$2,950	\$2,830	\$2,750	\$2,650
1/2 v or h	\$3,775	\$3,275	\$2,825	\$2,575	\$2,375	\$2,165	\$2,025	\$1,900
1/3 s, v, h	\$3,425	\$3,025	\$2,675	\$2,375	\$2,050	\$2,010	\$1,950	\$1,950
1/4 page	\$2,550	\$2,200	\$1,975	\$1,725	\$1,650	\$1,550	\$1,425	\$1,375

## 2011 Cover Rates (rates include the use of 4-color)

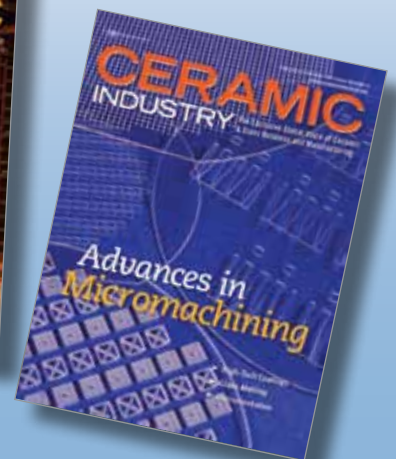
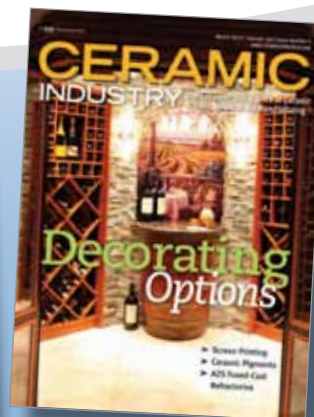
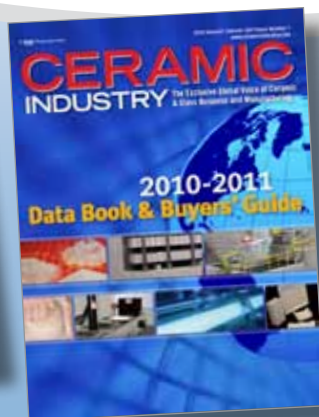
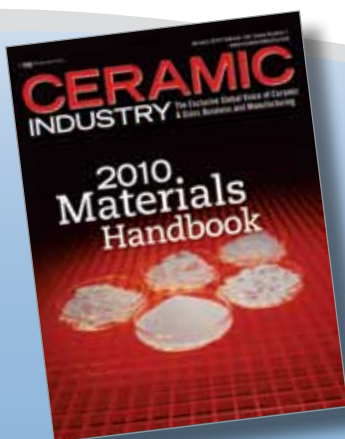
2 <sup>nd</sup> cover	\$9,225	\$8,725	\$7,725	\$7,950	\$7,025	\$6,650	\$6,350
3 <sup>rd</sup> cover	\$8,825	\$8,400	\$7,525	\$7,750	\$6,675	\$6,425	\$6,025
4 <sup>th</sup> cover	\$9,425	\$8,825	\$8,100	\$8,350	\$7,325	\$7,050	\$6,650

## 2011 Color Rates (cost per color, per ad, in addition to space rate)

2-color standard	\$950
PMS matched	\$1,100
Metallic	\$1,750
4C process - single unit or jr spread	\$2,150
4C process - spread	\$3,350

## 2011 Special Products Display Rates

Belly Band	\$8,025
Cover Tile ad - 4C (1 1/2" x 1 1/2") (with display ad in same issue, rate does not include display ad space)	\$3,100
(without display ad)	\$6,175
with Belly Band	FREE



# 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 CircuitTree*.

## 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 Talen, talenk@bnpmedia.com

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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.