2010 Integrated Marketing Media Planning Kit

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

WWW.CERAMICINDUSTRY.COM
EXTEND YOUR REACH
With Integrated Marketing Solutions • One title – Many Capabilities

CI Delivers Audience. CI Delivers Integrated Outreach. CI Delivers Exposure.

- Connect With Prospects – Your Audience
- Broaden Your Exposure
- Expand Your Toolbox
- Explore Your Strategic Options
- Transform Your Marketing Approach

TOTAL AUDIENCE PROFILE
Exposure to a monthly average of over 14,500 unique browsers

In addition, over 6,000 unique users are reached each month with CI CyberNews!

FIELDS SERVED
CERAMIC INDUSTRY serves manufacturers of advanced ceramics, including structural/composites/components; glass; whitewares; refractories; porcelain enamel products; structural clay products; decorating and/or designing of whitewares and/or glass products; research and development; libraries, schools and universities; producers and distributors of materials, equipment and supplies used in the manufacture of ceramic products; others allied to the field.

TITLES OF QUALIFIED RECIPIENTS
Qualified recipients are individuals who are in corporate management, operating management, research and development, engineering and production management, purchasing management, marketing, sales management, and other functions.

CONNECT TO....

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

ADVANCED CERAMICS
- Ceramic capacitors
- Electronic substrates and packages
- Ferrites /feromagnetics
- Pie zoelectrics

GLASS MANUFACTURING
- 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

FIeldS SERveD
- 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

STRUCTURAL CLAY PRODUCTS
- Brick
- Heavy clay products

AS WELL AS...
- Refractories
- Porcelain enamel products
- Fibrous glass
- Products made from purchased glass
- 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

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EXTEND YOUR REACH
With Integrated Marketing Solutions

CIRCULATION REACH

8,000
Circulation*

100%
qualified*

* Publisher’s Own Data and Netbook Tracking Data, August/September CI
**Publishers own data

CI WEBSITE AND CI DIGITAL EDITION

Over
300,000
page impressions*

Exposure to a monthly average of over
14,500
unique browsers*

New CI Digital Edition generates even more page impressions!

ONLINE MEDIA

Key Annual CI Website Metrics

Monthly Metric ...................................... Avg/Mo*
Page Impressions ..................................... 28,317
Unique Browsers.................................... 14,600
User Sessions........................................ 16,529
Frequency................................................ 1.13
Average Page Impressions ..................... 937.87
Average Unique Browsers....................... 524.93
Average User Sessions.......................... 547.37
Average Page Impressions/User Session..... 1.71
Average Page Duration ......................... 1:20
Average User Session Duration.............. 2:17

* BPA Worldwide Interactive Data, June, June 2009 averaged. Avg. Imp.*/week
** BPA Interactive data June-June 2009 Monthly Page Impressions
averages1,2

CI CYBERNEWS

Weekly quick-read E-newsletter

Exposure to over
5,900
Subscribers!

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 • 242 members*
- Find us on Facebook*
- Exchange ideas on CI’s editorial blog

* June 7, 2009

FROM THE PUBLISHER

In today’s challenging business environment, it’s critical to be proactive, not reactive. And to refocus, not reduce.

CI Integrated Marketing Solutions Offers that Opportunity.

Success begins with planning, with identifying ways to leverage your marketing as an opportunity for your brand, with creative execution and careful implementation. Using a results-driven integrated marketing plan you can build or rebuild a brand, sustain a brand, reposition a brand, build market share and more.

An economic downturn can provide the opportunity for businesses to build a greater market share through aggressive advertising. Complex economic times give you the chance to dominate the advertising media while your competition is sitting on the sidelines, their heads drawn in as they wait for something to happen.

This is not a time for inaction. Advertising and marketing used consistently through the economic highs and lows can help not only sustain, but grow your business.

Numerous studies over the last eight-plus decades have demonstrated that maintaining or even increasing your marketing efforts during times of recession can give businesses a distinct edge over your competition.

A study of advertising spending in the 1920’s found that companies that had continued to advertise during the economic downturn of 1921-22 were 20% ahead of where they had been before the recession, while companies that reduced advertising when the bad times hit were still in the recession, 7% below their 1920 levels. (Roland S. Vaile, Harvard Business Review, April 1927)

A study tracking advertising spending and sales before, during and after the recessions of 1949, 1954, 1958 and 1961 revealed that sales and profits dropped for companies that cut advertising, and that long after the recessions ended, they lagged behind the ones that had maintained their ad budgets. (Buchen Advertising)

During the 1974-75 recession, companies that did not cut advertising experienced higher sales and net income during those two years, and during the two years that followed, than those that cut advertising. (ABP/Meldrum & Fewssmith)

During the 1981 recession, business-to-business firms that maintained or increased their advertising spending averaged significantly higher sales growth both during the recession and for the three years that followed. (McGraw-Hill Research)

Now is not the time to slash marketing budgets, reduce your presence in the market or cut key sales tools. With a quality integrated marketing plan from CI, you can continue to sustain and build your brand.

