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NCECA SPONSORSHIPS & ADVERTISING



# CLAYTOPIA

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## NCECA SPONSORSHIPS & ADVERTISING

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MAXIMUM EXPOSURE FOR YOUR COMPANY

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## NCECA SPONSORSHIPS & ADVERTISING

### ABOUT NCECA

The National Council on Education for the Ceramic Arts (NCECA) is a non-profit educational organization that provides valuable resources and support for individuals, schools and organizations with an abiding interest in the ceramic arts.

NCECA plans and implements one of the largest professional-level arts and education conferences in the world on an annual basis. In 2019, NCECA anticipates that nearly 6,000+ individuals will participate in its 53rd annual conference in Minneapolis, Minnesota. Registrants will include artists, students, scholars, teachers, industry representatives, non-profit organizations, and schools from around the world and throughout the US. Concurrent exhibitions and events taking place throughout the conference region will likely draw thousands more to enjoy and participate in related programming.

### DIGITAL CONFERENCE APP

NCECA's native app will run on iOS, Android, and Blackberry devices as well as the NCECA Website. It will be free and downloadable via the iTunes store and Google Play. The NCECA app will include all of the information in the conference guide, with the cross-listings and search functions of a database-driven computer program. Unlike print media, which may be shelved or discarded following a conference, the NCECA app will remain available and up-to-date year-round extending the accessibility and life of messages pertaining to conference presenters, exhibitors, vendors, galleries, and nonprofit organizations.

#### App features include:

- Interactive maps
  - Interactive Schedule/Event listings
  - Social Media integration
  - Notification/message center (notifications must be 140 characters or less and are only able to be put through to devices that take advantage of this technology. Devices without push will still show notifications within the message center.
  - Interactive list of all commercial, non-profit exhibitors, and Gallery Expo participants (For 2019, NCECA is providing basic listing to Resource Hall and Gallery Expo participants at no additional charge.)
  - Interactive list of galleries
  - Speaker List
  - Search
  - Personalized Favorites & Notes
  - Sponsor Listings
  - Banner ads
  - General info: Registration, Merchandise Sales, Voting Info, Free Events open to the public, Hotel and Transportation info, Wifi, and more...
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App Packages	Includes	Member/Non-Member Rates
Gold Package (only 1 available)	<ul style="list-style-type: none"> <li>• Splash Page</li> <li>• Banner Ad</li> <li>• Enhanced Business Listing</li> <li>• 3 Push Notifications: 1 before, 1 during and 1 after conference</li> <li>• listed under the sponsors tab in the app</li> <li>• ½ page color ad in the Conference Program and Exhibition Guide</li> </ul>	\$2,200   \$2,640
Silver Package (5 packages)	<ul style="list-style-type: none"> <li>• Banner Ad</li> <li>• Enhanced Business Listing</li> <li>• 3 Push Notifications: 1 before, 1 during and 1 after conference</li> <li>• listed under the sponsors tab in the app</li> <li>• ¼ color page ad in the Conference Program and Exhibition Guide</li> </ul>	\$900   \$1080
Bronze Package (5 packages)	<ul style="list-style-type: none"> <li>• Enhanced Business Listing</li> <li>• 3 Push Notifications: 1 before, 1 during and 1 after conference</li> <li>• listed under the sponsors tab in the app</li> <li>• ¼ page color ad in the Journal</li> </ul>	\$390   \$468

See how it works. Watch a brief video! <https://www.youtube.com/watch?v=GBwC3bVRkqY>

This video demonstrates features and opportunities from the 2016 NCECA App. Learn how the App will work and how you can best position your company in front of the many forward-thinking attendees who will make use of it.

\* All Gold, Silver, and Bronze app sponsors will be acknowledged on the between-speakers slides and in the Conference Program & Exhibition Guide if they sign up by the deadline.

APP A LA CARTE PRICING

Banner Ads (640 x 150 pixels, 10 max, including those in packages) .....\$650 | \$780

Linkable Push Notifications DURING CONFERENCE .....\$65 | \$78

Linkable Push Notifications BEFORE or AFTER CONFERENCE.....\$40 | \$48

Enhanced Business Listing (add images, pdfs, links & more) .....\$25 | \$30

\*Push notification messages can be a max of 140 characters including spaces and hyperlinks.

