



National Association of Watch & Clock Collectors, Inc.

2026 Advertising



nawcc.org

Creating a legacy for future horologists



The National Association of Watch & Clock Collectors, Inc. (NAWCC) is a nonprofit organization composed of members who are passionate about horology—the study of timekeeping and making of timepieces.

The NAWCC has print and online resources for members to share their research, skills, and stories. Our publications and digital media are ideal for advertisers to showcase their products and services to this unique consumer group.

Advertising with the NAWCC is much more than reaching your customers. Your advertising dollars help to create a legacy for future makers and collectors by supporting our mission to preserve and promote the craft of timekeeping.

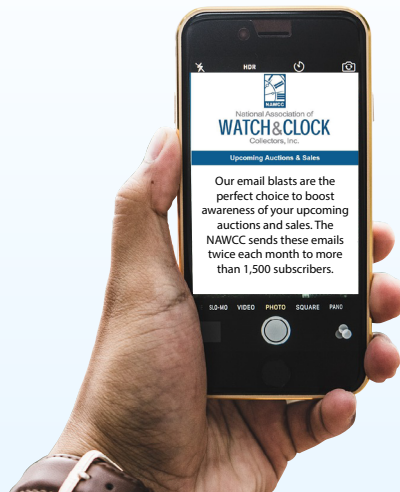
Be part of something bigger by helping us share the stories of the horological past, present, and future. Connect with our members and reserve your ad space by emailing mart@nawcc.org.

Membership in the NAWCC is not required for advertising, though your membership support is greatly appreciated. To learn about our regular and business memberships, visit nawcc.org>Membership.

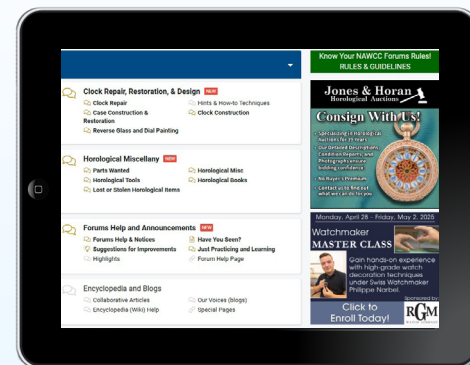
Watch & Clock Bulletin



Email Campaigns



Digital Advertising



Our global membership is composed of nearly **8,000** individuals, businesses, and institutions. More than **1 million visitors** access our web pages and Forums each year.

BULLETIN

Journal of the National Association of Watch & Clock Collectors, Inc.

Sept/Oct 2025
Vol. 67
No. 477

An Ephraim Barber Tall Clock: "Eyewitness" to a Revolution?

By Damon DKMurov (MA)

If the dramatic events of April 19, 1775, culminating in "the shot heard round the world," remain etched in the collective consciousness as the start of the American Revolutionary War, the towns of Lexington and Concord, MA, still boast of a critical mass of iconic artifacts—"eyewitnesses," as it were—to preserve the epic narrative. Most notable among these is the Nathaniel Mulliken Sr. (1722–87) clock that continues to beat and strike at the Concord Museum, the very sounds that would have resonated in the ears of the Lexington militia at Buckman's Tavern as the dreaded Red Coats approached more than two centuries ago (Figure 1).¹ The ultimate objective of the British regulars on that fateful day was the cache of military stores that spies had indicated was at Colonel James Barrett's house in Concord. Barrett, however, had secured those stores by sending them into the countryside just prior to the soldiers' arrival.² Just recently a tall clock has come to light, made by Ephraim Barber (1748–1817) of Marlborough, MA, which the chain of provenance and external corroboration reveal may very well have been an eyewitness to the search by the British soldiers of the James Barrett home.

BARBER'S LINEAGE AND EARLY SETTLEMENT IN MARLBOROUGH

Ephraim Barber's lineage can be traced back to first settler George Barber from Sheffield, England, who arrived in Massachusetts Bay as early as 1638. He was one of the founders of Medfield, where he served as selectman, town clerk, captain of the local militia,



Figure 1. Nathaniel Mulliken Sr. tall clock (left). COURTESY OF THE CONCORD MUSEUM, 2015.

and representative to the General Court.³ Barber's grandfather, Deacon George Barber, also served the town as a selectman as well as its deputy to the General Court.⁴ Ephraim Barber's father, John, belonged to the fourth generation in Medfield and was described as a "yeoman."⁵



Figure 2. Note the focal profiles in the Ephraim Barber upper corner spandrel. COURTESY OF DAMON DKMUROV, 2025.

