

THE 2024 MEDIA PLANNING GUIDE

SIGNS OF THE
TIMES

THE SIGN LEADER.

BUILD THE STRENGTH
OF YOUR BRAND WITH
THE AWARD-WINNING
MEDIA THAT HAS
SIGN PROS RAVING.

MEDIA PRODUCTS

PRINT / ONLINE / CUSTOM CONTENT / SOCIAL MEDIA / WEBINARS



SIGNS OF THE 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



“OVER THE SPAN OF MY CAREER, SIGNS OF THE TIMES MAGAZINE HAS BEEN A CONSTANT SOURCE OF INSPIRATION AND CONNECTION TO THE INDUSTRY AND FABULOUSLY TALENTED PEOPLE. THE FEATURES AND WRITING HAVE BEEN INFORMATIVE AND ENTERTAINING.”

GEORGE BRUDOS, GEOGRAPHICS LETTERING&DESIGN, ALBUQUERQUE, NM

INTEGRATED MARKETING WITH SIGNS OF THE TIMES



KEY NUMBERS

SIGNS OF THE TIMES MAGAZINE

21,659

AUDITED PRINT & DIGIMAG COPIES

13,123

BONUS DIGIMAG SUBSCRIPTION

SIGNSOFTHETIMES.COM

24,041

AVG USERS PER MONTH*

31,682

AVG SESSIONS PER MONTH*

92,949

AVG PAGEVIEWS PER MONTH*

* Source: Google Analytics, January 1 - June 30, 2023

SOCIAL MEDIA

8,700+

Facebook followers

6,300+

Twitter followers

4,700+

Instagram followers

370+

Brain Squad members

SIGNS OF THE TIMES BRAND STRENGTH

OFFERING A HIGH-IMPACT PRESENCE IN ALL MEDIA CHANNELS

Signs of the Times takes an integrated approach to maximizing your marketing efforts and budget. Whether it's an ad campaign for print or online, sponsored content, a webinar, podcast or e-mail campaign, the *Signs of the Times* Sales & Marketing Team will partner with you to design a program that's unique to your needs.

SEE MORE DETAILS AT:

smartworkmedia.com/sthome

READER RAVES



Vera Goodman of Precision Signs in Amityville, NY, says:

“SIGNS OF THE TIMES IS A MUST-READ PUBLICATION FOR ANYONE INVOLVED IN THE SIGNAGE INDUSTRY.”

MAGAZINE

TABPI AWARDS

BEST SINGLE ISSUE

(Repeat winner: 6th place 2022, 19th place 2023)

MORE HONORS

BEST B2B REDESIGN: FINALIST

Folio Awards (2022)

SIGNS OF THE TIMES AWARDS

UNMATCHED DESIGN AND CONTENT THAT GRABS READER ATTENTION

Bright, sassy and designed to attract maximum attention, Signs of the Times — in print and online — is earning increasing recognition for excellence in journalism and design. SmartWork Media, the parent company of *Signs of the Times*, has won 187 international honors (and counting) — more than any other comparably-sized trade publishing company in the industry.

SEE OUR FULL LIST OF AWARDS AT: smartworkmedia.com/awards



THE BRAND

118 YEARS OF CONTINUOUS PUBLICATION

Since 1906

WHO CREATES THE BEST PUBLICATIONS IN B2B MEDIA? WE DO.

In August 2022, Signs of the Times won three big honors — including a feature writing award (ABOVE), a top-10 finish for Best Single Issue from the TABPI awards, and a finalist honor for Best Redesign from the prestigious FOLIO Awards.

READER RAVES



Sarah Dixon of Unified Sign and Design in Louisville, KY, says:

“WE USE SIGNS OF THE TIMES AS A SOURCE OF INSPIRATION, A GAUGE FOR THE INDUSTRY AS A WHOLE, AND A PLACE TO DISCOVER NEW PRODUCTS AND PROCESSES.”