CI’s Integrated Marketing Solutions help you connect to your customers and prospects, reach decision-makers, and extend your exposure. CI offers you a full range of tools from print to electronic, digital to Web, research to direct mail, E-blasts to directories, access to social media, and more. Talk to your CI Sales Representative today about how to develop the best integrated marketing approach for your business. We are ready to partner with you to position your company for success.

June 7, 2009
NEW FOR 2010

CI DIGITAL EDITION  NEW Exciting Sponsorship and advertising opportunities
YOUR PRINT AD RUNS IN ALL VERSIONS AT NO ADDITIONAL COST!

Ceramic Industry is now published in both print and digital editions. The BPA audited digital edition is published on CI’s website for easy reading and downloading. PLUS, we also have a version available for the Kindle®. It’s a technology trio with terrific benefits!

CI direct request subscribers automatically receive the digital edition. Others continue to receive the print edition.

SEE PAGE 7 FOR MORE INFORMATION AND DETAILS.

INTEGRATED MARKETING WORKBOOK

CI’s new Integrated Media Workbook is the ideal tool to use to put together your Ceramic Industry Integrated Marketing Plan. Your sales rep can walk you through the process or you can use the workbook on your own to develop the optimum CI Integrated Marketing Program.

1 List of all Ceramic Industry advertising products, including print, digital, web, direct mail, custom publishing, e-mail, reprints, video, directories, social media, and web seminars.

2 List of advertorial and editorial exposure opportunities.

3 Sample Integrated Marketing Plans for all ranges of needs and goals that you can use as a starting point for your own plan.

4 Worksheets, so you can analyze different approaches and plans before finalizing your program.

5 Discount information, value added opportunities, payment terms, how to submit orders, plus closing dates and contact information.

MUST SEE PRODUCTS GALLERY E-BLAST

Include your products and services in CI’s monthly Must See Products Gallery e-blast. You provide the photo, text and hotlink and we do the work. E-mailed the final Wednesday of each month. Only four ads accepted per issue, first come, first served.

Distributed to over 7,000 a month*

Leads provided following the blast — contact name, title, company, address and URL

We can also do a custom E-blast with ONLY your products. Check this out in the Media Kit and talk to your sales rep for details and to schedule a custom exposure.

*ExactTarget April 2009 data plus Publisher’s Own Data for e-blast opt-ins
### Integrated Marketing Products

#### 1. Ceramic Industry Print*, Digital, Kindle*
- Published monthly
- BPA audited in print and online
- 8,000 total qualified circulation
- Digital edition on CI’s website is easy-to-read and download
- Your ad runs in all versions at no extra cost

*June 2009 CI BPA Worldwide statement, Total Qualified = 8000

#### 2. Ceramic Industry 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

#### 3. Ceramic Industry Equipment Digest
- Comprehensive listing of equipment suppliers
- Descriptive product overviews
- Supplier locators, tile ads, logos, videos and product photos

#### 4. Ceramic Industry 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.

#### 5. www.ceramicindustry.com
- 28,317 page impressions/mo/avg*
- 14,600 unique browsers/mo/avg*
- 16,529 user sessions/mo/avg*
- 6 searchable product and editorial databases
- Updated Daily
- Rotating Content Screen

Unlimited opportunity for exposure!

*BPA Worldwide Interactive Data, Jan-June 2009, averaged

- 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.

#### 7. Ceramic Industry Expanded Distribution
- Reach out to prospective buyers at over a dozen key industrial shows/conferences
- Bonus distribution provides global reach to worldwide shows in whitewares, advanced ceramics, refractories, glass manufacturing, brick/heavy clay, decorating, and studio pottery/art education

*Publisher’s own data.

#### 8. CI CyberNews
- Popular weekly electronic newsletter
- Reaches over 5,900 registered recipients*
- Delivered directly to recipients’ e-mail boxes

Plus NEW - Must See Products Gallery E-blasts. Last Wed. of each month. Accepting 4 ads per issue

* May 2009 ExactTarget

Advertising opportunities—including tile ads, banner ads, sponsorships, advertorial style FocusOn ads, classified ads and more—offer immediate exposure.