The *Watch & Clock Bulletin* is the official journal of the NAWCC and is published six times each year in print and online. It presents horological history and research as well as technical and human interest articles. The journal also relays the latest news and events of NAWCC Chapters around the world.

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

ISSUE	AD/PAYMENT DUE	ISSUE	AD/PAYMENT DUE
January/February	December 1, 2025	July/August	June 1, 2026
March/April	February 2, 2026	September/October	August 3, 2026
May/June	April 1, 2026	November/December	October 1, 2026

Maximize Your Advertising Dollars!

Additional discounts are offered to those who pay in advance for display and column ads in more than one issue:

3 ads receive a 5% discount — 6 ads receive a 10% discount
Business Members receive a 10% total discount on all advertising.

BACK COVER 8.5" x 10.875" w/ .125" bleed Color Only \$1,300	PREMIUM PLACEMENT & FULL PAGE 7.25" x 9.75" Color Only prices below	1/2 PAGE 7.25" x 4.5" Color: \$585 B/W: \$530	1/4 PAGE 7.25" x 2.125" Color: \$300 B/W: \$275
LARGE SQUARE 4.5" x 4.5" Color: \$325 B/W: \$300	VERT. RECTANGLE 2.125" x 4.5" Color: \$175 B/W: \$150	HORIZONTAL RECTANGLE 4.5" x 2.125" Color: \$175 B/W: \$150	SMALL SQUARE 2.125" x 2.125" Color: \$100 B/W: \$75

COLOR PLACEMENTS	RATE	ADDITIONAL PLACEMENTS	COLOR	B/W
BACK COVER (8.5" x 10.875")	\$1,300	1/2 PAGE (7.25" x 4.5")	\$585	\$530
INSIDE FRONT COVER (7.25" x 9.75")	\$1,200	1/4 PAGE (7.25" x 2.125")	\$300	\$275
INSIDE FACING FRONT COVER (7.25" x 9.75")	\$1,250	LARGE SQUARE (4.5" x 4.5")	\$325	\$300
INSIDE FACING BACK COVER (7.25" x 9.75")	\$1,150	VERT. RECTANGLE (2.125" x 4.5")	\$175	\$150
INSIDE BACK COVER (7.25" x 9.75")	\$1,250	HORIZ. RECTANGLE (4.5" x 2.125")	\$175	\$150
FULL PAGE (7.25" x 9.75")	\$1,030	SMALL SQUARE (2.125" x 2.125")	\$100	\$75
		LINE ADS (MINIMUM 3 LINES)	--	\$3.80/line

Buyers and sellers meet in the *Bulletin*!

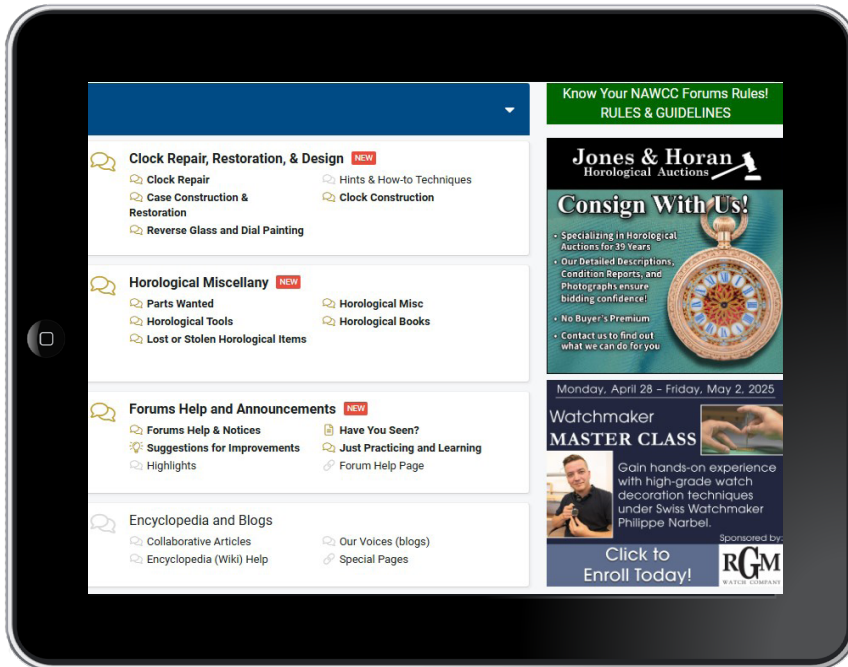
Bundle and save by purchasing multiple display and column ads at once: three ads receive a 5% discount, and six ads receive a 10% discount.

