



# 2025 FUSE NEWS ADVERTISING RATE CARD

Exposure in *FUSE NEWS*: the monthly e-newsletter of FUSION provides direct access to your audience.

FUSE NEWS is distributed to thousands of members and read by makers, guilds, students, teachers, collectors, museums, libraries, and supporters of clay and glass in Canada, the United States and beyond.

Issues of our monthly newsletter include:

- cultural spotlights
- FUSION members we're following
- links to professional tips and tricks
- community news
- Listings and calls for entry
- and more!

**FUSION**  
CLAY + GLASS ONTARIO

**Audience Reach:** Over 2,500 engaged subscribers

**Frequency:** Monthly (12 issues/year)

**Distribution Date:** Before the 15th of each month

**Format:** Digital eblast with clickable ad placements

## Advertising Options & Rates

Ad Placement	One-Time Rate	3x Rate
Top Banner	\$150	\$405
Mid-Section Ad	\$100	\$270
Bottom Banner	\$75	\$202.50

*All rates are in Canadian dollars and subject to HST.*

## Ad Specifications

- **Square image size:** 1080 x 1080 px
- **Format:** High-resolution JPEG or PNG
- **Link:** Provide a URL for click-through
- **Short Blurb:** 50 words max

## Submission Deadlines

- **Booking Deadline:** 1st of each month
- **Artwork Deadline:** 5th of each month

To book your ad or for more information:

- **Email:** [fusion@clayandglass.on.ca](mailto:fusion@clayandglass.on.ca)