JANUARY	FEBRUARY	MARCH	SPECIAL ISSUE	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
 <p>FEATURE STORIES COMPANIES THAT ATTRACT NEW, YOUNG EMPLOYEES Learn how to find the right people for your business. 5 MOST REVISED SIGN DESIGNS OF LAST YEAR TECH PRODUCTS 3D Printers BENCHMARKS Sign Company Signage DEADLINES Publicity: 11/6/23 Sales: 11/13/23 Artwork: 11/23/23</p>	 <p>FEATURE STORIES ART OF NEGOTIATION Tips on how to get the best deal in any situation. LIGHT FANTASTIC: RIGHT-LIGHTING YOUR SIGNS TECH PRODUCTS Crane/Installation Vehicles BENCHMARKS Service Company Wraps DEADLINES Publicity: 12/18/23 Sales: 12/26/23 Artwork: 1/5/24</p>	 <p>FEATURE STORIES REVOLUTION: IDEAS SHAPING THE SIGN BUSINESS The latest trends and new technologies moving the sign business. YOU KNOW YOU'RE A SIGN PRO WHEN... It's the little things that make our profession so special. TECH PRODUCTS Electronic Signs BENCHMARKS Office Park Signs DEADLINES Publicity: 1/15/24 Sales: 1/22/24 Artwork: 2/2/24 TRADE SHOW DISTRIBUTION ISA SIGN EXPO Atlanta, GA TRADE SHOW DISTRIBUTION ISA SIGN EXPO Atlanta, GA</p>	 <p>FEATURE STORIES THE BIG SURVEY Signs of the Times' Big Survey incorporates a proprietary survey 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. DEADLINES Publicity: 1/15/24 Sales: 1/22/24 Artwork: 2/2/24 TRADE SHOW DISTRIBUTION ISA SIGN EXPO Atlanta, GA</p>	 <p>FEATURE STORIES WOMEN IN SIGNS Celebrate with us in our fourth annual edition highlighting the achievements of outstanding female sign pros. WHEN AND HOW TO HIRE A SALESPERSON TECH PRODUCTS Engraving Machines BENCHMARKS Sports Venue Signs DEADLINES Publicity: 2/12/24 Sales: 2/19/24 Artwork: 3/1/24 TRADE SHOW DISTRIBUTION ISA SIGN EXPO Atlanta, GA</p>	 <p>FEATURE STORIES 5 MOST FUN SIGN PROJECTS OF LAST YEAR Sign pros share the sometimes infuriating, often funny, always instructive stories of projects that didn't quite work. MAKING A-GRADE ADA SIGNS TECH PRODUCTS Eco Solvent Printer BENCHMARKS Healthcare & Dispensary Signs DEADLINES Publicity: 3/13/24 Sales: 3/20/24 Artwork: 3/29/24</p>	 <p>FEATURE STORIES GET CREATIVE How to unlock your creative genius and approach problems from a new angle. PROS AND CONS OF FULL SERVICE AND SUB-CONTRACTING TECH PRODUCTS LEDs and Lighting BENCHMARKS Park and Recreation Signs DEADLINES Publicity: 4/8/24 Sales: 4/15/24 Artwork: 4/26/24</p>	 <p>FEATURE STORIES ARE YOU EXPERIENTIAL? WAYFINDING New trends and outstanding projects in the field of experiential signage. FAVORITE PRODUCTS FROM THE ISA EXPO New releases and favorite products. TECH PRODUCTS Mounting Systems and Enclosures BENCHMARKS Window Graphics DEADLINES Publicity: 5/12/24 Sales: 5/19/24 Artwork: 5/29/24</p>	 <p>FEATURE STORIES ENTER NEW DIMENSIONAL SIGNAGE Check out the latest dimensional signs. A LOOK BACK INTO TOT'S ARCHIVE A stroll through the nearly 120-year history of Signs of the Times. TECH PRODUCTS Finishing Machines BENCHMARKS Classic Car Wraps and Decals DEADLINES Publicity: 6/10/24 Sales: 6/17/24 Artwork: 6/28/24 TRADE SHOW DISTRIBUTION PRINTING UNITED Las Vegas, NV</p>	 <p>FEATURE STORIES ANNUAL SIGN CONTEST A decades-long tradition of presenting the year's best signs. 13 UNFORTUNATE CUSTOMER EXPERIENCES TECH PRODUCTS Printing Media and Laminates DEADLINES Publicity: 7/9/24 Sales: 7/16/24 Artwork: 7/26/24 TRADE SHOW DISTRIBUTION PRINTING UNITED Las Vegas, NV</p>	 <p>FEATURE STORIES WHOPPERS: THE BIGGEST PRINT JOBS Sign pros discuss their biggest, most exciting projects and how they executed them. 5 MOST CHALLENGING WRAP PROJECTS OF THE YEAR TECH PRODUCTS Laminators BENCHMARKS Sign Contest Best of the Best DEADLINES Publicity: 8/7/24 Sales: 8/14/24 Artwork: 8/23/24</p>	 <p>FEATURE STORIES SIGN INSTALLER WISH LIST: 20 DOS AND DON'TS Installers share how customers and suppliers can make their jobs easier. QUITE CONTRARY Contrarian business advice that really makes sense. TECH PRODUCTS Print/Cut Machines BENCHMARKS Sign Company Boom & Crane Trucks DEADLINES Publicity: 9/9/24 Sales: 9/16/24 Artwork: 9/27/24</p>	 <p>FEATURE STORIES HOLIDAY SIGN EXTRAVAGANZA Our year-end roundup of retail's best holiday signs and graphics. NEW PRODUCT/SERVICE: HIT OR MISS? TECH PRODUCTS Sign Blanks and Plastic BENCHMARKS Restaurant Signs DEADLINES Publicity: 10/10/24 Sales: 10/17/24 Artwork: 10/25/24</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.