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!

Business Members receive an additional 10% off all advertising.

To get started, email mart@nawcc.org today!

NAWCC Forums



With more than 60,000 members in the NAWCC's public online forums (mb.nawcc.org), these pages offer prime advertising space seen by all Forum users.

Rates:

Square Banner: \$400 per month

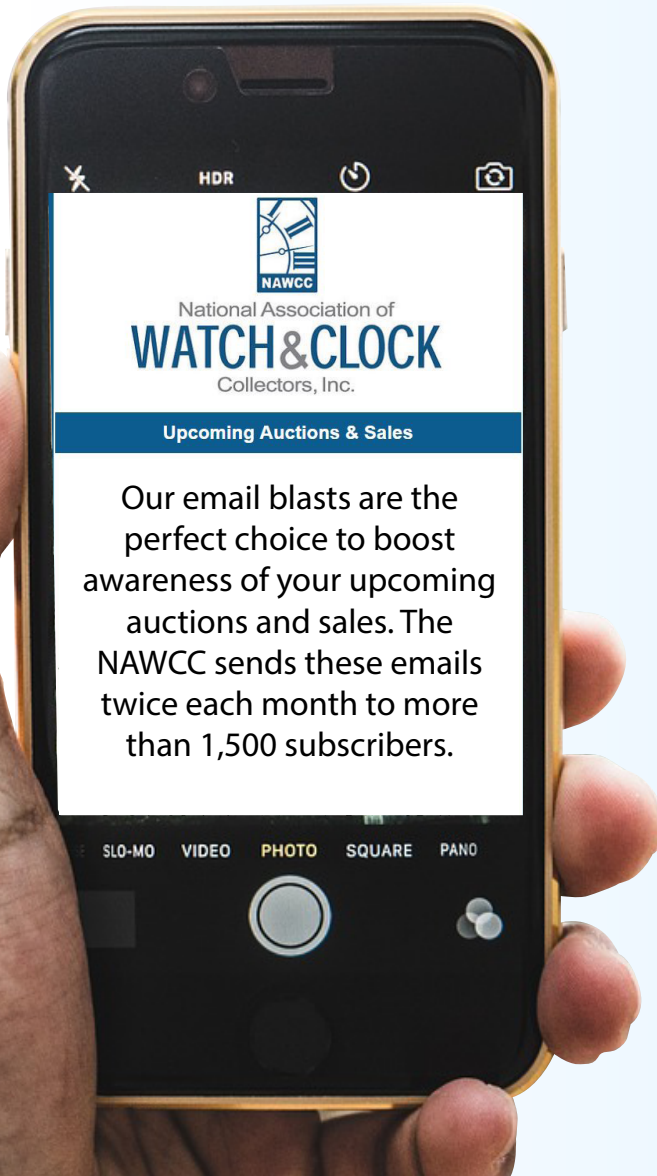
Full Banner: \$1,500 per month

Banner ads run on a monthly schedule.

Save by purchasing multiple Forum ads at once!

5% off 3 months • 10% off 6 months

15% off 12 months



Auction eBlast Campaigns

Develop custom campaigns using the power of NAWCC email blasts. Get results with our higher-than-average response rates:

Open Rate: 52%

Click Rate: 13%

\$75/blast (includes 1 image)

\$50/blast (no image)

Premium placement is available—contact

mart@nawcc.org for details.

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 & Column 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 (mart@nawcc.org).

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.”

Advertising Guidelines



Line Ads: Visit 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.

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 may be charged for ads and payments received after 3:00 p.m. Eastern time on the deadline.

NAWCC Business Members enjoy advertising discounts and many other perks! Visit nawcc.org/business-memberships for details.

Follow Us on Social Media



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