

# Reach Your Target Audience Through Advertising in the *Watch & Clock Bulletin*

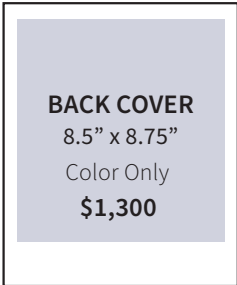
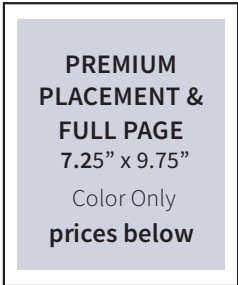
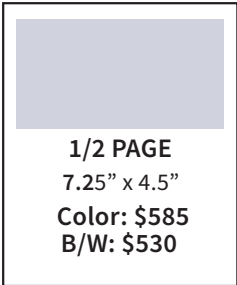
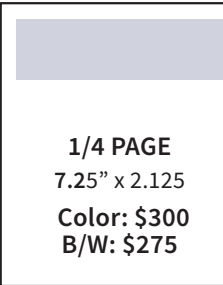
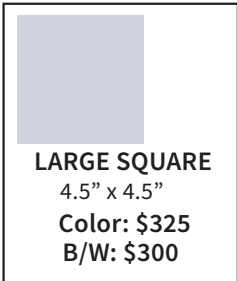
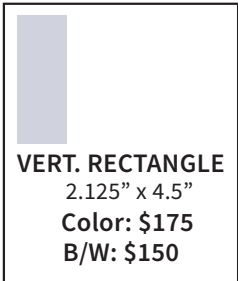

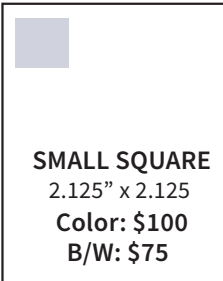
ISSUE	AD/PAYMENT DUE	ISSUE	AD/PAYMENT DUE
January/February	December 1, 2023	July/August	June 3, 2024
March/April	February 1, 2024	September/October	August 1, 2024
May/June	April 1, 2024	November/December	October 1, 2024

## Maximize Your Advertising Dollars!

Additional discounts are offered to those who purchase display or column ads in more than one issue:

**3 ads receive a 3% discount — 6 ads receive a 7% discount**

**Business Members receive a 2% total discount on all advertising.**

 <p><b>BACK COVER</b> 8.5" x 8.75" Color Only <b>\$1,300</b></p>	 <p><b>PREMIUM PLACEMENT &amp; FULL PAGE</b> 7.25" x 9.75" Color Only prices below</p>	 <p><b>1/2 PAGE</b> 7.25" x 4.5" Color: \$585 B/W: \$530</p>	 <p><b>1/4 PAGE</b> 7.25" x 2.125 Color: \$300 B/W: \$275</p>
 <p><b>LARGE SQUARE</b> 4.5" x 4.5" Color: \$325 B/W: \$300</p>	 <p><b>VERT. RECTANGLE</b> 2.125" x 4.5" Color: \$175 B/W: \$150</p>	 <p><b>HORIZONTAL RECTANGLE</b> 4.5" x 2.125" Color: \$175 B/W: \$150</p>	 <p><b>SMALL SQUARE</b> 2.125" x 2.125 Color: \$100 B/W: \$75</p>

COLOR PLACEMENTS	RATE	ADDITIONAL PLACEMENTS	COLOR	B/W
BACK COVER (8.5" x 8.75")	<b>\$1,300</b>	1/2 PAGE (7.25" x 4.5")	<b>\$585</b>	<b>\$530</b>
INSIDE FRONT COVER (7.25" x 9.75")	<b>\$1,200</b>	1/4 PAGE (7.25" x 2.125")	<b>\$300</b>	<b>\$275</b>
INSIDE FACING FRONT COVER (7.25" x 9.75")	<b>\$1,250</b>	LARGE SQUARE (4.5" x 4.5")	<b>\$325</b>	<b>\$300</b>
INSIDE FACING BACK COVER (7.25" x 9.75")	<b>\$1,150</b>	VERT. RECTANGLE (2.125" x 4.5")	<b>\$175</b>	<b>\$150</b>
INSIDE BACK COVER (7.25" x 9.75")	<b>\$1,250</b>	HORIZ. RECTANGLE (4.5" x 2.125")	<b>\$175</b>	<b>\$150</b>
FULL PAGE (7.25" x 9.75")	<b>\$1,030</b>	SMALL SQUARE (2.125" x 2.125)	<b>\$100</b>	<b>\$75</b>
		LINE ADS (MINIMUM 3 LINES)	--	<b>\$3.80/line</b>