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*Publisher’s own data.
INTEGRATED MARKETING PRODUCTS

9 ceramicindustrydotcom

- CI Online Solutions 1-hour webinar
- Ideal to introduce new products, share new technologies, present product applications, educate users on product use, demonstrate equipment capabilities, and review sales strategies
- Fee includes moderator, promotion and attendee contact information

One hour moderated seminar for one economical fee.

10 Ceramic Industry

- Brick & Clay Record
- Focused market supplement is the voice of the structural clay industry
- Connect to audited circulation, plus distribution at key industry trade shows
- Reach the largest qualified audience of suppliers and manufacturers of brick and heavy clay products

Published in Feb, May, Aug, and Nov. See separate sheet for more details.

11 Ceramic Industry

- 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.

*Print, digital and searchable online versions

12 Ceramic Industry

- 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: reisingerg@bnpmedia.com p: 614-760-4220

*Print, digital and searchable online versions

13 Ceramic Industry

- Special Coverage
- Resource Management
- Glass Manufacturing
- Advanced Ceramics
- Refractories
- Glass and Ceramic Decorating

In select print and digital issues. See editorial calendar for more details.

14 Ceramic Industry

- Reprint Packages
- Reprints of your ad or editorial feature appearing in CI are available, along with electronic copies of your editorial or advertorial feature
- Ideal for distribution at trade shows, customer mailings, and posting on your website
- Reprints and hi-res PDF e-prints add 3rd party credibility to your sales message

See separate sheet for more details.

15 Ceramic Industry

- Mailing List/E-List Rental
- Largest and most highly targeted list of glass and ceramic manufacturers
- Use to reinforce your advertising program, introduce new products, and test new markets or announce special offers

Direct mail
Rob Liska (800)223.2194 x726
robert.liska@edithroman.com
e-mail mailing lists
Shawn Kingston, 800-409-4443 x828 • shawn.kingston@epostdirect.com

View list rental datacards online at www.bnpmedia.com/listrental.

16 Ceramic Industry

- Market Research Services
- Partner with Clear Seas for vital market data to:
  - Better position your company in the market
  - Get new ideas on how to improve product acceptance
  - Investigate new market opportunities

For more information call (248) 362-3700, e-mail info@clearseasresearch.com, or visit www.clearseasresearch.com

Providing research solutions for confident decision making.
ELECTRONIC MEDIA
Unlimited Reach To The World

CI DIGITAL EDITION SPONSORSHIPS AND ADS

*Ceramic Industry* is now published in both print and digital editions. The BPA audited digital edition is published on CI’s website for easy reading and downloading. PLUS, we also have a version available for the Kindle™. It’s a technology trio with terrific benefits!

**CI DIGITAL DELIVERS:**
- Rapid outreach
- Detailed analytics
- Expanded exposure
- Immediate feedback
- Unique advertising options
- Direct user connections

**DIGITAL EDITION SPONSORSHIP & ADVERTISING OPPORTUNITIES**

- Hotlink from digital ad — links to URL shown in ad
- Sponsorship - your choice of three premium positions including customer loader, left of cover and more - includes supplied audio, video or animation
- Audio or video, max 25GB
- Gatefold, bellyband, blow-in card
- Tabs
- Flash 360
- Scroll Bar
- Flash Surveys, up to 10 questions, readers respond to questions right from ad
- Ad-Jolt
- Page Plus
- Ad-Gen
- Manually Imbedded Link

**LEVERAGING THE DIGITAL EDITION**

What does digital mean for you? First of all, it provides new and exciting advertising and sponsorship options. It opens a new digital channel from you to your customers and drives prospects and customers to your website and products. Your attention-getting advertising engages readers. CI digital provides another piece in the multi-function platform, giving you true integrated marketing opportunities.

Ask your Sales Rep for a free demonstration of these dynamic exposure opportunities in CI digital.

**YOUR PRINT AD RUNS IN ALL VERSIONS AT NO ADDITIONAL COST!**
CI WEB PRODUCTS

1. **Banner Ads**
   High-visibility with premier positioning helps increase awareness of your company. Displayed at the top and bottom of the CI homepage in the rotation schedule. Ideal for new products, event promotions, auctions and more. Includes a hotlink. 468 x 60 pixels.

2. **Tile Ads**
   Simple, cost-effective solution to get exposure and keep your company’s name and products in front of potential buyers. Square-shaped ads appear on CI homepage and include a hotlink. No rotating. Constant exposure. 125 x 125 pixels.