◀

“I’ve been reading Signs of the Times for years and share it with my team leaders also.

It never fails to spark a new idea or provide knowledge of a business tool or strategy that we would not have thought of on our own. It keeps us from operating in a “rut,” so to speak. Keep the great content coming.”

SABRINA DAVIS, PORT CITY SIGNS AND GRAPHICS, WILMINGTON, NC

▶

“Signs of the Times for me was a magazine I looked at for so many years at companies I worked for and told myself one day I will be featured in. I always took pride in my work and I loved looking at all the projects other companies would share. It’s a place to gain knowledge and passion for what you do in this industry.”

ANDY CHRISTEL, ARC FAB INDUSTRY, TAMPA, FL

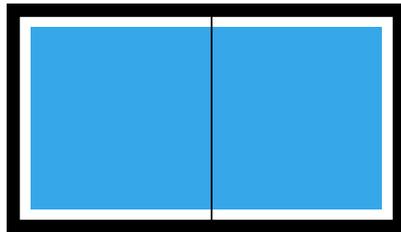


+ RATES

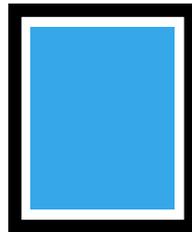
PICK YOUR SIZE	2-PAGE SPREAD GET MAX IMPACT!	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL! (OR GO WIDE!)	1/4 PAGE SMART VALUES	PRODUCT SHOWCASE SHOW YOUR STUFF!
12x	\$10,010	\$5,660	\$4,525	\$3,790	\$3,475	\$2,260	\$790
6x	\$10,730	\$6,025	\$4,820	\$4,030	\$3,625	\$2,405	\$1,020
3x	\$11,590	\$6,460	\$5,165	\$4,325	\$3,730	\$2,585	\$1,175
1x	\$12,160	\$6,740	\$5,385	\$4,515	\$3,980	\$2,690	\$1,345
TRIM SIZE	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
BLEED	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.)	—	—
NON BLEED	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

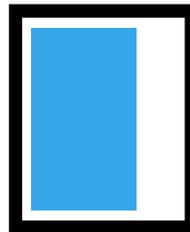
+ FORMATS



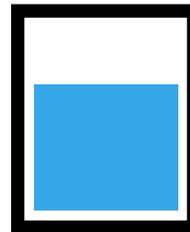
2-PAGE SPREAD



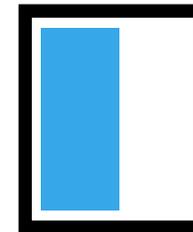
FULL PAGE



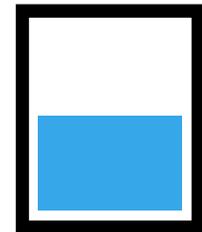
2/3 VERTICAL



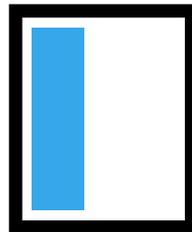
2/3 HORIZONTAL



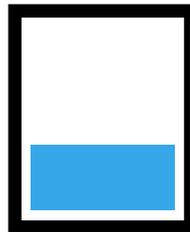
1/2 VERTICAL



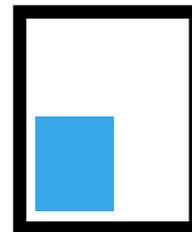
1/2 HORIZONTAL



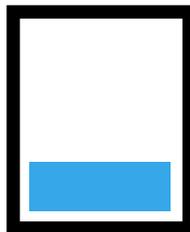
1/3 VERTICAL



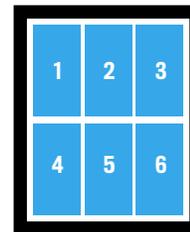
1/3 HORIZONTAL



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.

