The National Association of Watch & Clock Collectors, Inc.

2020 Media Kit
The mission of the National Association of Watch & Clock Collectors, Inc. (NAWCC) is to educate the world in the art and science of timekeeping. Its vision is to be the premier educator in timekeeping and the preservation of timepieces. The NAWCC is the world’s largest museum, research library, educational institution, and international community of horological professionals and enthusiasts dedicated to clocks, watches, time, and timekeeping. We are committed to being the world leader, educator, and advocate for horology and for everyone who is interested in timepieces and horological issues.
Our Members

Our global membership is composed of more than 11,000 individuals, businesses, & institutions.

Age
The average age of our members is between 60 and 79 years old.
Portfolio

Print
- Watch & Clock Bulletin
- Mart & Highlights
- Museum Guidebook
- Museum Map

Digital
- Digital Ad Trades
- Email Campaigns
- NAWCC WatchNews

NAWCC membership is required to advertise.
The Watch & Clock Bulletin is published bimonthly and presents articles and columns focusing on various aspects of horology. For more information on topics covered, visit Submissions on the Publications page on nawcc.org.

Additional discounts are offered to members who chose to advertise in more than one issue. Three ads receive a 7% discount, and six ads receive a 15% discount.

### Watch & Clock Bulletin Rates for 2020

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD DUE DATE</th>
<th>ISSUE</th>
<th>AD DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>November 4, 2019</td>
<td>July/August</td>
<td>May 6, 2020</td>
</tr>
<tr>
<td>March/April</td>
<td>January 3, 2020</td>
<td>September/October</td>
<td>July 6, 2020</td>
</tr>
<tr>
<td>May/June</td>
<td>March 5, 2020</td>
<td>November/December</td>
<td>September 4, 2020</td>
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</table>

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATES</th>
<th>Get 15% discount for 6 ads.</th>
<th>Get 7% discount for 3 ads.</th>
<th>Business members get 2% across the board.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$2,450</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Facing Front Cover</td>
<td>$2,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Full Page</td>
<td>$1,800</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Facing Back Cover</td>
<td>$2,150</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,400</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,950</td>
<td></td>
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</tbody>
</table>
Collectors, repairers, buyers, sellers, and customers meet through the ads and services promoted in the Mart & Highlights, distributed bimonthly with the Watch & Clock Bulletin.

Additional discounts are offered to our advertisers who chose to run with us for more than one issue.

3 ads receive a 3% discount, and 6 ads receive a 7% discount.

**MART & HIGHLIGHTS RATES FOR 2020**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD DUE DATE</th>
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</thead>
<tbody>
<tr>
<td>January/February</td>
<td>December 2, 2019</td>
<td>July/August</td>
<td>June 1, 2020</td>
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<tr>
<td>March/April</td>
<td>February 3, 2020</td>
<td>September/October</td>
<td>August 3, 2020</td>
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<tr>
<td>May/June</td>
<td>April 1, 2020</td>
<td>November/December</td>
<td>October 1, 2020</td>
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**SIZE**

**NON-PREMIUM PLACEMENT**

<table>
<thead>
<tr>
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<th>RATES</th>
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<tbody>
<tr>
<td>Full Page Color</td>
<td>$1,030</td>
</tr>
<tr>
<td>Full Page B &amp; W</td>
<td>$940</td>
</tr>
<tr>
<td>Half Page Color</td>
<td>$585</td>
</tr>
<tr>
<td>Half Page B &amp; W</td>
<td>$530</td>
</tr>
<tr>
<td>Quarter Page Color</td>
<td>$300</td>
</tr>
<tr>
<td>Quarter Page B &amp; W</td>
<td>$275</td>
</tr>
<tr>
<td>Column Inch Ad</td>
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<tr>
<td>Line Ads</td>
<td>$3.80</td>
</tr>
<tr>
<td>Double Page Center Spread Color</td>
<td>$1,950</td>
</tr>
<tr>
<td>Double Page Center Spread B &amp; W</td>
<td>$1,800</td>
</tr>
<tr>
<td>Double Page Color</td>
<td>$1,850</td>
</tr>
<tr>
<td>Double B &amp; W</td>
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**PREMIUM PLACEMENT**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATES</th>
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<tbody>
<tr>
<td>Front Cover</td>
<td>$1,500</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,300</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,200</td>
</tr>
<tr>
<td>Inside Facing Front Cover</td>
<td>$1,250</td>
</tr>
<tr>
<td>Inside Facing Back Cover</td>
<td>$1,150</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,250</td>
</tr>
<tr>
<td>Cryptogram Half Page</td>
<td>$750</td>
</tr>
</tbody>
</table>

Get 7% discount for 6 ads.

Get 3% discount for 3 ads.

Business members get 2% across the board.
Stephen Decatur Engle (1837–1921), born near Hazelton, PA, was many things, including watch maker, jeweler, businessman, and inventor. A friend of both Thomas Edison and Harvey Firestone, Engle was granted 17 patents during his lifetime.

For about 18 years, Engle spent all his spare time working on his Monumental Clock. As 1875 approached, he learned about the upcoming Centennial Exhibition of 1876 in Philadelphia and wanted to display his clock there. “During the last year before its completion,” he wrote: “I had no night or day, but slept when I was sleepy and ate when I was hungry, without paying any attention to Old Sol.”

