

Reach Your Market
Advertise in the Buyers Guide
(See page 2)

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ceramic scope

1980 BUYERS GUIDE

SPECIAL ISSUE

MANUFACTURERS
PRODUCTS
DISTRIBUTORS
ASSOCIATIONS
TEACHERS
SHOWS

SURVEYS:

- KILNS
- POTTERS WHEELS
- CLAY & SLIP EQUIPMENT

\$4.00



THE CERAMIC SCOPE BUYERS GUIDE

It's been called "the bible" of the ceramic hobby industry.

Thousands of dealers, distributors, teachers and supervisors of ceramic programs in institutions across the nation use it all year long and depend on it for information which is designed to assist the buyer.

Your free listing in the Buyers Guide tells about your company and its products — **your ad sells!** Why not make sure that your advertising message is seen and read by your present and your potential customers?

A full-page ad costs as little as \$380 (for 11 time advertisers in Ceramic Scope magazine) or \$420 for a one-time insertion in the Buyers Guide. Can you afford to pass up a chance to generate inquiries, orders and repeat business?

Call or write today to reserve space.

WHAT IS THE BUYERS GUIDE?

It is the only directory of essential information about the ceramic hobby industry. Published annually by Ceramic Scope, the only business magazine in this rapidly growing field, it includes detailed listings about manufacturers, products, distributors, brand names, traveling teachers, shows and associations. In addition, it features comprehensive comparative data about all kiln models, potters wheels, and clay and slip equipment available in the industry, as well as a handbook of instructional material for studio owners and teachers. The Buyers Guide is like a Yellow Pages, encyclopedia and manual all rolled into one book.

WHAT DOES IT LOOK LIKE?

The Buyers Guide is attractively designed, easy-to-read, efficiently organized. A large 8½ by 11 inches, it is over 170 pages and has a squared book-type spine (perfection binding) and plasticized cover that will hold up under lots of use.

WHO USES IT?

All Ceramic Scope subscribers receive the Buyers Guide, issued late in December, as part of their regular subscription. Copies are also distributed through studios that sell counter copies. Additionally, each year the Buyers Guide has expanded into new markets and is now circulated to thousands of buyers who would not ordinarily have access to the centralized and systematized information in the Buyers Guide. Users include pottery shops, public and private schools, universities, art institutes, military craft shops, industrial arts teachers, parks and recreation departments, purchasing agents' offices and libraries.

People consult the Buyers Guide when they want to:

- find factual information about a company's location, phone, personnel, etc.
- identify sources of supplies
- book a teacher for seminars and/or demonstrations
- compare specifications of different products
- locate suppliers and distributors in particular areas.

WHY SHOULD YOU ADVERTISE?

While the free listings in the directory sections of the Guide give basic information, they cannot sell your products as an ad can do. In advertising, you can tell the full story of your company and the lines it markets, you can explain what benefits and advantages you offer, you can make sure potential customers understand the uniqueness of your products as over against those of your competitors.

The free listing tells—your ad sells.

WHAT WILL AN AD COST?

The space rate in the Buyers Guide depends on the frequency of advertising in regular issues of Ceramic Scope. An 11-time advertiser qualifies for the lowest rate in the Buyers Guide which is the 12th issue of the magazine; a 6-time advertiser qualifies for a somewhat higher rate. There is a separate rate for "Buyers Guide only" advertisers.

Rates for advertising in the other 11 issues of Ceramic Scope are considerably less; for example the one-time rate for any of the regular issues is \$320 for a full page. Six and 11-time rates for regular Ceramic Scope issues are correspondingly lower and qualify you for the most economical Buyers Guide rates,

15% commission is granted on space billing (including inserts) to bona fide and recognized ad agencies, when payment is made within 30 days of billing date. No commission is allowed on production charges such as bleed, on extra color and four-color charges. **Discount of 2% on net, if payment is made within 10 days.**

Orders for one-time ads must be accompanied by payment unless credit has been established with the publisher.

WHAT ARE THE CLOSING DATES?

The deadline for space reservations is October 1. All you have to do to reserve ad space in the 1980 Buyers Guide is to detach and mail the attached order form or to call us collect (213) 935-1121.

The deadline for ad material (copy, art, photos, negatives, etc.) is October 15. Contact us in advance for details on specifications if you need them.

The deadline for inserts is October 21. You need to furnish us with 15,000 by that date. Contact us no later than October 1 to reserve space for inserts and to get specifications about size, shipping instructions, etc.

RATE TABLE

(Reprinted from Rate Card #8. All orders noncancellable after closing date.)