RESERVE

Some of the opportunities are limited and we do expect they will be reserved very quickly. Opportunities are first come/first served. Purchases can be made at [nceca.net](http://nceca.net).

DEADLINES

Due by Nov. 27, 2018 - payment

All App Sponsorships (Gold, Silver, Bronze Packages)

All À la Carte items

Due by Jan. 15, 2019

Enhanced Listing

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## PRINT: NCECA Annual Journal

Published annually, and delivered at the start of the annual conference, the NCECA Journal provides image-rich documentation of presentations and events of the current convening as well as reports on NCECA's efforts over the previous year. The NCECA Journal is an academic standard bearer of scholarship, discourse, best practices, ideas, and opportunities in ceramic art and education. The reach is 85% of registrants during the conference with extended life following.

### *Why advertise here?*

- The Journal reaches readers regionally, nationally, and internationally.
  - The NCECA Journal has enduring shelf life and value as an educational resource beyond the conference.
  - Ad positioning may be requested adjacent to relevant editorial, educational, and pictorial conference content.
  - As a resource for study and scholarship, the NCECA Journal is searchable via EBSCO Host and is included in the stacks of academic and organizational library collections.
  - Repeatedly used by NCECA members working in education and the students they interact with long after the conference is over.
  - Ad subjects, brand and organizational identities gain value through association with leading figures in the field as well as critical and reflective discourse.
  - Because it generates long-term name recognition for programs and opportunities associated with education, advertising in the NCECA Journal is an optimal opportunity for building visibility and reputation of academic institutions, artist residency and workshop centers.
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## AD RATES FOR 2019 NCECA JOURNAL

Color Ad Type	Member/ Non-Member Rates	Size
Full Page	\$830   \$996	8 <sup>1</sup> / <sub>4</sub> "x10 <sup>7</sup> / <sub>8</sub> ", 8 <sup>1</sup> / <sub>2</sub> x 11 <sup>1</sup> / <sub>8</sub> with bleed
Full Page (Inside Front Cover)	\$1080   \$1296	8 <sup>1</sup> / <sub>4</sub> "x10 <sup>7</sup> / <sub>8</sub> ", 8 <sup>1</sup> / <sub>2</sub> x 11 <sup>1</sup> / <sub>8</sub> with bleed
Full Page (Inside Back Cover)	\$1080   \$1296	8 <sup>1</sup> / <sub>4</sub> "x10 <sup>7</sup> / <sub>8</sub> ", 8 <sup>1</sup> / <sub>2</sub> x 11 <sup>1</sup> / <sub>8</sub> with bleed
Half Page	\$540   \$648	3 <sup>3</sup> / <sub>8</sub> " x 10" vertical 7" x 4 <sup>7</sup> / <sub>8</sub> " horizontal
Quarter Page	\$330   \$396	3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "

All ads are non-commissionable.

## AD SPECIFICATIONS:

Ads can be submitted as a PDF. Press Quality CMYK PDFs with all fonts embedded are required for color production.

Publication trim size is 8<sup>1</sup>/<sub>4</sub>" x 10<sup>5</sup>/<sub>8</sub>". Bleed is <sup>1</sup>/<sub>8</sub>" all around full page ads. Live matter keep <sup>1</sup>/<sub>4</sub>" from the trim edge.

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

All ad space can be purchased online at [nceca.net](http://nceca.net). All artwork must be received by November 27, 2018.

## AD UPLOAD DIRECTIONS:

Once you purchase your ad space on [nceca.net](http://nceca.net), you will receive a confirmation email with a link to upload your file. Upload your print ready file with this naming convention:

CompanyName\_Journal\_AdType.

Example: NCECA\_Journal\_FullPage.pdf

If you have any questions or concerns, please contact [journal@nceca.net](mailto:journal@nceca.net).

## PRINT: NCECA Conference Program & Exhibition Guide

The Program & Exhibition Guide reach is 100% of registrants during the conference. Conference attendees reference the program consistently as they plan their visits to workshops, technical sessions, and your booth during this intensive 4-day event.

