

**ADVANCE** your brand  
awareness and  
lead generation...



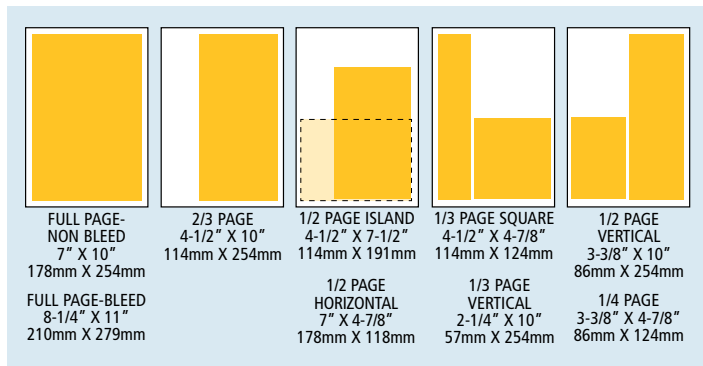
In the **ADVANCED** and  
traditional ceramics markets

**CERAMIC**  
**INDUSTRY** The Exclusive Global Voice of Ceramic  
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**2012** SPECS | Digital, Print, Electronic

# PRINT SPECIFICATIONS



## Page Size

page trim size	8" x 10 <sup>3</sup> / <sub>4</sub> " (203mm x 273mm)
spread trim size	16" x 10 <sup>3</sup> / <sub>4</sub> " (406mm x 273mm)
spread live matter	15 <sup>1</sup> / <sub>2</sub> " x 10" (381mm x 254mm)

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

## Bleed

spread, gutter bleed	14 <sup>3</sup> / <sub>4</sub> " x 10" (375mm x 254mm)
spread, full bleed	16 <sup>1</sup> / <sub>4</sub> " x 11" (413mm x 279mm)

Note: Live matter must be kept at least <sup>3</sup>/<sub>8</sub>" away from trim edge on bleed pages. Bleed extends <sup>1</sup>/<sub>8</sub> inch beyond final trim.

## Services Ad Sizes

Classified column width	2 <sup>1</sup> / <sub>8</sub> " (54.02mm)
Services Marketplace unit width	3 <sup>3</sup> / <sub>8</sub> " (86mm)

Note: Length of ad space varies, please contact sales rep for more information.

## Digest Page Size - Ceramic Components Directory (CCD)

page trim size	5 <sup>1</sup> / <sub>4</sub> " x 8 <sup>1</sup> / <sub>2</sub> " (133.35mm x 215.9mm)
bleed size	5 <sup>1</sup> / <sub>2</sub> " x 8 <sup>3</sup> / <sub>4</sub> " (139.7mm x 222.25mm)
live matter	4 <sup>1</sup> / <sub>2</sub> " x 7 <sup>1</sup> / <sub>2</sub> " (114.3mm x 190.50mm)

## Digest Ad Sizes - Ceramic Components Directory (CCD)

Full page:	7" x 4 <sup>7</sup> / <sub>8</sub> "	(std 1/2 h)
Full page:	4 <sup>1</sup> / <sub>2</sub> " x 7 <sup>1</sup> / <sub>2</sub> "	(std 1/2 isl)
<sup>2</sup> / <sub>3</sub> pg:	4 <sup>1</sup> / <sub>2</sub> " x 4 <sup>7</sup> / <sub>8</sub> "	(std 1/3 s)
<sup>1</sup> / <sub>3</sub> pg s:	3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "	(std 1/4)

7" x 4<sup>7</sup>/<sub>8</sub>" ads will be run as horizontal ads. To view, directory must be turned with the binding at the top.

## PRINTING SPECIFICATIONS

- Binding:** Saddle-stitched.
- Printing:** Heat-set web-fed offset.
- 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

CI is now using a computer-to-plate workflow. Only digital files will be accepted.

**Platforms:** Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions.)

**Preferred File Formats:** Adobe InDesign CS, 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.

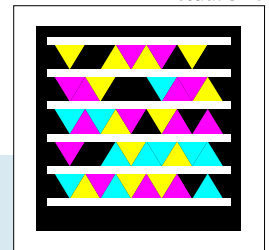
**Ad Size:** Crop marks for full-page ads should be at trim size (8" x 10<sup>3</sup>/<sub>4</sub>"). Bleed ads should extend beyond trim crop marks by <sup>1</sup>/<sub>8</sub>" on each side. Vital matter must be kept at least <sup>3</sup>/<sub>8</sub>" away from trim edges. Fractional ads should match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

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

**Mobile Tags:** Mobile tags are approximately 1" x 1" square. CI can create the tags for you. Please supply:

- Specific URL
- Preferred position of the tag within the ad.

