

# 2025 ADVERTISING RATES

## Pottery Making Illustrated

### Advertising Rates

SIZES	1x	3x	6x	10x	13x	16x	19x
Full page	\$2,110	\$2,005	\$1,790	\$1,660	\$1,555	\$1,440	\$1,345
2/3 page	\$1,690	\$1,620	\$1,440	\$1,320	\$1,235	\$1,160	\$1,070
1/2 page island	\$1,510	\$1,420	\$1,270	\$1,175	\$1,120	\$1,010	\$940
1/2 page	\$1,355	\$1,290	\$1,160	\$1,070	\$985	\$920	\$860
1/3 page	\$1,070	\$1,010	\$905	\$840	\$795	\$730	\$675
1/4 page	\$815	\$775	\$675	\$635	\$585	\$550	\$525
1/6 page	\$605	\$585	\$535	\$510	\$460	\$415	\$380

#### 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	MAILS
January/February	Nov. 15, 2024	Nov. 21, 2024	Dec. 17, 2024
March/April	Jan. 17, 2025	Jan. 24, 2025	Feb. 18, 2025
May/June	Mar. 21, 2025	Mar. 28, 2025	Apr. 22, 2025
July/Aug	May 2, 2025	May 9, 2025	June 17, 2025
September/October	Jul. 18, 2025	Jul. 25, 2025	Aug. 19, 2025
November/December	Sep. 19, 2025	Sep. 26, 2025	Oct. 21, 2025



Ali Schorman

### Information

#### EFFECTIVE DATE

January/February 2025 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.