SIGNS OF THE TIMES DIGITAL OVERVIEW

SIGNS OF THE TIMES IS CAPTURING YOUR CUSTOMERS' ATTENTION ONLINE

With a state-of-the-art website that rivals top consumer sites for function and beauty, SIGNSOFTHETIMES.COM continues its rapid growth with sign business professionals. Extra-large banner sizes make it easier for advertisers to be seen by site visitors.

CHECK OUT THE WEBSITE AT:
signsofthetimes.com

KEY DIGITAL METRICS

20,210+
Average emails sent
Signs Daily Bulletin (5x weekly)

43% / 4.9%
Average open rate / click through rate*
Beats publishing industry averages

ON SOCIAL MEDIA

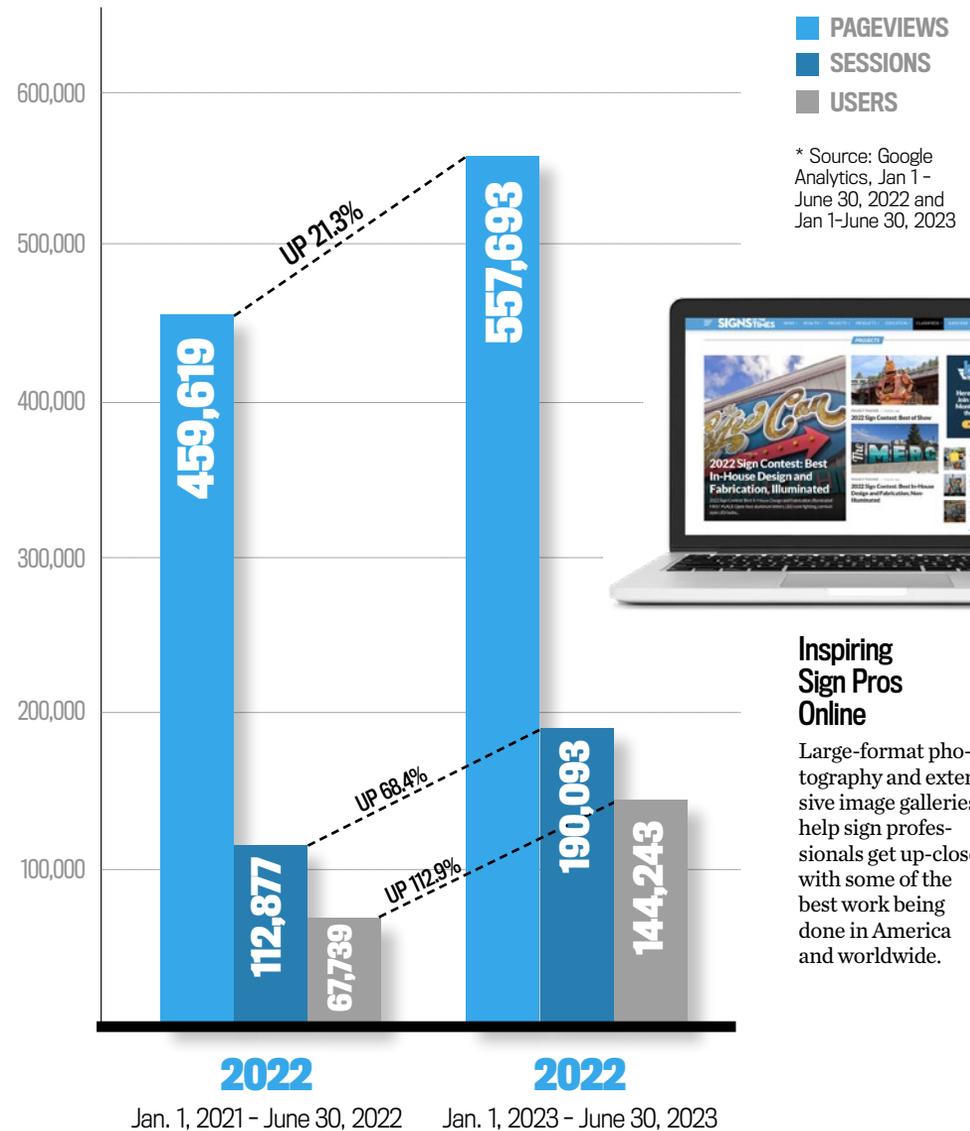
Facebook 8,700+ followers
Instagram 4,300+ followers

