

THE 2022 MEDIA PLANNING GUIDE

**SIGNS** OF THE  
**TIMES**

# FOREVER YOUNG.

AFTER 115 YEARS,  
SIGNS OF THE TIMES  
REMAINS A VITAL  
RESOURCE AS THE  
MAGAZINE OF RECORD  
FOR THE SIGN WORLD.

## MEDIA PRODUCTS

PRINT / ONLINE / CUSTOM / CONTENT / EVENTS / PODCASTS / WEBINARS





**“GREAT RESOURCE FOR SIGNMAKERS, PRINTERS, INSTALLERS, DESIGNERS, ETC IN ALL ASPECTS OF OUR COLLECTIVE INDUSTRIES. WE USE IT FOR LEADS, INSPIRATION, TECHNICAL TIPS/TRICKS, EYE CANDY AND SO MUCH MORE!”**

**DEREK ATCHLEY, ATCHLEY GRAPHICS, COLUMBUS, OH**

**SIGNS<sup>OF THE</sup> TIMES**

## **DEDICATED TO THE SUCCESS OF THE SIGN-INDUSTRY PROFESSIONAL**

*Signs of the Times* is the leading brand for comprehensive sign-industry news, technical information and in-depth analysis since 1906. Our primary mission is presenting our passionate audience with the latest industry trends, while providing advice that helps them run their businesses more successfully. In addition, we are dedicated to bringing buyers and sellers together to expand their businesses in the signage industry nationwide and beyond.

DOZENS OF ADDITIONAL  
READER RAVES ONLINE AT:

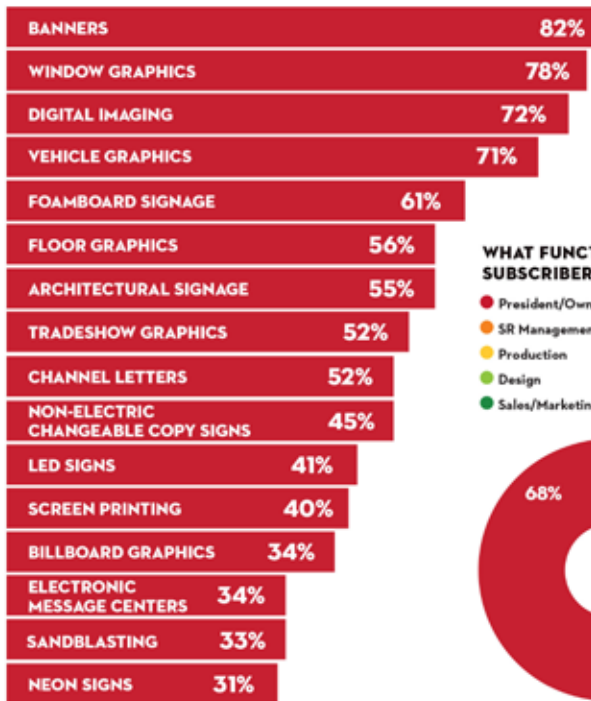
[smartworkmedia.com/st-raves](http://smartworkmedia.com/st-raves)



# YOUR TOOL TO CONNECT WITH U.S. SIGN PROS

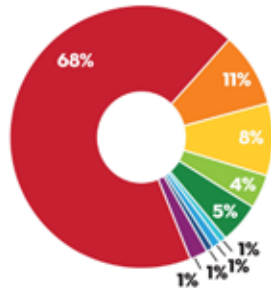
Signs of the Times delivers the most qualified community of **more than 24,000 sign-industry professionals** – an assured and verified audience for your marketing messages.

## PERCENTAGE OF SIGNS' READERS WHO SELL TYPES OF SIGNS AND SIGNMAKING SERVICES\*



### WHAT FUNCTIONS DO SIGNS OF THE TIMES SUBSCRIBERS HAVE?\*

- President/Owner
- SR Management
- Production
- Design
- Sales/Marketing
- Engineering
- Installation
- Purchasing
- Other



### WHAT DO SUBSCRIBERS DO WITH SIGNS OF THE TIMES?



\*Source: Publisher's own research

## INDUSTRY PROFESSIONALS FIND THE INFORMATION IN SIGNS OF THE TIMES VALUABLE

### I VALUE SIGNS OF THE TIMES AND THEIR AUTHORITY IN THIS INDUSTRY



### SIGNS OF THE TIMES HAS ADS THAT ARE USEFUL TO THE INDUSTRY



### SIGNS OF THE TIMES HAS ADVERTISERS THAT ARE RELEVANT TO MY JOB/BUSINESS



### THE ADS IN SIGNS OF THE TIMES ARE INFORMATIVE



### THE ADS IN SIGNS OF THE TIMES PROMPT ME TO RESEARCH NEW PRODUCTS



## REACH READERS WHO TAKE ACTION



\*Source: Litchfield Readership Study

**READER RAVES**



Gary Johnson of Great American Sign in Basking Ridge, NJ, says:

**“IT HAS ALWAYS BEEN THE LEADER IN SIGN EDUCATION.”**

## SIGNS OF THE TIMES READERS SHARE WHAT OUR CONTENT MEANS TO THEM

We don't have to tell you how much *Signs of the Times* means to sign-industry professionals. Instead, in their own words, we'll let them tell you how our media has impacted them.