**Ready to place an ad? Please email the Ad Sales Coordinator at [mart@nawcc.org](mailto:mart@nawcc.org).**



# Ad Guidelines

All ads should describe opportunities to buy, sell, or trade timepieces or goods and services useful to members. The NAWCC reserves the right at its discretion to refuse to publish any advertisement without any recourse to the NAWCC. Ads must not encourage the scrapping of timepieces, and ads showing nudity will be rejected. All ads are subject to the NAWCC's policies and procedures.

**Images:** Photos should have a resolution of 300 dpi. For digital cameras, the resolution of the photos should be at least 300 dpi at actual print size. Line art should be scanned at 600-1,000 dpi at actual print size.

**Display Ad Submissions:** We accept Adobe PDF, Microsoft Word, Adobe InDesign, Adobe Photoshop, or Adobe Illustrator files. Send separate image files if they are not embedded in the layout files and include font files. InDesign files must be packaged. PDF files are acceptable if fonts and images are embedded. We accept ads by email. If the file is over 10 megabytes, you may send files via WeTransfer, a free FTP service.

**Ad Placement:** We cannot guarantee ad placement, but we will do our best to accommodate your request. For guaranteed placement if space is available, excluding the premium spaces, we charge a 10% placement fee.

**Ad Accuracy:** Advertisers are expected to ensure that the latest published version of their ad is correct before requesting the ad to be run again in a future issue. Ad content should be provided by email or mail; we cannot guarantee ad accuracy

when content is provided by phone.

**Print & Digital Ad Design:** The NAWCC provides ad design and layout services: \$60 includes layout and 2 PDF proofs for members; \$70 includes layout and 2 PDF proofs for nonmembers. Additional cost for more than 2 proofs.

**Premium Space Ad Reservations:** Advertising in the premium spaces must be scheduled in advance of the deadline through the Advertising Coordinator.

**NAWCC Regional Ads:** These ads receive a 10% discount. Registration forms must contain the following disclaimer: "The NAWCC, its officers and members, and the [name of Regional] are not responsible for any loss, injury, or tort during this event."

**Payment:** Ads must be paid in advance of the issue deadline. Checks payable to NAWCC must be drawn from a US bank and payable in US dollars. MasterCard, Visa, Discover, and American Express are accepted. Any ads received but not paid for by the due date will be held and not published until payment is received.

**Late Fee:** A 20% late fee will be charged for ads and payments received after 3:00 p.m. Eastern time on the due date.

**Membership in the NAWCC is not required for advertising, though your membership support is greatly appreciated.**

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*The Watch & Clock Bulletin* is a publication of the National Association of Watch and Clock Collectors, Inc. (NAWCC), for use by its members. Subscription cost is included in membership dues. The NAWCC reserves the right in its sole and absolute discretion to reject, edit, or otherwise refuse to publish any advertisement without any recourse to the NAWCC. All advertisements received, whether from a member, organization, or other party, are received subject to this condition and without recourse to the NAWCC. Statements of opinion or fact appearing in the *Watch & Clock Bulletin* are accepted as the advertiser's own. While the NAWCC strives to ensure that only reputable advertisers appear in its publications, it assumes no responsibility for the accuracy and correctness of any statements of its advertisers. Neither the NAWCC, nor the Officers, nor any of its employees will be responsible for any losses or misunderstandings arising from any of these listings.

*The Watch & Clock Bulletin* is published six times a year. Cutoff date for receipt of advertisements and payment is 3 p.m. Eastern time on the first of the month prior to the month of publication. The NAWCC reserves the right to edit and place all copy. Requests for assistance with problems arising from *Watch & Clock Bulletin* advertising should be addressed to the Editor.