* Source: Omeda Audience Data, August 2023



SIGNSOFTHETIMES.COM TRAFFIC 2022 VS. 2023

Users, sessions and pageviews all saw strong gains in 2023.



Inspiring Sign Pros Online

Large-format photography and extensive image galleries help sign professionals get up-close with some of the best work being done in America and worldwide.

READER RAVES



Anita Morrish of Image360 San Antonio West in San Antonio, TX, says:

"I'VE BEEN USING THE 'TIP OF THE DAY' TO SHARE WITH OUR SALES STAFF AND GET THEIR OPINIONS AND FEEDBACK ON HOW WE CAN BE BETTER."

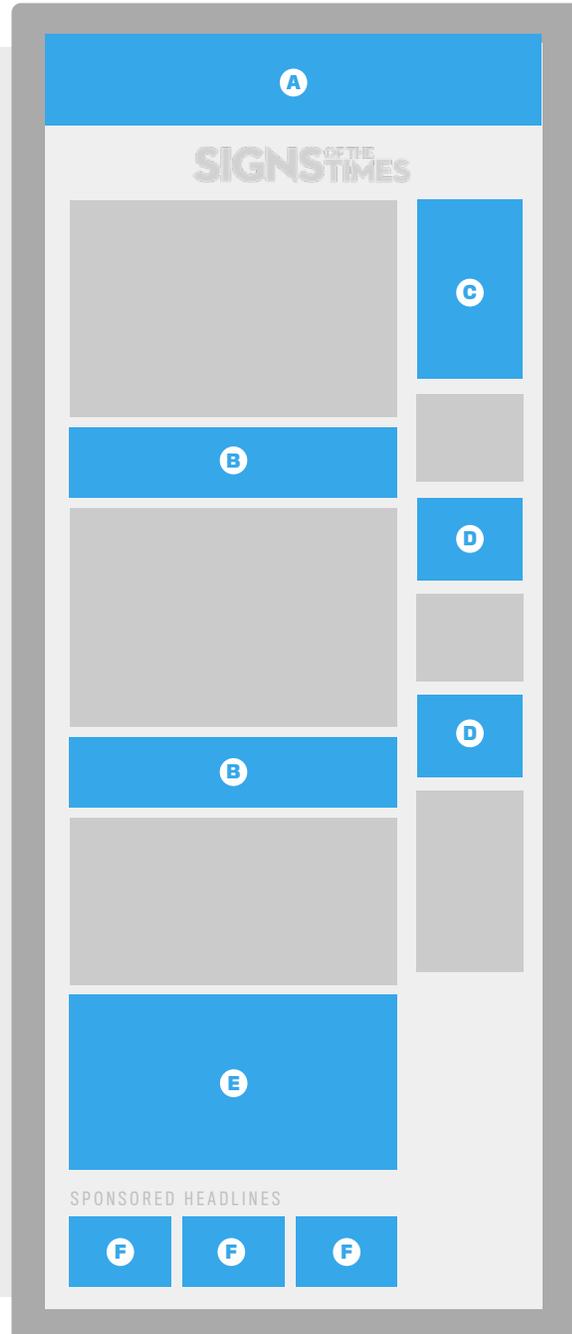
WEBSITE BANNERS

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 **\$225**

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 **\$115**

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 **\$95**

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 **\$85**

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 **\$170**

Send 1080P video files in popular video formats via smartworkmedia.com/sendvideo

F SPONSORED HEADLINES

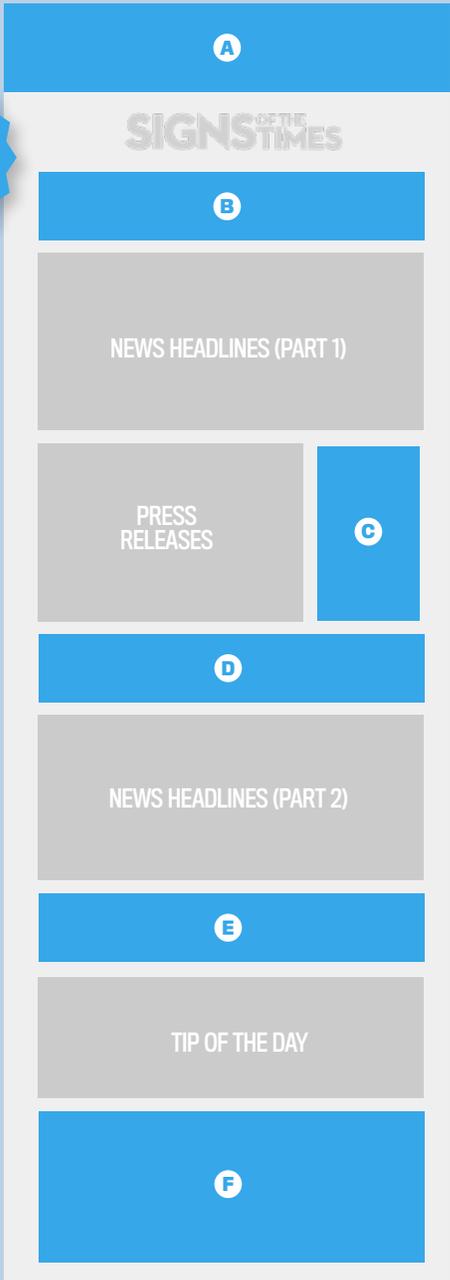
Point readers to breaking news about your business with a click-worthy headline and thumbnail art appearing below our content.

CPM RATES

JAN-DEC **\$65**

Send 400 x 240 thumbnail image and URL for content

5X
WEEKLY
FREQUENCY
IN 2023