We are always seeking information, ideas, solutions and trade tricks. Where better to glean this than SOTT! — **Norman Ruth, Deluxe Design, Inc., Rio Rancho, NM** [PICTURED]

Keeping current on the sign industry is vital to the success of our business. *Signs of the Times* offers a way to access industry information, trends and solutions to potential challenges. — **Becky D'Aiuto, Mohawk Valley Signs and Solutions, Inc., Whitestown, NY**

The depth of technical coverage is unsurpassed. The respect for historic signage is a tribute to those who established professional standards for our craft and livelihood. — **Larry Mitchell, SignChef, Inc., El Dorado Hills, CA**

SOTT is an incredible resource for sign professionals. Their archive and history in the trade is unmatched. — **David Barnett, Noble Signs, Brooklyn, NY**

*Signs of the Times* is a great industry resource. It offers a unique perspective and a behind the scenes look into projects going on across the nation. — **James Neely, RP Signs, Charlotte, NC**

I love the physical copy of the magazine and the content is rich. It is like a MasterMind group in a magazine. — **Jennifer Boyd, Artsign Design, Boise, ID** [PICTURED]

*Signs of the Times* keeps current on the industry and its trends. Not reading this publication would be like trying to operate a new machine that you were unfamiliar with and not reading the manual first. — **Terry Elvis, Elvis Signs Graphics & Engraving, Myrtle Beach, SC** [PICTURED]

I love reading *Signs of the Times* to keep track of what is going on in our industry. Seeing others' projects keeps me inspired to become a better sign guy. — **Melvin La Pan, Fastsigns, Augusta, GA**

I have been in the sign industry for 16 years and view *Signs of the Times* magazine as the most authoritative and balanced source of information in the industry. — **Vince Cvijanovic, Graphic Components, Greensboro, NC** [PICTURED]

I grew up reading *Signs of the Times* ... I have an incredible collection. *Signs of the Times* helps true industry professionals stay up to date in the marketplace. — **Bob Chapa, Signarama Troy/Metro Detroit, Troy, MI** [PICTURED]

Since I began in the sign industry 18 years ago, I was handed a stack of *Signs of the Times* magazines. Over the years, it is the only magazine that still pertains to the "sign industry" and not geared towards T-shirts/textiles. — **Kristie Voty, Chautauqua Sign Co., Inc., Falconer, NY** [PICTURED]