	Width	Depth	One-Time Rate Buyers Guide Only	Rate for 6-Time Ceramic Scope Advertiser	Rate for 11-Time Ceramic Scope Advertiser
2-page spread			\$800	\$780	\$740
1 page	7½"	10"	420	400	380
2/3 page	5"	10"	380	360	330
	7½"	5" or			
1/2 page	3½"	10" or	310	280	250
	5"	7½"			
1/3 page	2¼"	10"	235	210	195
1/4 page	3½"	5"	210	180	150
1/6 page	2¼"	5"	155	140	125
1/12 page	2¼"	2½"	100	90	75
Inside front cover			550	500	480
Inside back cover			530	475	450
Back cover			650	600	550
INSERTS:					
2 pages (front & back)			630	600	570
4 pages			1176	1120	1064

Payment is due within 30 days of billing date. Cash discounts: 2% net, 10 days. On past due balances (over 30 days), 1½% interest will be charged monthly, which is an annual rate of 18%.

PRODUCTION CHARGES

Color: Standard AAAA colors (red, yellow, orange, green, blue), space costs plus \$160. Rates on request for special matched colors.

Four-Color: Available for full pages only. Space costs plus \$435, not including separations.

Special Positions: Guaranteed preferred position, when available, space cost plus 10%.

Bleeds: Available on full pages only. Space cost plus 10%.

Typesetting: No charge ordinarily for typesetting from typefaces available to publisher. Listings requiring extensive initial typesetting or extensive changes, space cost plus 40%.

Art and Graphics: Layout and design service provided in most cases without charge. If special artwork is required, advertiser will be billed at cost.

Cameras: Halftones, line shots, reductions and reverses, extra stripping and outlining charged for at prevailing rates.

CERAMIC SCOPE 1980 BUYERS GUIDE ADVERTISING ORDER FORM

☐ **Yes, I want to reserve _____ ad space in the 1980 Buyers Guide.**

- ☐ Repeat our ad that appeared in 1979 Buyers Guide.
☐ Ad material is enclosed.
☐ You will receive ad material by deadline of October 15

☐ **Yes, I want to run _____ pages as an insert in the 1980 Buyers Guide.**

- ☐ I'll call you ☐ You call me—re specifications and shipping instructions.

☐ **Yes, I'm interested in advertising, but I haven't made up my mind.**

- ☐ Contact me before October 1 about Buyers Guide advertising.
☐ Send me information about advertising in regular issues of Ceramic Scope.

☐ I'd like to look over the Buyers Guide. Please send me a complimentary copy.

COMPANY _____

ADDRESS _____ PHONE _____

CITY _____ STATE _____ ZIP _____

NAME AND ADDRESS OF AGENCY _____

YOUR NAME _____ COMPANY _____
 (please print)

YOUR SIGNATURE _____ TITLE _____

Readers USE Ceramic Scope Buyers Guide!

"I really appreciated the section on electric kilns . . . I did find one through your Guide."

Marina Sutton
Sutton's Art Barn
Laclede, Idaho

"Scope's Buyers Guide is an important tool everyone in the industry should have available at all times."

The Communicator, newsletter
published by the Ceramic
Distributors of America

"Excellent publication — came just in time to be helpful on a large call for bids."

Mrs. Ruth Holveck
Turlock School District
Turlock, California

"The Ceramic Scope Buyers Guide has been a tremendous help to me considering I've been doing ceramics around 20 years. Too bad I didn't have it many years ago."

Helen E. Luck
Brown Mills, New Jersey

"I find your Buyers Guide very informative and it helped me choose my new kiln with which I am very pleased."

Mrs. Don Mayer
Pomeroy, Ohio

"This is the most comprehensive coverage of sources of supplies that I have ever seen."

Nell H. Stewart
Nel-Art Studio
Brighton, Alabama

Ceramic Scope Magazine Helps Hobby Ceramic Businesspeople Keep In Pace With Industry

As the only trade magazine in the ceramic hobby industry, *Ceramic Scope* is edited for distributors, dealers, teachers and supervisors of ceramic programs in schools and other institutions. It features news about people, products and companies, articles about ceramic business management, picture stories about successful studios, and classroom projects for both new and experienced teachers. Regular departments include book reviews, a show calendar, new product releases, tips and techniques by ceramic artists, and traveling teachers' itineraries. Special issues highlight Bestselling Molds, Christmas Planning, The Kiln Market, Parade of New Products, Trade Show Reports, and Studio Improvement.

Ceramic Scope, founded in 1964, is published 12 times a year with a combined issue in November-December plus the Buyers Guide issued every December for use throughout the following year. It is distributed to ceramic business people and professionals by paid subscription in the United States and many foreign countries. Subscription rates \$9.00 per year, \$16 two years.

FIRST CLASS

Permit No. 54007

Los Angeles, Calif.

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

Postage will be paid by —



P. O. Box 48643
Los Angeles, Ca. 90048

PLACE
STAMP
HERE

ceramic scope
P. O. Box 48497
Los Angeles, CA 90048