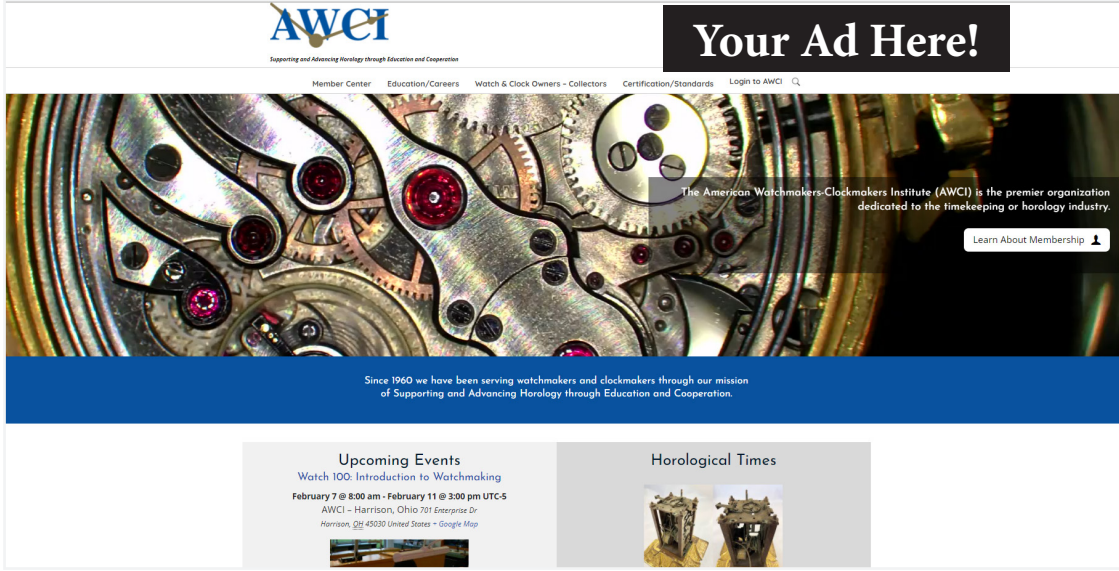




2024 Advertising

Delivering a unique niche market—watchmakers and clockmakers



Web Advertising: Banner Ad

(360 × 95 pixels)
(3-month minimum)
Banner Ad only:
\$275/month

Combo Discounts:


(3-month minimum)
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in HT magazine
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Banner Ad + Print Ad
in HT magazine
(6-12 times a year)
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Because you are already a loyal print advertiser, we are offering you more ways to reach watchmakers and clockmakers at no additional cost to you. *In 2023 all our print advertisers will continue to receive the benefits below. Ad prices will not change, but you will get so much more when you advertise, including your ad in printed editions of *Horological Times*!

- Your ad in digital editions of *Horological Times*, at www.awci.com
- Free video ad embedded in the digital *Horological Times* (15 seconds maximum)
- Free ad for four weeks, eight weeks, etc., in the email newsletter
- Once per quarter we will feature your business as the exclusive sponsor of an HT article on our **social media channels, which reach thousands of horologists across the world who are not HT subscribers

* Additional benefits are on a first-come, first-serve basis. Contact AWCI at 515-367-9800, ext. 303 for special requests.
**Business must provide content (copy, photos, etc.) for social media channels.



SPECIAL EDITORIAL PROMOTION FOR FREQUENT ADVERTISERS!

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For information, contact: HOROLOGICAL TIMES MAGAZINE • 866-367-2924, EDITOR@AWCI.COM
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Supporting and Advancing Horology Through Education and Cooperation

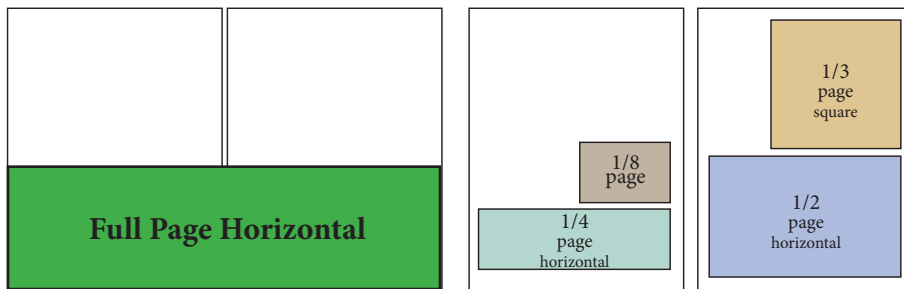
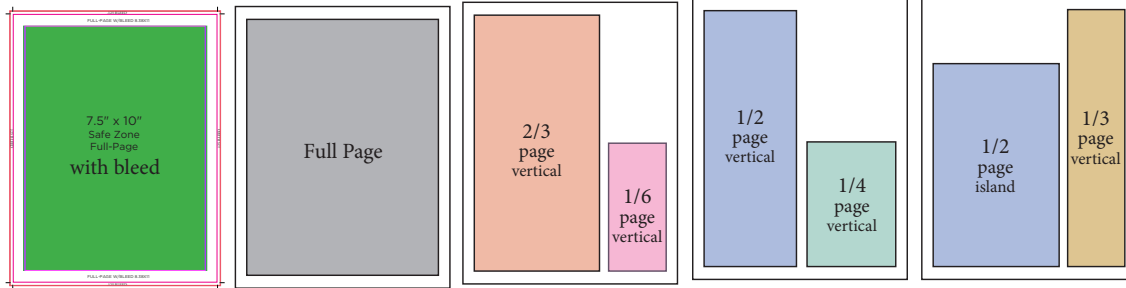
HOROLOGICAL TIMES the information source for watchmakers & clockmakers

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

2024 ad sizes & rates

The only U.S. monthly magazine serving horological professionals

Reach thousands of watchmakers, clockmakers, and industry partners each month!
Reach purchasers of tools, equipment, parts, and services too!



IAB members in the Bronze or higher categories SAVE 10%!

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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
5. Preferred Video format: 1280 x 720 (720p) 15 seconds or less

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

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Special Positions are 10% extra.



**FOR INFORMATION CONTACT:
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