NORMAN RUTH



JENNIFER BOYD



TERRY ELVIS



VINCE CVIJANOVIC












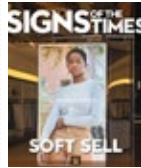



BOB CHAPA



KRISTIE VOTY



JANUARY	FEBRUARY	MARCH	SPECIAL ISSUE	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
 <p><b>FEATURE STORIES</b> <b>PHOTOGRAPHING SIGNS FOR BETTER MARKETING</b> Use this tip-filled creative guide to build a killer sales portfolio of your very best work. <b>NEON'S LASTING APPEAL</b></p> <p><b>TECH PRODUCTS</b> Solvent/Eco Solvent Printers</p> <p><b>BENCHMARKS</b> School Signs</p> <p><b>DEADLINES</b> Publicity: 11/8/21 Sales: 11/22/21 Artwork: 12/2/21</p>	 <p><b>FEATURE STORIES</b> <b>GETTING LEAN</b> Our guide to strengthening your business through better choices in project and time management. <b>CREATIVE USES OF LED LIGHTING</b></p> <p><b>TECH PRODUCTS</b> 3D Printing</p> <p><b>BENCHMARKS</b> Retail Store Signs</p> <p><b>DEADLINES</b> Publicity: 12/20/21 Sales: 1/3/22 Artwork: 1/7/22</p>	 <p><b>FEATURE STORIES</b> <b>THE 2022 SIGN INVITATIONAL</b> A preview of the finalists of this popular annual creative challenge. <b>45 THINGS THAT MOST ANNOY SIGN PROS</b> Sign pros share their pet peeves.</p> <p><b>TECH PRODUCTS</b> EMCs and Digital Displays</p> <p><b>BENCHMARKS</b> Healthcare Signs</p> <p><b>DEADLINES</b> Publicity: 1/13/22 Sales: 1/27/22 Artwork: 2/4/22</p> <p><b>TRADE SHOW DISTRIBUTION</b> ISA SIGN EXPO Atlanta, GA</p>	 <p><b>FEATURE STORIES</b> <b>BIG SURVEY/ STATE OF THE INDUSTRY REPORT</b> Signs of the Times' Big Survey/ State of the Industry Report incorporates industry research and proprietary surveys of our Brain Squad to provide key statistical benchmarks sign pros need to make better business decisions. Promote your brand in this annual resource that will be referred all year long.</p> <p><b>TECH PRODUCTS</b> Dye Sublimation</p> <p><b>BENCHMARKS</b> Shop Crane and Boom Trucks</p> <p><b>DEADLINES</b> Publicity: 2/10/22 Sales: 2/24/22 Artwork: 3/3/22</p> <p><b>TRADE SHOW DISTRIBUTION</b> ISA SIGN EXPO Atlanta, GA</p>	 <p><b>FEATURE STORIES</b> <b>WOMEN IN SIGNS AWARDS</b> Celebrate with us in our second annual edition highlighting the achievements of outstanding female sign pros. <b>PUTTING THE POP INTO RIGID SUBSTRATES</b></p> <p><b>TECH PRODUCTS</b> Starting a Signshop for \$10K or Less</p> <p><b>BENCHMARKS</b> Sports Venue Signs</p> <p><b>DEADLINES</b> Publicity: 3/14/22 Sales: 3/28/22 Artwork: 4/7/22</p>	 <p><b>FEATURE STORIES</b> <b>THE SOFTER SIDE OF SIGNS: TEXTILES AND BANNERS</b> Find out why soft signs are among the fastest growing in the market. <b>DIMENSIONAL SIGNS: THE ROUT TO TAKE</b></p> <p><b>TECH PRODUCTS</b> Green Products</p> <p><b>BENCHMARKS</b> ASM's Restored Signs</p> <p><b>DEADLINES</b> Publicity: 4/17/22 Sales: 4/28/22 Artwork: 5/5/22</p>	 <p><b>FEATURE STORIES</b> <b>FUNNY BUSINESS</b> For some sign pros, humor is a key tool for winning customers. Learn how to use this important sales tactic. <b>FINDING THE WAY WITH SIGN SYSTEMS</b></p> <p><b>TECH PRODUCTS</b> Laser Engravers</p> <p><b>BENCHMARKS</b> Race Car Graphics</p> <p><b>DEADLINES</b> Publicity: 5/10/22 Sales: 5/24/22 Artwork: 6/2/20</p>	 <p><b>FEATURE STORIES</b> <b>FAVORITE SIGNMAKING EQUIPMENT AND TOOLS</b> The Signs of the Times Brain Squad shares tool and equipment choices they use to get the job done. <b>THE LATEST DIGITAL PRINTERS</b></p> <p><b>TECH PRODUCTS</b> LED Modules and Power Supplies</p> <p><b>BENCHMARKS</b> Park and Nature Signs</p> <p><b>DEADLINES</b> Publicity: 6/4/22 Sales: 6/21/22 Artwork: 6/30/22</p>	 <p><b>FEATURE STORIES</b> <b>PAINTING AWESOME MURALS AND WALL SIGNS</b> Tips from top pros that can help you break into this niche market. <b>TRULY MONUMENTAL SIGNS</b></p> <p><b>TECH PRODUCTS</b> UV Printers</p> <p><b>DEADLINES</b> Publicity: 7/12/22 Sales: 7/26/22 Artwork: 8/4/22</p> <p><b>TRADE SHOW DISTRIBUTION</b> PRINTING UNITED Las Vegas, NV</p>	 <p><b>FEATURE STORIES</b> <b>ANNUAL SIGN CONTEST</b> A decades-long tradition of presenting the year's best signs. <b>REACH FOR IT: CRANES AND BOOM TRUCKS</b></p> <p><b>TECH PRODUCTS</b> Laser Routers and Cutters</p> <p><b>BENCHMARKS</b> Bar and Pub Signs</p> <p><b>DEADLINES</b> Publicity: 9/13/22 Sales: 9/27/22 Artwork: 10/6/22</p>	 <p><b>FEATURE STORIES</b> <b>THE WIDE WORLD OF PRINTED GRAPHICS</b> From floors to walls to windows, vehicles and much more. <b>31 SCARY STORIES FROM SIGN PROS</b> One for each day of the month, with the scariest for Halloween.</p> <p><b>TECH PRODUCTS</b> Dimensional Letters</p> <p><b>BENCHMARKS</b> Theme Park Signs</p> <p><b>DEADLINES</b> Publicity: 8/9/22 Sales: 8/23/22 Artwork: 9/1/22</p> <p><b>TRADE SHOW DISTRIBUTION</b> PRINTING UNITED Las Vegas, NV</p>	 <p><b>FEATURE STORIES</b> <b>24 TIPS TO MOTIVATE YOUR TEAM</b> What if "TGI Monday" became your staff's mantra? <b>CHANGE YOUR CHANNEL LETTERS</b></p> <p><b>TECH PRODUCTS</b> Bar and Pub Signs</p> <p><b>DEADLINES</b> Publicity: 10/11/22 Sales: 10/25/22 Artwork: 11/3/22</p>	 <p><b>FEATURE STORIES</b> <b>ARCHITECTURAL SIGNS: BEST CREATIVE PRACTICES</b> See examples of signs that put the "architecture" into architectural signage. <b>MAGNETIC SIGNS ATTRACT CUSTOMERS</b></p> <p><b>TECH PRODUCTS</b> Electronic Kiosks</p> <p><b>BENCHMARKS</b> Holiday Signs</p> <p><b>DEADLINES</b> Publicity: 10/11/22 Sales: 10/25/22 Artwork: 11/3/22</p>



## POPULAR DEPARTMENTS IN EACH ISSUE OF SIGNS OF THE TIMES

**MONTHLY COLUMNISTS**  
Featured columns include:  
Illuminated Signs, Prints and Wraps, Shop Operations and The Business of Signs

