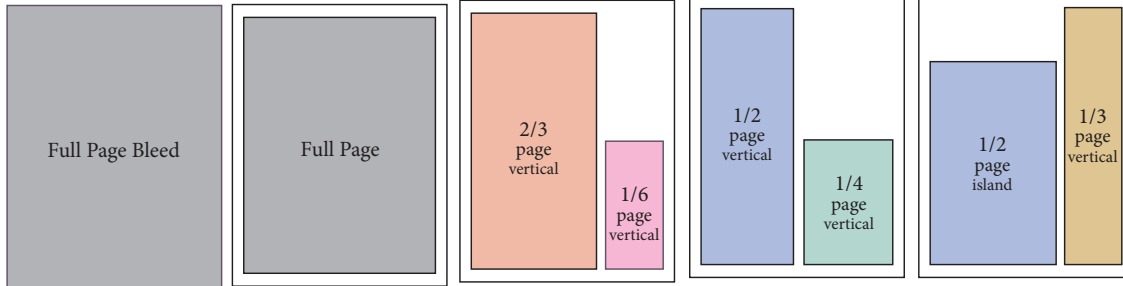


# HOROLOGICAL TIMES the information source for watchmakers & clockmakers

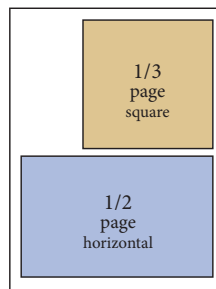
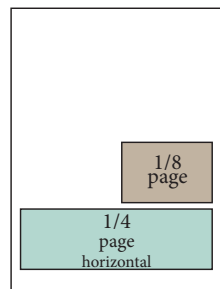
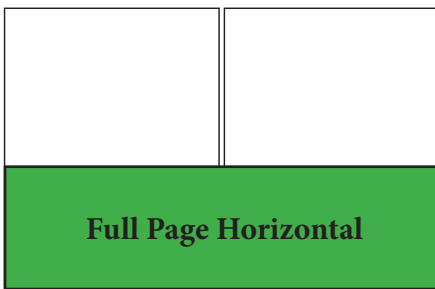
NEW PRODUCTS, TOOLS & METHODS | TIMELY INDUSTRY NEWS | TECHNICAL HOW-TO ARTICLES | EDUCATIONAL FEATURES

## 2016 ad sizes & rates



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Reach purchasers of tools, equipment, parts and services too!



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As a bonus to 12x advertisers, during your year of advertising, we will work with you to 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.

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### deadline & specs:

1. Space reservation: 60 days prior to month of insertion
2. Publication trim size: 8.38" X 11"
3. Safety for live copy: 1/8" each trimmed edge
4. Preferred format: High res .pdf at 300 dpi

Ad Size	ADVERTISING RATES				MECHANICAL SPECIFICATIONS	
	1x	3x	6x	12x	W	H
<b>FULL PAGE / FULL PAGE BLEED</b>	\$1199	\$1139	\$1019	\$935	7 1/2"	10"
<b>FULL PAGE HORIZONTAL</b>	\$1199	\$1139	\$1019	\$935	15"	4 7/8"
<b>2/3 PAGE</b>	\$945	\$898	\$803	\$737	7 1/2"	10"
<b>1/2 PAGE ISLAND</b>	\$945	\$898	\$803	\$737	4 7/8"	7 1/8"
<b>1/2 PAGE HORIZONTAL</b>	\$779	\$740	\$662	\$608	7 1/2"	4 7/8"
<b>1/2 PAGE VERTICAL</b>	\$779	\$740	\$662	\$608	3 1/2"	10"
<b>1/3 PAGE VERTICAL</b>	\$635	\$603	\$540	\$495	3 3/8"	10"
<b>1/3 PAGE SQUARE</b>	\$635	\$603	\$540	\$495	4 7/8"	4 7/8"
<b>1/4 PAGE HORIZONTAL</b>	\$479	\$455	\$407	\$374	7 1/2"	2 3/8"
<b>1/4 PAGE VERTICAL</b>	\$479	\$455	\$407	\$374	3 1/2"	4 7/8"
<b>1/6 PAGE</b>	\$399	\$379	\$339	\$311	3 1/2"	4 7/8"
<b>1/8 PAGE</b>	\$295	\$280	\$251	\$230	3 1/2"	2 3/8"

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**Special Positions are 10% extra.**

### FOR INFORMATION CONTACT: HOROLOGICAL TIMES MAGAZINE

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*Setting Service Standards and Educating the Horological Community*

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