

# CERAMIC INDUSTRY

The Exclusive Global Voice of Ceramic & Glass Business and Manufacturing

**BONUS:**  
BUY 7 AND GET  
12 MONTHS  
EXPOSURE WITH  
FREE ONLINE  
BONUS MONTHS!

## 2012 CI BUYERS' CONNECTIONS OPTIMIZE YOUR EXPOSURE!

**WOW**  
DOUBLE SIZE!  
DOUBLE  
EXPOSURE!



Benefit from the **SYNERGY** of combined Web, show, digital and print exposure.  
Create exposure, brand equity and loyalty.

### INTEGRATED MARKETING SOLUTION ECONOMICAL, 1/9 PAGE, 4-COLOR MINI-ADS

Reinforce your sales message and showcase your:

- Literature
- Home page
- Product sheets
- New products
- Specialty products and accessories

**Kanthal GLOBAR® Type B**  
**A leap in technology**

Get extended element life and use fewer elements.

For more information call  
**1-800-KANTHAL** (526-8425)  
[www.kanthal.com](http://www.kanthal.com)

Kanthal - A Sandvik brand  
Kanthal is certified according to ISO9001

**KANTHAL**

### BUILD AND EXTEND YOUR BRAND IDENTITY:

- 8,000 qualified subscribers in print and digital editions\*
- Distribution at key national and international shows and meetings\*\*\*

\*June 2011 BPA Circulation Statement // \*\*\*Publishers Own Data

### 2012 Buyers' Connection Display Advertising Rates (available in Feb, May, June, Aug, Sept, Oct, Dec)

size: 2 <sup>5</sup> / <sub>16</sub> " x 3"	1x	3x	7x
CI display advertisers	\$655.00	\$600.00	\$525.00
others	\$755.00	\$705.00	\$630.00

Rates include free hotlinks in digital edition.

### CLOSING:

5th of month preceding publication

*Buyers' Connection shown actual size.*

To place your order or for more information, contact your sales representative.