



**The National Association of  
Watch & Clock Collectors, Inc.**

# 2024 Media Guide

[www.nawcc.org](http://www.nawcc.org)

# ≡ National Association of Watch & Clock Collectors, Inc. ≡



The National Association of Watch & Clock Collectors, Inc. (NAWCC) comprises people from all walks of life who are passionate about horology—the art and science of time and timekeeping. The NAWCC is committed to being the world leader, educator, and advocate for horology. Our members enjoy collecting, researching, restoring, and building watches and clocks.

The NAWCC provides several print and online venues for members to share their research, skills, and stories. These venues are ideal for advertisers to showcase their products and services to this targeted consumer group. Our members are dedicated enthusiasts who spend a significant portion of their time and money on their interest in clocks and watches. If you would like to connect with this group, contact us at [mart@nawcc.org](mailto:mart@nawcc.org).

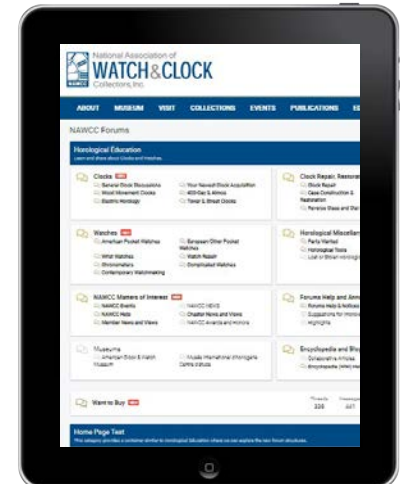
Membership in the NAWCC is not required for advertising, though your membership support is greatly appreciated.



## Watch & Clock Bulletin



## Digital Advertising



Our global membership is composed of nearly **9,000** individuals, businesses, and institutions, with more than **300,000 visitors** accessing our web pages and Forums each year.

## Email Campaigns



## NAWCC Watch & Clock Podcast



The NAWCC reserves the right at its discretion to refuse to publish any advertisement without any recourse to the NAWCC.



Jan/Feb 2024  
Vol. 66  
No. 467

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**Our readers are your customers! Advertise in the *Bulletin* to reach them.**

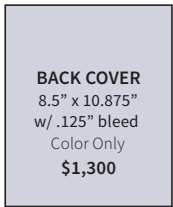
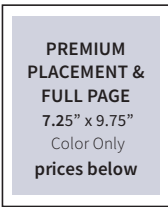
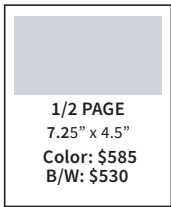
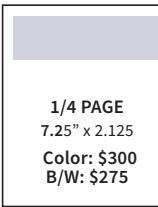
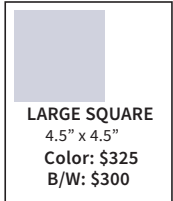
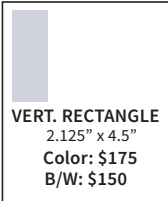
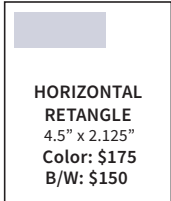
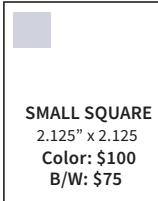
ISSUE	AD/PAYMENT DUE	ISSUE	AD/PAYMENT DUE
January/February	December 1, 2023	July/August	June 3, 2024
March/April	February 1, 2024	September/October	August 1, 2024
May/June	April 1, 2024	November/December	October 1, 2024

## 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 10.875" w/ .125" bleed 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 10.875")	<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>

