

2010 NCECA JOURNAL

Advertising Rates and Specifications

Published annually, the Journal documents the presentations and events of each NCECA Conference with reports, articles and photographic essays. The Journal is the academic flagship of the clay world! The NCECA Journal is delivered at the beginning of the conference.

Ad Rates for 2010 NCECA Journal

Color	Rates	Size
Full page:	\$1,000	7 inches wide x 10 inches tall
Half page:	\$600	Horizontal 7 inches wide x 4.875 inches tall Vertical 3.375 inches wide x 10 inches tall
Quarter:	\$350	3.375 inches wide x 4.875 inches tall
Eighth page:	\$200	3.375 inches wide x 2.3125 inches tall

Black & White	Rates	Size
Full page:	\$600	7 inches wide x 10 inches tall
Half page:	\$350	Horizontal 7 inches wide x 4.875 inches tall Vertical 3.375 inches wide x 10 inches tall
Quarter:	\$200	3.375 inches wide x 4.875 inches tall
Eighth page:	\$125	3.375 inches wide x 2.3125 inches tall

All ads are non-commissionable

Ad Specifications:

Color: Ads can be submitted in a PDF or TIF format. Press Quality CMYK PDFs with all fonts embedded are required for color production. All images used in ads should be 300 dpi. TIF format ads should also be submitted as 300 dpi CMYK files.

Black & White: Ads can be submitted in a PDF or TIF format. Press Quality PDFs with all fonts embedded are required for b/w production as well. All images used in ads should be 300 dpi. TIF format ads should also be submitted as 300 dpi files. We cannot accept low resolution images pulled off the web.

General Information and Guidelines: Copy is subject to NCECA's approval.

To reserve paid advertising space contact Mona Thiel at *Ceramics Monthly* at 614-794-5834 or email mthiel@ceramics.org prior to Friday, February 12. Art materials are due no later than Noon EST Monday, February 15 to jmoloney@ceramics.org with cc to mthiel@ceramics.org Please note in the ad title, "YourCompanyName_NCECA JOURN."

Member Benefit Comp Ad Upgrades: Value of comp ad (eighth page black & white value for Institutional members, quarter black & white value for Corporate members) will serve as a credit toward the price of desired ad. Comp ads only must be sent to Marko Fields at markofields@msn.com PRIOR to 12:00 Noon EST Monday, February 15.