

# 2022 ADVERTISING RATES

## Pottery Making Illustrated

### Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$2,010	\$1,910	\$1,705	\$1,580	\$1,480	\$1,370	\$1,280
2/3 page	\$1,610	\$1,545	\$1,370	\$1,255	\$1,175	\$1,105	\$1,020
1/2 page island	\$1,440	\$1,350	\$1,210	\$1,120	\$1,065	\$960	\$895
1/2 page	\$1,290	\$1,230	\$1,105	\$1,020	\$940	\$875	\$820
1/3 page	\$1,020	\$960	\$860	\$800	\$755	\$695	\$645
1/4 page	\$775	\$740	\$645	\$605	\$555	\$525	\$500
1/6 page	\$575	\$555	\$510	\$485	\$440	\$395	\$360

#### Add color:

\$740 for full page  
 \$625 for 2/3 page, 1/2 island or 1/2 page  
 \$440 for 1/3 page, 1/4 page or 1/6 page

**For Display Advertising,** contact Mona Thiel at (614) 794-5834 or email at [mthiel@ceramics.org](mailto:mthiel@ceramics.org).

**For Classified Advertising,** contact Pam Wilson at (614) 794-5826 or email at [pwilson@ceramics.org](mailto:pwilson@ceramics.org).

### Important Dates

ISSUE	RESERVE BY	MATERIALS DUE	MAIL
January/February	Nov. 12, 2021	Nov. 19, 2021	Dec. 14, 2021
March/April	Jan. 21, 2022	Jan. 28, 2022	Feb. 22, 2022
May/June	Mar. 18, 2022	Mar. 25, 2022	Apr. 19, 2022
July/Aug	May 13, 2022	May 20, 2022	June 14, 2022
September/October	Jul. 8, 2022	Jul. 15, 2022	Aug. 23, 2022
November/December	Sep. 2, 2022	Sep. 9, 2022	Oct. 18, 2022



Amanda Bury

### Information

#### EFFECTIVE DATE

January/February 2022 issue

#### FREQUENCY

Bimonthly

#### COVER RATES

Covers are sold on a non-cancelable 4-color basis for the contract year. Rates for the second and third cover positions are the earned color rate plus 25%. The rate for cover four is the earned color rate plus 35%.

#### PREFERRED POSITIONS

Preferred positions are sold on a non-cancelable 4-color basis for the contract year. The rate for special positions is the earned color rate plus 10%.

#### AGENCY COMMISSION & TERMS

15% of gross billing to recognized agencies on space, color and preferred position charges, provided payment is made within 30 days of the invoice date. Thereafter, gross rates apply, and a late fee of 1.5% monthly is assessed.

#### WEBSITE ADVERTISING

For more information contact Mona Thiel at [mthiel@ceramics.org](mailto:mthiel@ceramics.org).

#### INSERTS AND TIP-ONS

Subject to publisher approval. Stock and copy sample must be submitted to the publisher by the first of the month, two months prior to the scheduled issue for publisher approval (for example, January 1 for a March/April issue). Contact Mona Thiel at [mthiel@ceramics.org](mailto:mthiel@ceramics.org) for specifications, quantities, shipping instructions and rates.