**BENCHMARKS**  
Curated galleries of notable signs. A new category each issue!

**REAL DEAL**  
Readers solve real-life sign business situations.

**TECH PRODUCTS**  
Catch our in-depth tech coverage – new categories monthly!

**MANAGER'S TO-DO/CALENDAR**  
Dates and activities for sign pros.

**TIP SHEET**  
Expert guidance for better business performance.

**ASK SIGNS**  
Sign pros' questions answered.

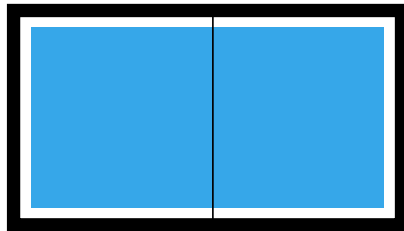
**SIGN CONFIDENTIAL**  
Sign business owners share their work/life secrets.

**+ RATES**

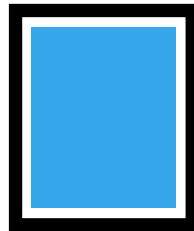
PICK YOUR SIZE	2-PAGE SPREAD GET MAX IMPACT!	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL! (OR GO WIDE!)	1/4 PAGE SMART VALUES	PRODUCT SHOWCASE SHOW YOUR STUFF!
<b>12x</b>	<b>\$9,082</b>	<b>\$5,141</b>	<b>\$4,113</b>	<b>\$3,445</b>	<b>\$3,154</b>	<b>\$2,057</b>	<b>\$720</b>
6x	\$9,742	\$5,471	\$4,377	\$3,665	\$3,294	\$2,188	\$925
3x	\$10,518	\$5,859	\$4,688	\$3,926	\$3,389	\$2,344	\$1,075
1x	\$11,030	\$6,115	\$4,892	\$4,097	\$3,618	\$2,446	\$1,225
<b>TRIM SIZE</b>	18 x 10 7/8	9 x 10 7/8	5 3/4 x 10 7/8 (VERT.) 9 x 7 (HOR.)	4 1/4 x 10 7/8 (VERT.) 9 x 5 1/4 (HOR.)	2 3/4 x 10 7/8 (VERT.) 9 x 3 3/4 (HOR.)	3 7/8 x 4 3/4 (VERT.) 8 x 2 3/8 (HOR.)	2 1/2 x 4 7/8
<b>BLEED</b>	18 1/4 x 11 1/8	9 1/4 x 11 1/8	6 x 11 1/8 (VERT.) 9 1/4 x 7 1/4 (HOR.)	4 1/2 x 11 1/8 (VERT.) 9 1/4 x 5 1/2 (HOR.)	3 x 11 1/8 (VERT.) 9 1/4 x 4 (HOR.)	—	—
<b>NON BLEED</b>	17 x 9 7/8	8 x 9 7/8	5 1/2 x 9 7/8 (VERT.) 8 x 6 5/8 (HOR.)	3 7/8 x 9 7/8 (VERT.) 8 x 4 3/4 (HOR.)	2 1/2 x 9 7/8 (VERT.) 8 x 3 1/8 (HOR.)	—	—

SIZES LISTED IN INCHES

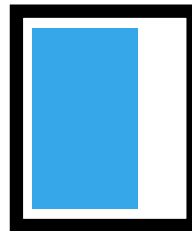
**+ FORMATS**



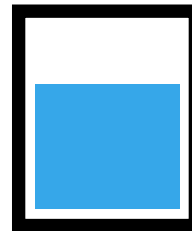
2-PAGE SPREAD



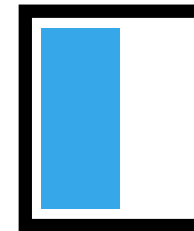
FULL PAGE



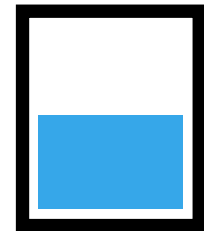
2/3 VERTICAL



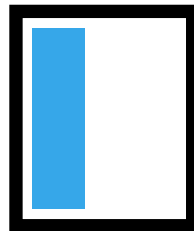
2/3 HORIZONTAL



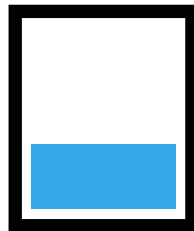
1/2 VERTICAL



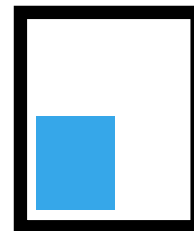
1/2 HORIZONTAL



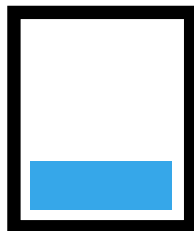
1/3 VERTICAL



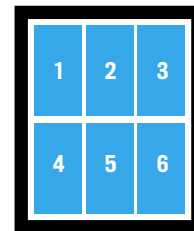
1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL



PRODUCT SHOWCASE

**WE DESIGN YOUR PRODUCT SHOWCASE AD**  
Provide us with one product shot as a digital file (300 dpi, CMYK color). We also need up to 75 words of ad copy, which includes your contact information.