3. **Skyscraper Ads**
   Get extra attention for your products and services with super-sized tile ads. Extra-tall ads feature exclusive positioning on the CI homepage. Great for a larger/longer message, to show a product photo, brochure and more. Includes a hotlink. 120 x 600 pixels.

4. **Sponsor CI’S Editor’s Blog**
   Engage Your Customers!
   Regular entries by CI’s editor, Susan Sutton, along with special guest bloggers, provide interesting (and sometimes provocative) commentary, news and various items of interest. Sponsorship includes your logo and hotlink. Top of the page placement on CI’s website helps draw readers in—you get instant recognition with your customers and prospects. Minimum one month placement.

5. **Breaking News Sponsorship**
   High Visibility Sponsorship includes a micro bar ad featuring your company logo and hotlink to your website. You provide your logo and hotlink URL. 88 x 31 pixels.

6. **Rotator or Frame Ad**
   Exceptional positioning Front and Center on CI’s homepage. Your single image appears in CI’s rotating content screen on our homepage to get superior exposure. Puts your company Top-Of-Mind. Rotates with our key news and feature items for one week. Includes a hotlink. Maximum one per week.

NEW PRODUCT OF THE WEEK

Your product is featured on the CI homepage. Ad includes 30 words of text plus a photo and hotlink. Perfect for new product release or to highlight an existing product.

CI ONLINE SOLUTIONS

- CI Cybernews
- Web Seminars
- Banner Ads
- Tile/Box Ads
- Skyscraper Ads
- Rich Media
- Page Peel Ads
- Videos
- Floating Ads
- Podcasts
- Expandable Banner Ads
- Blog Sponsorships
- Directory Banners, Tiles, Videos
- Streaming Video
- Must See Products Gallery E-blasts
- Digital Edition Advertising
- Digital Edition Sponsorship
- Product of the Week Ads
CI CYBERNEWS ADVERTISING

- Get fast exposure with CI CyberNews. This popular electronic newsletter reaches over 5,900 registered recipients* every week with informative news bytes and hotlinks to products and websites of interest.
- Be one of an exclusive group of advertisers and sponsors!

1 CYBERNEWS BANNER ADS
Use banner ads to increase awareness of your company, or announce new products and events. Select from two positions - at the top of the newsletter or just “below the fold.” One available per weekly issue. Discounts for monthly contract. Display advertiser discounts available. 468 x 60 pixels.

2 CYBERNEWS SPONSORSHIPS
3 maximum per issue
- tile ad with - link 125 x 125 pixels
- 50-word text ad at bottom with link
- banner ad on CI website with link
Available on a quarterly basis.

3 FOCUS ON
Advertorial-style ad appears before other press releases as the first news item. Ad is highlighted and boxed and includes hotlink. Key way to draw attention to your news. Includes 100 words, link, photo and headline. One per issue. Display advertiser discounts available.

4 CYBERNEWS CLASSIFIED AD OPPORTUNITIES
A great way to sell your used equipment and post job opportunities
Reach prospects every week with a classified tile or banner ad. 468 x 60 pixels (banner), 125 x 125 pixels (tile).
Available weekly.

MUST SEE PRODUCTS GALLERY E-BLASTS
- New promotional blasts for 2010
- Fast, easy and measurable

Include your products and services in CI’s monthly Must See Products Gallery E-blast. You provide the photo, text and hotlink and we do the work. E-mailed the final Wednesday of each month. Only four ads accepted per issue, first come, first served.

Distribution to over 7,000 a month*
Leads provided following the blast - contact name, title, company, address and URL

We can also do a custom E-blast with ONLY your products. Check this out in the Media Kit and talk to your sales rep for details and to schedule your custom exposure.

* ExactTarget, April 2009
**ExactTarget April 2009 data plus Publisher’s Own Data for e-blast opt-ins
OTHER OPPORTUNITIES

Many other opportunities are available to help promote your products and drive traffic to your Web site. 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.

WEB VIDEO BROADCASTS

Convert Viewers to Buyers
Streaming video reaches viewers any time so you can make a sales pitch 24/7. This savvy marketing strategy helps educate buyers about your latest product lines or technological advancements so it’s easier for them to make a buying decision. Short video clips stay up for one month and are featured media on our site (homepage listing for one week) and announced in CI CyberNews at least once during that duration.

PODCASTS

Enhance Message Delivery
People retain information better when they hear it. Use podcasts to build brand loyalty for your products and services, deliver information quickly, and strengthen the bonds of community with your customers and prospects. Podcasts stay up for one month and are the featured media on our site (homepage listing for one week) and announced in CI CyberNews at least once during that duration.