Why advertise here?

- Immediate gratification and high visibility within a short span of time —as folks thumb through the guide daily in search of programming they will be exposed to your message.
- Potential clients ready to spend, while they are at conference.
- Instantaneous brand awareness within an international and national audience with targeted awareness on ceramics.

### AD RATES FOR 2019 NCECA PROGRAM

Color Ad Type	Member/ Non-Member Rates	Size
Full Page	\$1150   \$1380	8 <sup>1</sup> / <sub>4</sub> "x10 <sup>7</sup> / <sub>8</sub> ", 8 <sup>1</sup> / <sub>2</sub> x 11 <sup>1</sup> / <sub>8</sub> with bleed
Full Page (Inside Front Cover)	\$1440   \$1728	8 <sup>1</sup> / <sub>4</sub> "x10 <sup>7</sup> / <sub>8</sub> ", 8 <sup>1</sup> / <sub>2</sub> x 11 <sup>1</sup> / <sub>8</sub> with bleed
Full Page (Inside Back Cover)	\$1440   \$1728	8 <sup>1</sup> / <sub>4</sub> "x10 <sup>7</sup> / <sub>8</sub> ", 8 <sup>1</sup> / <sub>2</sub> x 11 <sup>1</sup> / <sub>8</sub> with bleed
Two Thirds Page	\$725   \$870	4 <sup>5</sup> / <sub>8</sub> " x 10"
Half Page	\$580   \$696	7" x 4 <sup>7</sup> / <sub>8</sub> " horizontal
Quarter Page	\$345   \$414	3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "

All ads are non-commissionable.

### AD SPECIFICATIONS:

Ads can be submitted as a PDF. Press Quality CMYK PDFs with all fonts embedded are required for color production.

Publication trim size is 8 <sup>1</sup>/<sub>4</sub>" x 10 <sup>7</sup>/<sub>8</sub>". Bleed is <sup>1</sup>/<sub>8</sub>" all around full page ads. Live matter keep <sup>1</sup>/<sub>4</sub>" from the trim edge.



The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date.

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

All ad space can be purchased online at [nceca.net](http://nceca.net). All artwork must be received by November 27, 2018

#### AD UPLOAD DIRECTIONS:

Once you purchase your ad space on [nceca.net](http://nceca.net), you will receive a confirmation email with a link to upload your files. Upload your print ready file with this naming convention:

CompanyName\_AdType.

Example: NCECA\_Program\_FullPage.pdf

## PRINT: NCECA Conference Bag Insert

### *Why advertise here?*

Conference Bag Inserts offer an optimal way to differentiate your products, services, events, or opportunities from other advertisers.

Inserts enclosed in every conference bag are sure to engage your targeted audience as they handle and interact with your message. Ceramic artists, students, and enthusiasts are visual-tactile learners and inserts encourage them to see and touch your promotions.

An estimated 6,000 conference bags will be prepared for distribution at registration. NCECA will accept promotional materials for insertion in the packets. Pieces that may be included: flyers, postcards, cd's, small catalogs (no more than 16 pages and no larger 8½ x 11"), samples weighing no more than 3 ounces. **Pieces stapled together or use of paperclips will not be accepted.**

#### COST:

Member/Non-member Rates: \$300 | \$480

#### PLEASE NOTE:

1. Proposed material is subject to NCECA's approval.
  2. Insertion orders, sample pieces, and payment must be received by March 13, 2019.
  3. NCECA's drayage company must receive shipment of approved materials by March 17, 2019. The exact shipping address will be sent to you upon acceptance. NCECA will not accept materials shipped to the NCECA office.
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## PRINT: NCECA Conference Bag Sponsor

*Why advertise here?*

Your mark joins NCECA's graphics on the official bag of the 2019 conference. Visibility doesn't get any better than this! Carried by thousands of registrants throughout the conference region your mark will continue to impress after it travels home to communities worldwide.

**Member/Non-member Rates:** \$5000 | \$6000

**\*\*Additional year-round advertising with NCECA is available a la carte or as part of your Corporate/Institutional/Gallery membership. Learn more at <http://nceca.net/membership/>**

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