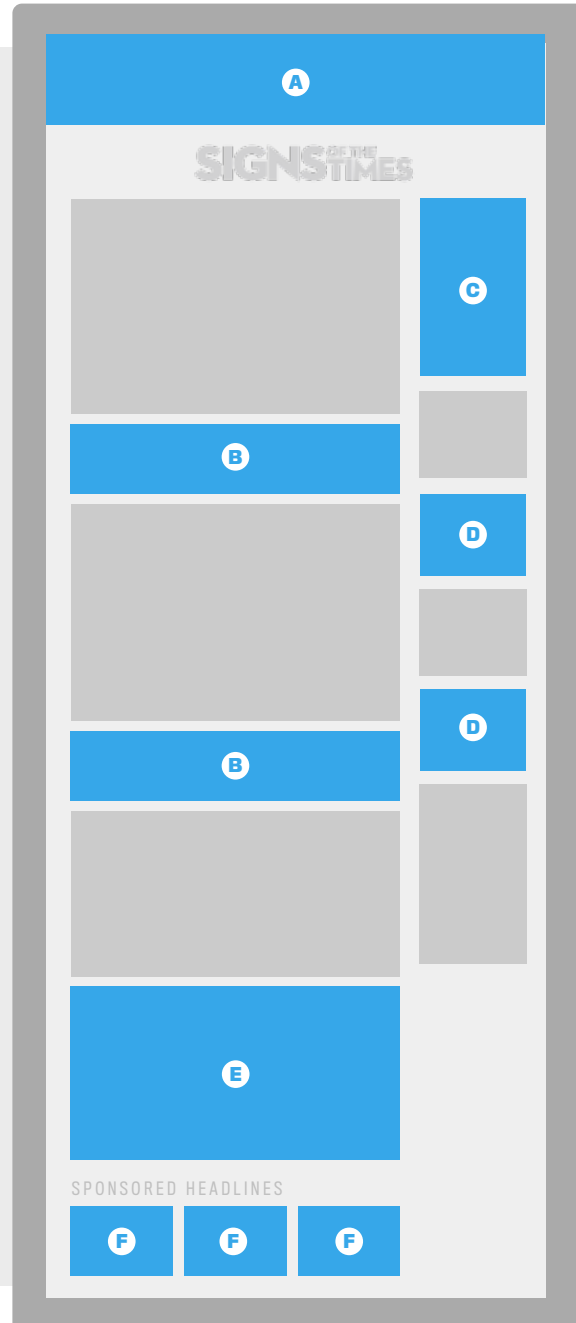
# WEBSITE BANNERS

Our redesigned, state-of-the-art website provides best-in-class ad visibility and improved exposure on mobile devices.

## STANDARD PAGE LAYOUT

This wireframe represents what an average run-of-site page on SIGNSOFTHETIMES.COM looks like.

**Headline Banners (B)** generally appear every five paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.



### A BILLBOARD BANNER

This dominating, full-width position makes your brand the star of our website.

#### CPM RATES

JAN-DEC **\$215**

Desktop: 1800 x 460 pixels\*;  
Mobile: 400 x 300 pixels

\* Maximum resolution to appear at full width on higher-resolution devices.

### B HEADLINE BANNERS

In-story (every six paragraphs) banner slots ensure your message will be seen by readers.

#### CPM RATES

JAN-DEC **\$110**

Desktop: 740 x 190 pixels;  
Mobile: 300 x 250 pixels;  
Homepage: 1800 x 460 pixels

### C SKYSCRAPER SIDE BANNER

Our towering sidebar banner gives you space to show off and makes a serious impression.

#### CPM RATES

JAN-DEC **\$90**

Desktop: 300 x 600 pixels;  
Mobile: 300 x 300 pixels

### D STANDARD SIDE BANNER

Square but still hip. This classic value format is a banner advertising workhorse.

#### CPM RATES

JAN-DEC **\$80**

Desktop: 300 x 300 pixels

### E VIDEO THEATER

This end-of-story position ensures high visibility for your video message or advertisement.

#### CPM RATES

JAN-DEC **\$160**

Send 1080P video files in popular video formats via [smartworkmedia.com/sendvideo](https://smartworkmedia.com/sendvideo)

### F SPONSORED HEADLINES

Point readers to breaking news about your business with a click-worthy headline and thumbnail art appearing below our content.

#### CPM RATES

JAN-DEC **\$60**

Send 400 x 240 thumbnail image and URL for content

**5X**  
WEEKLY  
FREQUENCY  
IN 2022



# EMAIL BANNERS

Get your message across to 24,000+ sign pros.

## A BILLBOARD

Make an impact with this full-width, large-format banner at the top of our daily emails.

RATES	
MONTHLY	<b>\$6,330</b>
WEEKLY	<b>\$1,670</b>

Size: 600 x 155 pixels

## B HEADLINE BANNER 1

This banner puts your message atop the day's top headlines.

RATES	
MONTHLY	<b>\$5,330</b>
WEEKLY	<b>\$1,650</b>

Size: 560 x 145 pixels

## C SKYSCRAPER

This vertical banner is in a perfect position for high-impact brand recognition.

RATES	
MONTHLY	<b>\$3,840</b>
WEEKLY	<b>\$1,150</b>

Size: 250 x 500 pixels

## D HEADLINE BANNER 2

This banner catches reader attention as they move through our daily roundup.