PAGE PEEL

Reveal your message!
This ad appears as the top right corner of the homepage peeled back with a small 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.

Contact your sales rep for specs and more information.

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 rep. for rates & specs.
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.
- All you do is supply your speaker and presentation!
- Single, inclusive fee

Use CI Online Solutions Web Seminars to:

- Introduce new products
- Educate users on product use
- Share new technologies
- Demonstrate equipment capabilities
- Present product applications
- Review sales strategies

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

BUYERS’ GUIDES AND DIRECTORIES

Get your company information into the hands of buyers in your industry 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 Reisinger for more information on directory enhancements: reisingerg@bpmedia.com, 614-760-4220

SOCIAL MEDIA PLATFORMS ARE IDEAL FOR LOW-COST INTERACTION AND RELATIONSHIP BUILDING

Let CI get you connected! Use them to CONNECT // COMMENT // COLLABORATE

- Create brand awareness
- Manage your online reputation
- Connect with prospects and customers
- Recruit
- Learn about new technologies and competitors
- Intercept potential prospects
- Drive traffic to your online sites
- Encourage discussion by customers and clients
- Expand your contact base
- Build relationships

Interface with the world!
Network with peers and colleagues

- Follow CI on Twitter
- Connect on LinkedIn
- Join our LinkedIn Ceramic Industry magazine group - 242 members*
- Find us on Facebook®
- Exchange ideas on CI’s editor’s blog

*Publisher’s own data
PRINT AND BEYOND

For nearly a century, Ceramic Industry has provided manufacturers with valuable, practical content to help them succeed in their businesses. From advanced ceramics and glass to firing and refractories, CI covers each segment of the ceramic and related industries—in print and online—with case studies, innovations, feature articles, news, new products and much more. Now we’ve taken it to the next level.

Digital editions of each issue are now available on our website at www.ceramicindustry.com, and are also delivered on request to subscribers via e-mail each month. Downloadable, printable and fully searchable, digital editions provide an amazing vehicle for CI to deliver our outstanding content and help our readers succeed.

Another benefit of this digital technology is that it provides us with the ability to connect with an unlimited number of new readers. Visitors to www.ceramicindustry.com can access the current issue and archives of our digital editions in their entirety.

CI has also embraced social media to provide yet more ways for our readers—and a broader audience—to increase their connection to the industry and CI. For example, CI offers three Twitter® accounts—at CeramicInd, @SusanSuttonCI and @PPPHotSpot—that provide daily updates and opportunities for networking and interaction.

In addition, our group on LinkedIn® offers anyone involved in the ceramic, glass and related industries with opportunities to connect through discussion, news and information sharing, as well as networking with other industry professionals. We’ve also developed fan pages on Facebook® for Ceramic Industry and Pottery Production Practices.

Of course, CI continues to provide the very best content both in print and on our website each month, as well as through weekly updates in CI CyberNews, our free e-newsletter. The newly revamped Editorial Calendar reflects all of the exciting vehicles we’re harnessing to help manufacturers succeed in 2010 and beyond.

PRINT/DIGITAL EDITION

2010 EDITORIAL CALENDAR

MONTH

PRINT/DIGITAL EDITION

JANUARY

MATERIALS HANDBOOK

• Focus: Raw and Manufactured Materials
  • Specials: Annual Raw & Manufactured Materials Overview; Resource Management
  • Bonus Distribution: Cevisama

FEBRUARY

R&D EQUIPMENT AND INSTRUMENTATION

• Focus: Instrumentation
  • Specials: BRICK & CLAY RECORD; Glass
  • Bonus Distribution: Pittcon

MARCH

• Focus: Decorating
  • Specials: Refractories; Glass

POTTERY PRODUCTION PRACTICES ANNUAL SOURCEBOOK

APRIL

• Focus: Technical Ceramics, Refractories & Glass
  • Specials: BRICK & CLAY RECORD; Mills Handling/Powder Processing
  • Bonus Distribution: Structural Clay, Southwest Section, SEMICON West

JUNE

• Focus: Forming/Finishing
  • Specials: Thermal Analysis/Instrumentation; Glass

JULY

DATA BOOK & BUYERS’ GUIDE

• Specials: New Product Highlights

AUGUST

• Focus: Sustainable Manufacturing
  • Specials: DECO 2010 Awards; Tecnargilla Preview; BRICK & CLAY RECORD
  • Bonus Distribution: Clemson Brick Forum, Tecnargilla, ATE Expo/Nat’l Mfg. Week/Green Mfg. East

SEPTEMBER

• Focus: Modern Manufacturing
  • Specials: Materials Handling/Powder Processing; Advanced Ceramics; Glass