Even so, he didn’t finish the clock until 1877, missing the Exhibition. He then sent the clock on tour, up and down the Eastern Seaboard. Too busy at his shop to travel with it, he hired Captain and Mrs. Jacob Reid to manage and promote the touring of the clock.

The clock weighs 1,049 lb. It is 11 feet high, 8 feet wide, and 3 feet deep. It was built in sections: the base consisting of four detachable sides and the heavy slab top, the two side towers, and the center tower, which is in two sections.

Ownership of the clock changed several times over the years. The NAWCC National Watch & Clock Museum purchased it in 1988. The clock had been in a state of decrepitude even before its retirement from touring in 1951. It sat in barns for the following 37 years, during which time rodents enjoyed eating the beeswax portions of some of the figures.

Museum Guide Book

The National Watch & Clock Museum Guide Book is a curated display of our museum collection alongside brand advertisements. The book is updated yearly with a feature article, updated exhibit information, and new photography. Museum Guide Books are given to every new NAWCC member, offered as promotional material at NAWCC events, and are sold at our Gift Shop.

Two-Page Spread: $2,000
### Museum Map

We offer an advertising option for any companies located in the Columbia area. This helps our out-of-town visitors while promoting your business to a new audience. **NAWCC membership is not required to advertise for the Museum Map.**

<table>
<thead>
<tr>
<th>2-COLUMN, COLOR HORIZONTAL AD: $200</th>
<th>1-COLUMN HORIZONTAL AD: $80</th>
<th>1-COLUMN HORIZONTAL COLOR AD: $120</th>
</tr>
</thead>
<tbody>
<tr>
<td>2” VERTICAL AD: $80</td>
<td>3.25” VERTICAL AD: $130</td>
<td>5.25” VERTICAL COLOR AD: $250</td>
</tr>
<tr>
<td>2-COLUMN HORIZONTAL AD: $160</td>
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**The National Association of Watch and Clock Collectors, Inc. (NAWCC) is an international nonprofit association with more than 13,000 members and more than 140 chapters. Our members are enthusiasts, students, educators, casual collectors, businesses, and professionals, who love learning about clocks and watches and work to preserve and promote interest in horology, the art and science of timekeeping.**

**Membership Advantages**

- Free admission to the National Watch & Clock Museum in Columbia, PA.
- 10% Discount at the Museum Store.
- Research (in person or via email) and borrowing privileges at the Library and Research Center, the world’s largest collection of horological literature.
- Educational workshops.
- ASTC passport for free or discounted admissions to more than 250 museums and science centers.

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**Winter Hours**

- December 1-March 31: Tues.-Sat. 10 a.m.-4 p.m.
- Closed Sundays and Mondays.

**Fall Hours**

- Thru November 30: Tues.-Sat. 10 a.m.-5 p.m.
- Sundays noon-4 p.m.

514 Poplar Street • Columbia, PA 17512
Phone: 717.684.8261 (Option 3) • nawcc.org

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**Welcome to the National Watch & Clock Museum**

America’s home to one of the most comprehensive horological collections in the world

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**CRYPTOGRAM PUZZLE**

A cryptogram is a word puzzle in which one letter stands for another. If you think X = O, it will equal O throughout the entire puzzle. The solution is trial and error. Puzzle 97 (Clue D = M).

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**DRYDBAVYPVRCCPXVLG**

**QCPQZRYJVLGQRCGYJR**

**VPVTCDYOUJDOLVDVFHLPAL**

**COHGOARDOSSRQCRYJR**

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**ADVERTISE WITH**

Contact Ad Services Coordinator, Corinne Dedrick for details:
Call 717.684.8261, ext 208 or email: cdedrick@nawcc.org

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**CLOCKPARTS**

Create a Clock with Cocktail in Hand

Thursday, March 21st, 6:00-9:00 p.m.
All supplies provided • Light hors d’oeuvres • one free drink with cost of program

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**WANTED: WESTERN PENNSYLVANIA CLOCKS**

PAUL PHILLIPS.  Ph: 610.212.4253.
Email: paulphillips2@verizon.net

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**Wednesday, February 13**

12:00pm:
ART DECO
Speaker: Meghan Kennedy

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**Saturday, March 16th**

Time Talk 11:00am  TBD – Sara Tongate

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**We have the largest selection of high-end clocks in Central PA:**

- Howard, George Jones, Seth Thomas, Philadelphia bracket clocks, pewter, wood, steel, etc.
- Find out why we may be your competition’s best kept secret: C. SALZGIVER. 717.308.1592.
National Watch & Clock Collectors Message Board

Over 2 million visitors each year with almost 9 million page views

Rates:
- Square Banner (150 x 150 pixels): $200 per month
- Half banner (300 x 150 pixels): $400 per month *
- Full banner (600 x 150 pixels): $800 per month *

* Includes 2 mentions in the Auction Alert email blast
WatchNews is our dedicated watch enthusiast blog that covers topics specific to the NAWCC as well as news in the global watch industry.

Average Age: 25 – 34
Male/Female: 76.2%/23.8%
Email Campaigns

Our Auction & eBay email blasts are the perfect choice to boost awareness of your upcoming horological auctions and sales. These emails are sent twice per month to over 1,500 of our members.

Open Rate: 51%
Click Rate: 26%

The NAWCC is excited to collaborate with you to develop custom campaigns and strategies for your organization. For more information, please contact Mart@NAWCC.org.
Contact

mart@nawcc.org
717.684.8261 ext. 208

Follow Us on Social Media