RATES	
MONTHLY	<b>\$3,840</b>
WEEKLY	<b>\$1,150</b>

Size: 560 x 145 pixels

## E DAILY TIPS BANNER

You're the presenter of our daily tips, some of our readers' favorite content.

RATES	
MONTHLY	<b>\$3,200</b>
WEEKLY	<b>\$940</b>

Size: 560 x 145 pixels

## F BIG FOOT BANNER

Yes, it's at the bottom, but it's the biggest banner on the page – 2x deeper than our standard banners.

RATES	
MONTHLY	<b>\$2,500</b>
WEEKLY	<b>\$775</b>

Size: 560 x 300 pixels

## POPULAR PRODUCT! PRODUCT SHOWCASE BULLETINS

Reach thousands of sign pros with a strong promo message and full-width image of your product in this popular twice-monthly resource email containing 6-10 featured products. Perfect for product launches and brand awareness!

SHOWCASE LISTING	1X	5X	10X
	<b>\$700</b>	<b>\$660</b>	<b>\$620</b>



## MORE EMAIL OPTIONS CUSTOM E-BLASTS

Send your promo message to our full email list, or build a target audience based on type of retailer and job function.

PRICES START AT **\$350 CPM**



**SIGNS OF THE TIMES** MARKETPLACE CLASSIFIEDS

# REACH A TARGETED AUDIENCE WITH OUR LOW-COST CLASSIFIED AD SOLUTION

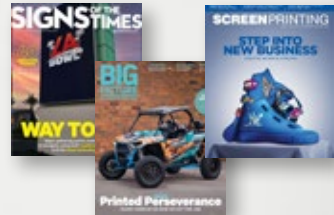
Being seen is your key priority. Doing it cost-effectively is a huge plus. Place your classified ad(s) in the top signage and graphics publications and reach sign professionals, digital print shops and/or screen-printing professionals – for the lowest possible investment.

**PACKAGE DETAILS**

**INCREASE YOUR EXPOSURE!**

Full-color classified ads come in: 1", 2", or 3" high x 2.25" wide.

Multiple-month and multiple-publication discounts are available in Screen Printing and Big Picture magazines.



**2022 CLASSIFIED AD RATES**

FREQUENCY AND MULTI-PUBLICATION DISCOUNTS AVAILABLE

**1-INCH**

**\$210** PER EDITION

**2-INCH**

**\$420** PER EDITION

**3-INCH**

**\$590** PER EDITION

**4-INCH**

**\$740** PER EDITION



FOR MORE INFORMATION AND TO PLACE AN AD, CONTACT:

**Vernita Johnson**

Classified and Directory/Account Executive

EMAIL: [vernita.johnson@smartworkmedia.com](mailto:vernita.johnson@smartworkmedia.com)

PHONE: 513-263-9313



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**PUBLIC MARKET CENTER**

**SIGNS OF THE TIMES**  
DIGITAL EDITION

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THERE ALWAYS SOMETHING GOING

OP 2 HOURS

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LinkedIn Signs of the Times

Instagram @SignsOfTheTimes

**SIGNS OF THE TIMES** DIGITAL EDITION

## MAKE YOURSELF A COVER STAR WITH A SIGNS OF THE TIMES DIGIMAG SPONSORSHIP

Want a high-profile online placement that puts *your* business in the starring role opposite the cover of *Signs of the Times* magazine? It's easy with a sponsorship of our monthly digital flipbook. Or try other positions in our digital edition for a powerful and cost-effective way to associate your brand with sign pros' favorite business publication.

### AD OPPOSITE FRONT COVER

**PACKAGE INCLUDES**

- Full page ad opposite front cover of digital edition
- Leaderboard banner (500 x 160 pixels) on 2x monthly bulletin
- Your company logo on all Signs of the times digital edition promotions (i.e. rotators)

**\$2,150** PER EDITION

### BELLY BAND

**PACKAGE INCLUDES**

- Lead-in belly band before front cover of digital edition
- Footer banner (500 x 160 pixels) on 2x monthly bulletin

**\$1,315** PER EDITION

### FULL PAGE DIGITAL AD

Your ad is placed in a special expanded advertising section in our digital edition.

**\$495** PER EDITION

**AVAILABLE AD ENHANCEMENTS**

Video or audio integration  
**\$500 per ad**

Ad animation  
**\$500 per ad**



SEE LATEST EDITION AT:

[signsofthetimes.com/digital](https://signsofthetimes.com/digital)



# SIGNS<sup>OF THE</sup> TIMES

## THE 2022 MEDIA PLANNING GUIDE

### CONTACT YOUR AD REP

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(For additional promotional options and special opportunities, **continue reading.**)



READER  
RAVES



*Stephanie McEwen of  
SignCraft Solutions, LLC in  
Wake Forest, NC, says:*

**"WE APPRECIATE SIGNS OF THE TIMES' COMMITMENT TO PUBLISHING CURRENT TRENDS, THE LATEST AND GREATEST INFORMATION AND BEST PRACTICES FOR THE SIGN INDUSTRY."**



CONTENT  
MARKETING  
(PRINT AND  
ONLINE)