EMAIL BANNERS

Get your message across to 20,700+ sign pros.

A BILLBOARD

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

RATES	
MONTHLY	\$6,645
WEEKLY	\$1,755

Size: 600 x 155 pixels

B HEADLINE BANNER 1

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

RATES	
MONTHLY	\$5,595
WEEKLY	\$1,735

Size: 560 x 145 pixels

C SKYSCRAPER

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

RATES	
MONTHLY	\$4,030
WEEKLY	\$1,210

Size: 250 x 500 pixels

D HEADLINE BANNER 2

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

RATES	
MONTHLY	\$4,030
WEEKLY	\$1,210

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	\$3,360
WEEKLY	\$985

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	\$2,625
WEEKLY	\$815

Size: 560 x 300 pixels

POPULAR PRODUCT!

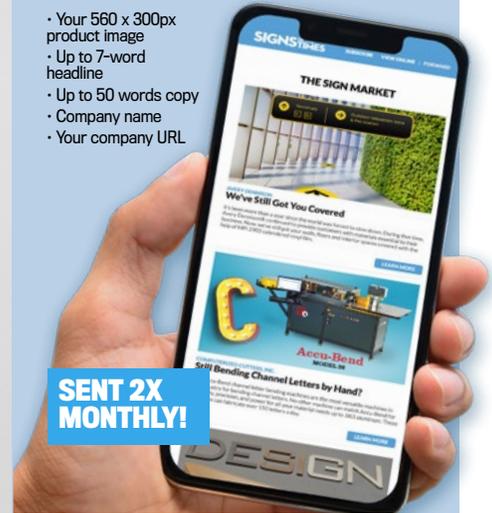
PRODUCT SHOWCASE BULLETINS

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
	\$735	\$695	\$650

LISTINGS INCLUDE:

- Your 560 x 300px product image
- Up to 7-word headline
- Up to 50 words copy
- Company name
- Your company URL



MORE EMAIL OPTIONS

CUSTOM E-BLASTS

We send your email to a targeted list curated from our first-party subscriber data. Selections include "type of business," "job function," and more!

PRICES START AT **\$490 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.



