

2012 Ceramic Industry Electronic Rates

{ All Rates Are Net }

WEBSITE (MONTHLY BASIS)	MONTH	QUARTER	2 QTRS	ENTIRE YEAR
Website Banner Ad	n/a	\$2,700	\$5,200	\$10,400
Tile Ad	n/a	\$2,300	\$4,000	\$7,000
Skyscraper Ad	\$2,000	\$4,300	\$8,500	\$16,000
Video Broadcast (creation not included)	\$1,000	\$2,600	\$5,000	\$9,000
Podcast	n/a	n/a	n/a	\$1,350
Article Sponsorship	\$600			
Page Peel	\$2,500			
Floating Ad	\$2,600			
Expandable Banner Ad	\$2,700			

CYBERNEWS (WEEKLY)	1x (wk)	3x	6x	12x
Integrated Sponsorship (quarterly only)	\$3,100			
Focus-On	\$850	\$825	\$800	\$770
Banner Ad - above fold	\$725	\$700	\$675	\$650
Banner Ad - below the fold	\$600	\$575	\$550	\$530
Tile Ad	\$625	\$600	\$550	\$500

ADVANCED CERAMICS & GLASSES DIGEST—E-NEWS (MONTHLY)	1X (WK)	3X	6X	12X
Banner Ad - above fold	\$550	\$500	\$475	\$450
Tile Ad	\$500	\$475	\$450	\$425
Skyscraper Ad	\$650	\$600	\$550	\$500
Focus-On	\$770	\$700	\$650	\$600

DIGITAL EDITION SPONSORSHIP AND ADS (MONTHLY)			
Issue Sponsorship	\$1,500	Business reply card/call back card	\$200
Secondary sponsorship	\$1,000	Blow-in card (two panels)	\$600
Audio and Video	\$550	Belly Band (two panels)	\$640
Flash animation	\$750	Gatefold (three panels)	\$910
Index tab	\$310	Barn door (five panels)	\$1,800
		Article text view	\$200

CUSTOM E-NEWSLETTER
11-15k names = \$4250 net + \$1500 net for leads
6-10k names = \$3500 net + \$1500 for leads
1-5k names = \$2500 net + \$1500 for leads

SOCIAL MEDIA	BROADCAST TO C/ FANBASE	4 PER MO.	8 PER MO.	20 PER MO.
Twitter Tweets		\$950	\$1,500	\$2,950
Facebook Posts		\$600	\$1,000	n/a
Linkedin Posts		\$950	\$1,500	\$2,950

BUILD SOCIAL MEDIA PAGE PLUS	PER YEAR
Content posted 2 times per week for one year	\$6,500

WEBINAR (see Media Kit page 10 for details)	\$8,500
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