SOCIAL MEDIA  
MARKETING

WEBINARS

PODCASTS

FOCUS  
GROUPS

VIDEOS

BLOGS

EMAIL  
MARKETING

COLLATERAL  
& POP  
MATERIALS

PRINT &  
DIGITAL  
AD CAMPAIGNS

EVENT  
MANAGEMENT



**SIGNS**<sup>OF THE</sup>**TIMES**  
MARKETING SERVICES

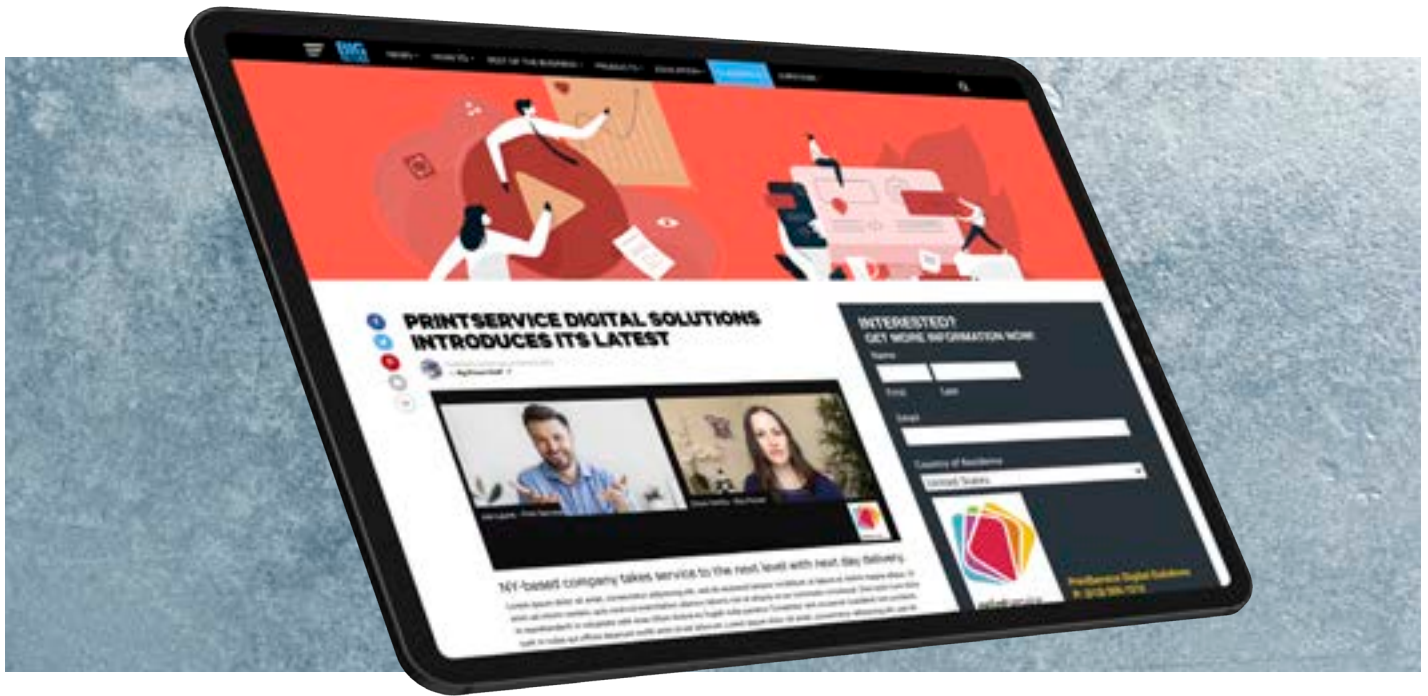
## LET US TELL THE STORY OF YOUR BRAND

As if you didn't know, content is *king*. That's why SmartWork Media's Content Studio is ready and willing to help you to tell your story in the strongest, most impactful way possible.

From print to videos, webinars to podcasts, the SmartWork Media Content Studio works with you to create content that focuses your brands' strengths and delivers your story to our network of over 24,000 sign-industry professionals.

The SWM Content Studio takes a tailored approach to each client's needs and will work with you to identify the best strategy for your brand.

*Smart*  
**WORK**  
CONTENT STUDIO



# INTRODUCING THE SHOW & TELL VIDEO PACKAGE

*A unique opportunity to demonstrate your newest products with video, email & more!*

**WHEN YOU** can't be face to face with potential customers, what's a business to do?

Forget about the details – we'll take care of everything! From recording a 15-minute interview/demo video to online exposure, social media posts and a customized eblast, we do the work for you. Plus, we'll give you the video MP4 file so you can post it to your website, distribute it to your customers or use it any way you wish. It's up to you.

## HERE'S WHAT YOU GET IN OUR SHOW & TELL VIDEO PACKAGE!

### VIDEO: INTERVIEW & PRODUCT DEMO

No need to leave your office – we use the Streamyard platform, so the interview is produced from your office or factory. The entire taping session takes approximately 30 minutes including a brief 10-minute practice.

- You approve the questions prior to the taping.
- We can edit in up to three images of your product and one brief video.
- Your name and company logo is watermarked throughout the video.
- Video closes with contact information.