SPECIAL 13TH ISSUE

CERAMIC COMPONENTS DIRECTORY

Finished component purchasing directory and resource

DIGEST SIZED

OCTOBER

• Focus: Material Advances
  • Specials: Resource Management; Refractories
  • Bonus Distribution: MS&T and ACerS Annual Meeting, Fuel Cell Seminar

NOVEMBER

EQUIPMENT DIGEST

• Focus: Machinery and Equipment
  • Specials: BRICK & CLAY RECORD

DECEMBER

SERVICES DIRECTORY

• Focus: Advanced Ceramics
  • Specials: Business Guide
<table>
<thead>
<tr>
<th>WEBSITE</th>
<th>E-NEWSLETTER/E-BLASTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MATERIALS HANDBOOK</strong></td>
<td>• CI CyberNews: 4 Regular Issues</td>
</tr>
<tr>
<td>Fully searchable by supplier or product; hotlinks, spec sheets, videos</td>
<td>• Must See Products Gallery E-Blast sent the last Wednesday of the month</td>
</tr>
<tr>
<td>• Online Extra: Inside Look at Cevisama, Intl Builders’ Show</td>
<td></td>
</tr>
</tbody>
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| **R&D EQUIPMENT AND INSTRUMENTATION**                                  | • CI CyberNews: 4 Regular Issues                            |
| Fully searchable by supplier or product; hotlinks, spec sheets, videos | • Must See Products Gallery E-Blast sent the last Wednesday of the month |
| • Online Extra: Inside Look at Pittcon, Green Mfg Expo                 |                                                            |

| **POTTERY PRODUCTION PRACTICES ANNUAL SOURCEBOOK**                    | • CI CyberNews: 4 Regular Issues                            |
| Fully searchable by supplier or product; hotlinks, spec sheets, videos | • Must See Products Gallery E-Blast sent the last Wednesday of the month |
| • Online Extra: Inside Look at NCECA, Coverings                       |                                                            |

| **DATA BOOK & BUYERS’ GUIDE**                                         | • CI CyberNews: 4 Regular Issues                            |
| Fully searchable by supplier or product; hotlinks, spec sheets, videos | • Must See Products Gallery E-Blast sent the last Wednesday of the month |
| • Online Extra: Inside Look at IDSA                                   |                                                            |

| **POTTERY PRODUCTION PRACTICES ANNUAL SOURCEBOOK**                    | • CI CyberNews: 4 Regular Issues                            |
| • Online Extra: Inside Look at SGCD, CerMA                            | • Must See Products Gallery E-Blast sent the last Wednesday of the month |

| **DATA BOOK & BUYERS’ GUIDE**                                         | • CI CyberNews: 4 Regular Issues                            |
| • Online Extra: Inside Look at Green Building Conference               | • Must See Products Gallery E-Blast sent the last Wednesday of the month |

| **DATA BOOK & BUYERS’ GUIDE**                                         | • CI CyberNews: 4 Regular Issues                            |
| • Online Extra: Inside Look at SEMICON West                           | • Must See Products Gallery E-Blast sent the last Wednesday of the month |

| **DATA BOOK & BUYERS’ GUIDE**                                         | • CI CyberNews: 5 Regular Issues                            |
| • Online Extra: Inside Look at GlassBuild America                     | • Must See Products Gallery E-Blast sent the last Wednesday of the month |

| **CERAMIC COMPONENTS DIRECTORY**                                       | • Distributed to end users of ceramic components            |
| Fully searchable by supplier or product; hotlinks, spec sheets, videos |                                                            |
| • Online Extra: Inside Look at Solar Power International               |                                                            |

| **EQUIPMENT DIGEST**                                                  | • CI CyberNews: 5 Regular Issues                            |
| Fully searchable by supplier or product; hotlinks, spec sheets, videos | • Must See Products Gallery E-Blast sent the last Wednesday of the month |
| • Online Extra: Inside Look at Greenbuild                             |                                                            |

| **SERVICES DIRECTORY**                                                | • CI CyberNews: 3 Regular Issue                            |
| Fully searchable by supplier or product; hotlinks, spec sheets, videos | • Must See Products Gallery E-Blast sent the last Wednesday of the month |
| • Online Extra: Inside Look at Cocoa Beach                            | • Special Edition: Year in Review                          |

**PUBLISHED SEPTEMBER 15, 2010**
### 2010 b/w Display Rates (frequency determined by the number of insertions within 12 months from the date of the first insertion)

