

HOROLOGICAL TIMES editorial calendar

delivering a unique niche market ➡ watchmakers-clockmakers



The only monthly horological magazine serving the U.S. market

- Reach 2,500+ watchmakers, clockmakers and industry partners each month
- Reach purchasers of tools, equipment, parts & services

SPECIAL EDITORIAL PROMOTION FOR FREQUENT ADVERTISERS!

As a bonus to 12x advertisers, during your year of advertising, we will work with you develop an editorial article on your business that will be a topic of interest to our readers. Additionally, we can provide digital files of these special features for your promotional use.



2012 editorial calendar

Deadlines

		Deadlines
Technical Discussions	January	11/1/2011
Testing & Timing Equipment	February	12/1/2011
Staking, Staffing & Riveting	March	1/1/2012
Wheels & Pinions	April	2/1/2012
Cutters & Stones	May	3/1/2012
AWCI Pre-Convention Highlights	June	4/1/2012
What's New: New Equipment, Tools & Techniques	July	5/1/2012
Lubrication	August	6/1/2012
Technical Spotlight	September	7/1/2012
Quartz Watches and Clocks	October	8/1/2012
Growing Your Business	November	9/1/2012
Cleaning: Techniques, Machines & Solutions	December	10/1/2012



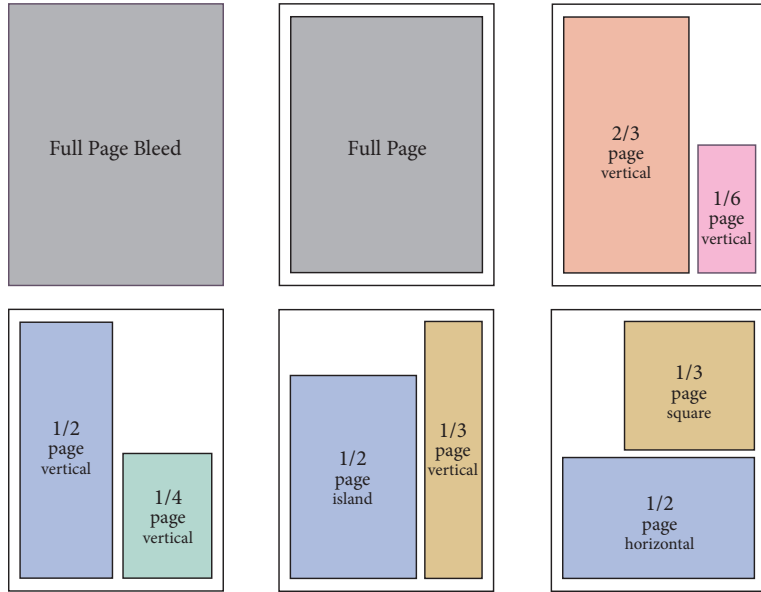
For information contact:

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Official Publication of the American Watchmakers-Clockmakers Institute
Advancing the Art, Science and Business of Horology



ad sizes & rates



Web Advertising: 3-month banners by section

Website Ad only: \$300 month

Combo discounts for 1x or 3x mag ads: \$200 month

Combo discounts for 6x or 12x mag ads: \$175 month

Call for other discounts on longer-term web ad schedules.

deadline & specs:

- 1.) Space reservation: 60 days prior to month of insertion
- 2.) Publication trim size: 8.39" X 11"
- 3.) Safety for live copy: 1/8" each trimmed edge
- 4.) Preferred format: High res .pdf at 300 dpi

Ad Size	BLACK & WHITE ADVERTISING RATES				FULL COLOR ADVERTISING RATES				MECHANICAL SPECIFICATIONS	
	1x	3x	6x	12x	1x	3x	6x	12x	W	H
FULL PAGE	\$900	\$860	\$770	\$700	\$1080	\$1030	\$920	\$840	7½"	10"
2/3 PAGE	\$710	\$680	\$615	\$560	\$850	\$810	\$735	\$670	4⅞"	10"
1/2 PAGE ISLAND	\$680	\$650	\$575	\$520	\$815	\$780	\$690	\$620	4⅞"	7⅛"
1/2 PAGE HORIZONTAL	\$585	\$550	\$480	\$420	\$700	\$660	\$575	\$500	7½"	4⅞"
1/2 PAGE VERTICAL	\$585	\$550	\$480	\$420	\$700	\$660	\$575	\$500	3½"	10"
1/3 PAGE VERTICAL	\$475	\$425	\$360	\$320	\$570	\$510	\$430	\$380	2⅜"	10"
1/3 PAGE SQUARE	\$475	\$425	\$360	\$320	\$570	\$510	\$430	\$380	4⅞"	4⅞"
1/4 PAGE HORIZONTAL	\$350	\$335	\$295	\$250	\$430	\$400	\$350	\$300	7½"	2⅜"
1/4 PAGE VERTICAL	\$350	\$335	\$295	\$250	\$430	\$400	\$350	\$300	3½"	4⅞"
1/6 PAGE	\$300	\$270	\$230	\$205	\$360	\$320	\$270	\$240	2⅜"	5"
1/8 PAGE	\$215	\$205	\$180	\$155	\$260	\$240	\$210	\$180	3½"	2⅜"

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