### ONLINE: HOMEPAGE EXPOSURE & LEAD GENERATION

We'll post your video in a prominent section of

three websites: Signs of the Times, Big Picture and Screen Printing. It will also be archived in a special SHOW & TELL VIDEO section designed especially for this program. What's more, your dedicated video page will include an online form so customers can leave their details for more information. These valuable, generated leads will be shared with you on a regular basis for the next six months.

### EBLAST: GETTING THE MESSAGE OUT

We'll create copy for a customized eblast that will include your online SHOW & TELL VIDEO page plus lead-in copy. We'll deploy the eblast on the date of your choice\* to the entire *Signs of the Times*, *Big Picture* and *Screen Printing* database. We can also send it more than once for an additional fee.

### ENEWS BULLETIN & SOCIAL MEDIA EXPOSURE

To take advantage of our social media presence, we'll post a link to your SHOW & TELL VIDEO online page to *Signs of the Times*, *Big Picture* and *Screen Printing's* social media (Facebook, Instagram and LinkedIn) to spread the word about your best and brightest products to a wider audience.

### COMBINED EXPOSURE

- ▶ SIGNS OF THE TIMES, BIG PICTURE, SCREEN PRINTING

### EBLASTS

- ▶ 26,262

### SOCIAL MEDIA

- ▶ 25,146

### NEWSLETTER BANNERS

- ▶ 62,717

### WEBSITE PREVIEWS

- ▶ 67,921 (MONTHLY)

Want a banner ad to direct more people to your video? Ask us about our rates.

### INVESTMENT

- ▶ \$4,200



Need more information? Contact

### Lou Arneberg

Sales Executive  
SIGNS OF THE TIMES •  
BIG PICTURE • SCREEN  
PRINTING

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\*Based on availability

**BIG  
PICTURE**

**SIGNS OF THE  
TIMES**

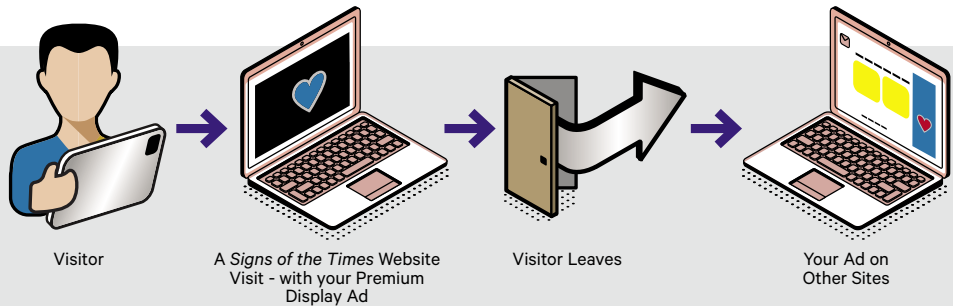
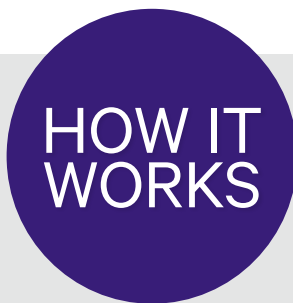
**SCREEN PRINTING**

# Signs of the Times' IMPRESSIONS PLUS AD RETARGETING PROGRAM

## SIGNS OF THE TIMES

BOOST BRAND AWARENESS THROUGH INCREASED IMPRESSIONS

Stay in front of buyers as they browse their favorite websites. *Signs of the Times'* retargeting program enables you to extend the impact of your digital display advertising as users leave SignsoftheTimes.com to visit other trusted websites. Your ad stays top of mind through their online session.



*Signs of the Times'* website is the starting point of the retargeting journey for website visitors. As these individuals visit other websites, your ad will follow them throughout our retargeting network of trusted websites. These ad impressions are classified as retargeted impressions and amplify the impact your brand makes on these individuals.

This opportunity guarantees a starting base of **25,000 impressions** for your campaign on SignsoftheTimes.com, which assures that the retargeted impressions are based on qualified professionals. Your campaign can include a variety of images, static or animated GIFs, in various sizes. Our experienced team can assist with recommending ad sizes based on your specific goals and objectives. With each campaign, we'll provide a detailed report of the number of impressions for each of your ads along with the click-through rate.

### YOUR INVESTMENT:

- ▶ **Minimum Requirement:** 25,000 impressions on site in position of your choice (\$30 CPM)
- ▶ 50,000 Retargeting Impressions (\$25 CPM)

### CAMPAIGN SPECIFICATIONS

Provide artwork for at least two of the following ad sizes: **300x250**, **300x600**, **728x90**, 320x50, 160x600, 970x250 (Recommended sizes are in bold)

Artwork file size should be under 150KB

Provide a single or multiple URLs to link to your ads. **NOTE:** The landing page should have a clear and visible link to the site's Privacy Policy.

\* If you are currently advertising on SignsoftheTimes.com, your program can be rolled into an Impressions Plus Ad Retargeting campaign using your existing materials IF you are running an ad unit that matches the specs listed above.



Campaign space is limited! Contact your Senior Market Strategist today to learn more about the new **Impressions Plus Ad Retargeting Program!**

### LOU ARNEBERG

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