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,300</td>
<td>$5,800</td>
<td>$5,075</td>
<td>$4,550</td>
<td>$4,075</td>
<td>$3,825</td>
<td>$3,600</td>
<td>$3,475</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$5,800</td>
<td>$5,125</td>
<td>$4,400</td>
<td>$3,875</td>
<td>$3,575</td>
<td>$3,450</td>
<td>$3,325</td>
<td>$3,225</td>
</tr>
<tr>
<td>1/2 island</td>
<td>$4,600</td>
<td>$4,050</td>
<td>$3,525</td>
<td>$3,175</td>
<td>$2,875</td>
<td>$2,730</td>
<td>$2,675</td>
<td>$2,575</td>
</tr>
<tr>
<td>1/2 v or h</td>
<td>$3,675</td>
<td>$3,175</td>
<td>$2,750</td>
<td>$2,500</td>
<td>$2,300</td>
<td>$2,100</td>
<td>$1,975</td>
<td>$1,900</td>
</tr>
<tr>
<td>1/2 s, v, h</td>
<td>$3,325</td>
<td>$2,950</td>
<td>$2,600</td>
<td>$2,300</td>
<td>$2,000</td>
<td>$1,950</td>
<td>$1,900</td>
<td>$1,850</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$2,475</td>
<td>$2,125</td>
<td>$1,925</td>
<td>$1,675</td>
<td>$1,600</td>
<td>$1,500</td>
<td>$1,375</td>
<td>$1,325</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$5,800</td>
<td>$5,125</td>
<td>$4,400</td>
<td>$3,875</td>
<td>$3,575</td>
<td>$3,450</td>
<td>$3,325</td>
<td>$3,225</td>
</tr>
</tbody>
</table>

Effective January 2010 (all display rates gross, shown in USD).

### 2010 Cover Rates (rates include the use of 4-color)

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd cover</td>
<td>$8,950</td>
<td>$8,475</td>
<td>$7,725</td>
<td>$7,225</td>
<td>$6,825</td>
<td>$6,450</td>
<td>$6,175</td>
<td></td>
</tr>
<tr>
<td>3rd cover</td>
<td>$8,575</td>
<td>$8,150</td>
<td>$7,525</td>
<td>$6,975</td>
<td>$6,475</td>
<td>$6,250</td>
<td>$5,850</td>
<td></td>
</tr>
<tr>
<td>4th cover</td>
<td>$9,150</td>
<td>$8,575</td>
<td>$8,100</td>
<td>$7,575</td>
<td>$7,100</td>
<td>$6,825</td>
<td>$6,450</td>
<td>$6,175</td>
</tr>
</tbody>
</table>

### 2010 Color Rates (cost per color, per ad, in addition to space rate)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2-color standard</td>
<td>$925</td>
<td></td>
</tr>
<tr>
<td>PMS matched</td>
<td>$1,075</td>
<td></td>
</tr>
<tr>
<td>Metallic</td>
<td>$1,700</td>
<td></td>
</tr>
<tr>
<td>4C process - single unit or jr spread</td>
<td>$2,075</td>
<td></td>
</tr>
<tr>
<td>4C process - spread</td>
<td>$3,250</td>
<td></td>
</tr>
</tbody>
</table>

### 2010 Special Products Display Rates

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band</td>
<td>$7,800</td>
</tr>
<tr>
<td>Cover Tile ad - 4C (1 1/2” x 1 1/2”) (with display ad in same issue, rate does not include display ad space)</td>
<td>$3,000</td>
</tr>
<tr>
<td>(without display ad) with Belly Band</td>
<td>$6,000</td>
</tr>
<tr>
<td>FREE</td>
<td></td>
</tr>
</tbody>
</table>
### DIGITAL RATES