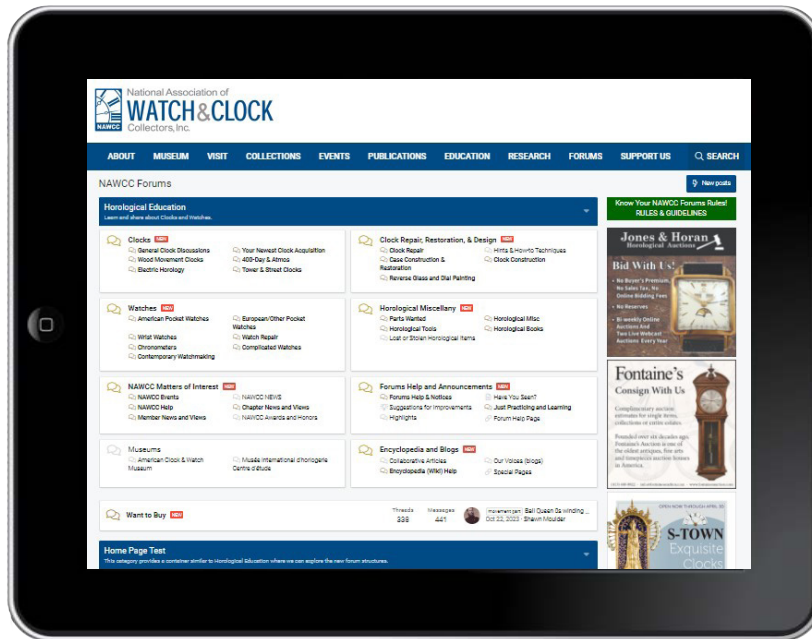
Buyers and sellers meet in the *Bulletin*! Additional discounts are offered to those who purchase display or column ads in more than one issue of the *Bulletin*: three ads receive a 3% discount, and six ads receive a 7% discount.

Don't miss the super "6 for 5" line-ad deal: When you place your line ad in 6 issues, you only pay for 5 issues!

**To get started, send an email to [mart@nawcc.org](mailto:mart@nawcc.org) today!**

# NAWCC Forums

Where people go for clock and watch answers!



The NAWCC's website features public forums ([mb.nawcc.org](http://mb.nawcc.org)) that serve thousands of members, collectors, scholars, and educators each year. Take advantage of this prime advertising opportunity by placing your ad on pages seen by all Forum users.

## Rates:

Square Banner: \$400 per month

Full Banner: \$1,500 per month

Banner ads run on a monthly schedule.

**Save hundreds by purchasing multiple months up front!**

3% off 3 months • 7% off 6 • 15% off 12



## Auction eBlast Campaigns

Develop custom campaigns using the power of NAWCC email blasts.

Open Rate: 53% • Click Rate: 12%

\$75/blast (includes 1 image)

\$50/blast (no image)

Premium placement is available—contact [mart@nawcc.org](mailto:mart@nawcc.org) for details.



## NAWCC Watch & Clock Podcasts

Interested in advertising your business in our podcast?

Contact [mart@nawcc.org](mailto:mart@nawcc.org) to request information on pricing and availability.





# Advertising Guidelines



All ads should describe opportunities to buy, sell, or trade 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.

**Display Ad Submissions:** We accept the following files: .pdf, .tiff, and .jpg. Images should have a minimum resolution of 300 dpi. InDesign files must be packaged. PDF files are acceptable if fonts and images are embedded.

**Ad Placement:** For guaranteed placement if space is available, excluding the premium spaces, we charge a 10% placement fee.

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

**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.



# Advertising Guidelines



**NAWCC Regional Event 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.”

**Line Ads:** Visit [nawcc.org/publications/watch-clock-bulletins/](http://nawcc.org/publications/watch-clock-bulletins/) to download and print the line ad form to submit by post. Or you may email your line ad to [mart@nawcc.org](mailto:mart@nawcc.org).

**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.

**NAWCC Business Members enjoy advertising discounts!**  
Join today by contacting [membership@nawcc.org](mailto:membership@nawcc.org).



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*Follow Us on Social Media*



[mart@nawcc.org](mailto:mart@nawcc.org)  
717.684.8261 ext. 208



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