Actual Size



**Submit all I/Os and materials to:**  
Bryon Palmer, Production Manager  
email: btpalmer@bnpmmedia.com

*Ceramic Industry (CI)*  
2401 W. Big Beaver, Ste 700, Troy, MI 48084  
fax: (248) 502-9113

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

# 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  
Skyscraper ad - 120 x 600 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

The following information must be provided when submitting a **Focus On**:

- 100 words
- One (1) digital photo
- Contact information

Please send E-Newsletter submissions to Kelsey Seidler at [seidlerk@bnpmedia.com](mailto:seidlerk@bnpmedia.com)

## WEB ADS

The following information must be provided when placing a web 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

### STREAMING MEDIA:

- **Video** - Must be uploaded in FLV video format.
- **Audio** - Must be uploaded in MP3 audio format.

### FLASH ANIMATION:

- **Format** - Please supply animation as Flash 6 files. Any ActionScript in Flash files must be written in version 2.0. You must supply both the .SWF and .FLA files.
- **White Space** - Make sure there is no white space around the edge of the flash animation. Use a transparent background to define the correct area of the animation.
- **Frame Rate** - Set the flash file to a frame of 30 fps.
- **Links** - There should be no links in the animation we are given. We will create the links for you.
- **Action Scripts** - For animation that shouldn't loop, please "action script" as such. Any action script used in the animations cannot use the root reference. It must instead use parent references.
- **Interactive Animations** - Any user-interactive elements (e.g., buttons) must use the following two functions to disable and then re-enable the container SWF's control over interactions:
  1. `_root.overButton();` (to deactivate the container SWF's control over viewer events)
  2. `_root.outButton();` (to reactivate the container SWF's control over viewer events)
- **File Compression** - Images should be set to lossless compression instead of photo compression.
- **File Size** - There is no file size limit on animations, but for loading purposes, the files should be as small as possible.
- **File Dimensions** - The size of vector-based animations will be variable based on the uploaded PDF. They will retain the same pixel width as the original. Zoom factor 1 = 960 pixels wide. Zoom factor 2 = 1100 pixels wide. Zoom factor 3 = 1225 pixels wide. Nonstandard pages can have smaller widths within the publication. To get the dimensions of a specific page, go into the Replace Page dialog in the setup app for that particular page. That is how you can find out what size the SWF needs to be.

### ROTATING ADS:

- **Files Size** - 40k (40,000 bytes) or less initial download - JPG, PNG, and SWF.
- **Colors** - 256 colors or less.
- **Resolution** - 72 dpi.
- **Format** - JPG, PNG and SWF\* (Adobe Flash, must include FLA file.)

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

## SPONSORSHIP AREA SPECS



Note: With any of these advertisements listed below, 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.

- A. **Toolbar logo** - 100 pixels wide x 35 pixels high.
- B. **Skyscraper ad** - 120 pixels wide x 600 pixels high.
- C. **Banner ad** - 728 pixels wide x 90 pixels high.
- D. **Sponsorship page** - The sponsorship box on the standard intro page to the left of the cover is a full page magazine advertisement. This is a large pop-up in IAB standards. Provide as a PDF using print specifications.

### ADDITIONAL PRODUCT SPECS:

- **Tab** - 11 characters (includes spaces)
- **Business Reply Card / Call Back Card** - provide email for responses
- **Blow-in Card** - two (2) panels, each set up as 5" wide x 5" tall (final size). Supply each panel as separate PDF.
- **Bellyband** - two (2) panels, each set up as 8" wide x 5 1/2" tall (final size). Supply each panel as separate PDF.
- **Gatefold** - three (3) panels, each set up as standard full pages (use print specifications). Supply each panel as separate PDF.
- **Barn Door** - five (5) panels, panels 1, 2, 4 & 5 each set up as a standard 1/2 vertical ad size; Panel 3 set up as a standard full page (use print specifications). Supply each panel as separate PDF.

# TERMS AND CONTACT INFORMATION

## SPECIAL PROMOTIONAL ADVERTISING

CI accepts paper and other media inserts, including disks, and can accommodate bellybands, cover wraps, cover tips and other specialty promotions. Contact your sales representative or Amy Vallance, 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.

## SPECIAL POSITIONS/BLEED/REQUESTED POSITIONS

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 or files 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. ASI 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:** 1<sup>st</sup> of the month preceding publication for all issues.

**Materials:** 5<sup>th</sup> of the month preceding publication.

**Send all I/Os and materials to:** Karen Talan, [talank@bnpmedia.com](mailto:talank@bnpmedia.com)

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*BNP Media Helps  
People Succeed in  
Business with  
Superior Information*

### 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.