<table>
<thead>
<tr>
<th>CI Website</th>
<th>net rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>CI Website banner ad (qtr)</td>
<td>$2,200</td>
</tr>
<tr>
<td>CI Website tile ad (qtr)</td>
<td>$1,900</td>
</tr>
<tr>
<td>CI Website tile ad (year)</td>
<td>$4,800</td>
</tr>
<tr>
<td>CI Website skyscraper (mo)</td>
<td>$1,350</td>
</tr>
<tr>
<td>CI Website skyscraper (qtr)</td>
<td>$3,500</td>
</tr>
<tr>
<td>CI Website Editor’s blog sponsorship (month)</td>
<td>$1,500</td>
</tr>
<tr>
<td>CI Website Breaking News sponsorship (month)</td>
<td>$250</td>
</tr>
<tr>
<td>CI Website Rotator Frame Ad (week)</td>
<td>$500</td>
</tr>
<tr>
<td>CI Website Video Broadcast (month)</td>
<td>$900</td>
</tr>
<tr>
<td>CI Website Product of the Week (week)</td>
<td>$500</td>
</tr>
<tr>
<td>E-blast Must See Products Gallery (entry/mo.)</td>
<td>$300</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CI CyberNews</th>
<th>net rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>CI CyberNews Focus On (week)</td>
<td>$500</td>
</tr>
<tr>
<td>CI CyberNews Quarterly Focus On special issues (per entry)</td>
<td>$500</td>
</tr>
<tr>
<td>CI CyberNews banner - top (week) 1x</td>
<td>$500</td>
</tr>
<tr>
<td>CI CyberNews banner - top (week) 4x</td>
<td>$1,800</td>
</tr>
<tr>
<td>CI CyberNews banner - top (week) 8x</td>
<td>$3,200</td>
</tr>
<tr>
<td>CI CyberNews banner - top (week) 12x</td>
<td>$4,500</td>
</tr>
<tr>
<td>CI CyberNews banner - below the fold (week) 1x</td>
<td>$400</td>
</tr>
<tr>
<td>CI CyberNews banner - below the fold (week) 4x</td>
<td>$1,400</td>
</tr>
<tr>
<td>CI CyberNews banner - below the fold (week) 8x</td>
<td>$2,600</td>
</tr>
<tr>
<td>CI CyberNews banner - below the fold (week) 12x</td>
<td>$3,600</td>
</tr>
<tr>
<td>CI CyberNews sponsorship (as avail) (qtr)</td>
<td>$2,600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CI Online Solutions Web Seminars</th>
<th>net rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>CI Online Solutions Web Seminar (non advertiser)</td>
<td>$4,900</td>
</tr>
<tr>
<td>CI Online Solutions Web Seminar (advertiser)</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital Edition Sponsorships and Ads</th>
<th>net rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotlink from digital ad</td>
<td>15%</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$800</td>
</tr>
<tr>
<td>Audio or video</td>
<td>$375</td>
</tr>
<tr>
<td>Gatefold, bellyband, blow-in card</td>
<td>$250</td>
</tr>
<tr>
<td>Tabs</td>
<td>$250</td>
</tr>
<tr>
<td>Flash 360</td>
<td>$625</td>
</tr>
<tr>
<td>Scroll Bar</td>
<td>$625</td>
</tr>
<tr>
<td>Flash Surveys</td>
<td>$1,250</td>
</tr>
<tr>
<td>Ad-Jolt</td>
<td>$250</td>
</tr>
<tr>
<td>Ad-Jolt</td>
<td>$625</td>
</tr>
<tr>
<td>Ad-Jolt</td>
<td>$625</td>
</tr>
<tr>
<td>Ad-Jolt</td>
<td>$375</td>
</tr>
<tr>
<td>Page Plus</td>
<td>$250</td>
</tr>
<tr>
<td>Page Plus</td>
<td>$625</td>
</tr>
<tr>
<td>Page Plus</td>
<td>$625</td>
</tr>
<tr>
<td>Page Plus</td>
<td>$375</td>
</tr>
<tr>
<td>Ad-Gen</td>
<td>$125</td>
</tr>
<tr>
<td>Manually Imbedded Link</td>
<td>$25</td>
</tr>
</tbody>
</table>

- Digital Edition Sponsorships and Ads:
  - Hotlink from digital ad: 15% of net space cost in print edition
  - Sponsorship: $800 includes supplied audio, video or animation
  - Audio or video: $375 inside digital edition, supplied by advertiser (25 GB or less)
  - Gatefold, bellyband, blow-in card: $250 per element
  - Tabs: $250
  - Flash 360: $625
  - Scroll Bar: $625
  - Flash Surveys: $1,250 10 questions
  - Ad-Jolt: $250 opp front cover (in sponsored ad), plus cost for sponsorship
  - Ad-Jolt: $625 opp front cover reinsertion
  - Ad-Jolt: $625 creation and insertion into edition, per element
  - Ad-Jolt: $375 reinsertion of previous created into edition, per element
  - Page Plus: $250 opp front cover (in sponsored ad), plus cost for sponsorship
  - Page Plus: $625 opp front cover reinsertion
  - Page Plus: $625 creation and insertion into edition, per element
  - Page Plus: $375 reinsertion of previous created into edition, per element
  - Ad-Gen: $125 creation and insertion (each element), using standard wording
  - Manually Imbedded Link: $25 per link, plus hotlink cost
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 (1% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to approval of 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
Send all I/Os and materials to: Karen Talan, talank@bnpmedia.com

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www.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.