2024 CLASSIFIED AD RATES

FREQUENCY AND MULTI-PUBLICATION DISCOUNTS AVAILABLE

1-INCH \$220 PER EDITION	2-INCH \$440 PER EDITION
3-INCH \$620 PER EDITION	4-INCH \$775 PER EDITION

FOR MORE INFORMATION AND TO PLACE AN AD, CONTACT:

Vernita Johnson
Classified and Directory/Account Executive

EMAIL: vernita.johnson@smartworkmedia.com
PHONE: 513-263-9313



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LINKEDIN Signs of the Times

INSTAGRAM @SignsOfTheTimes

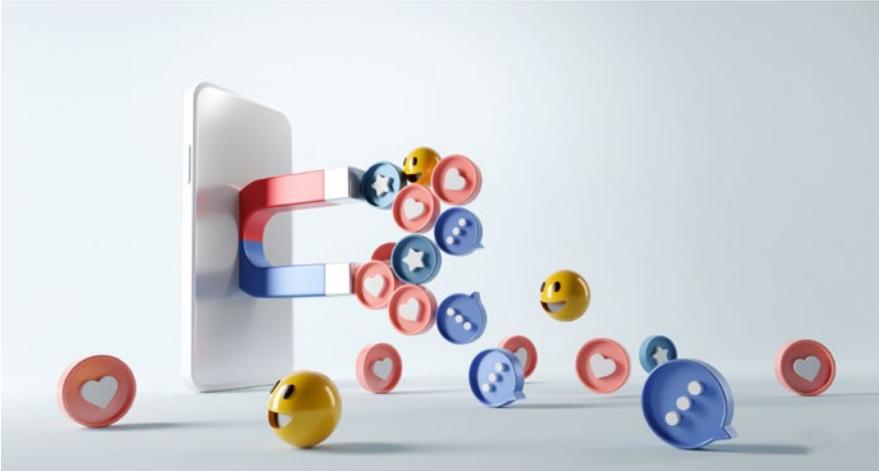


SOCIAL MEDIA PROMOTION

BOOST YOUR EXPOSURE WITH OUR SPONSORED SOCIAL MEDIA POSTS

One new way to gain more attention and strong new connections for your brand is by leveraging the powerful social media channels of *Signs of the Times*. Check out our available channels below and craft the optimal program for your business.

*** NOTE:** Forecasted social media results do not guarantee performance. Numbers vary depending on content and other factors.



LINKEDIN

Expand your presence to a qualified audience with posts via LinkedIn Campaign Manager. Target audience includes Signs of the Times' 580+ public page followers and 4,360+ private group members, as well as relevant job demographics.

\$735 7-DAY CAMPAIGN

MORE DETAILS

REQUIREMENTS: You provide up to 600 characters, one 1200 x 630-pixel image and one URL.

FORECASTED RESULTS*: 2,500-12,000+ impressions

TARGET LOCATIONS: Canada and U.S.



FACEBOOK

On a quest for more clicks? Signs of the Times' Facebook "boost" option offers the widest reach for big results thanks to the platform's Advantage Detailed Targeting feature. Audience details include our 8,400+ page followers, plus customized interests, behaviors and job titles.

\$735 7-DAY BOOST

ADD ON FACEBOOK MESSENGER AND INSTAGRAM - **\$300**

MORE DETAILS

REQUIREMENTS: You provide three sentences, one to three 1200 x 630-pixel images and one URL.

FORECASTED RESULTS*: 6,000-20,000+ impressions

TARGET LOCATIONS: Canada and U.S.



INSTAGRAM

Diversify your strategy with one of signmakers' favorite platforms. Signs of the Times' Instagram Ads show on both the Instagram Explore page and in Stories, and the target audience includes our 4,400+ followers and other industry pros.

\$525 7-DAY BOOST

MORE DETAILS

REQUIREMENTS: You provide three sentences, one 1080 x 1080-pixel image and one URL.

FORECASTED RESULTS*: 3,500-9,000+ impressions

TARGET LOCATIONS: Canada and U.S.



TWITTER

Don't miss this introductory rate. Target audience includes Signs of the Times' 6,300+ Twitter followers, plus more.

\$420 7-DAY BOOST

MORE DETAILS

REQUIREMENTS: You provide 250 characters, one 1024 x 512-pixel image and one URL.

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)

\$2,260 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

\$1,380 PER EDITION

FULL PAGE DIGITAL AD

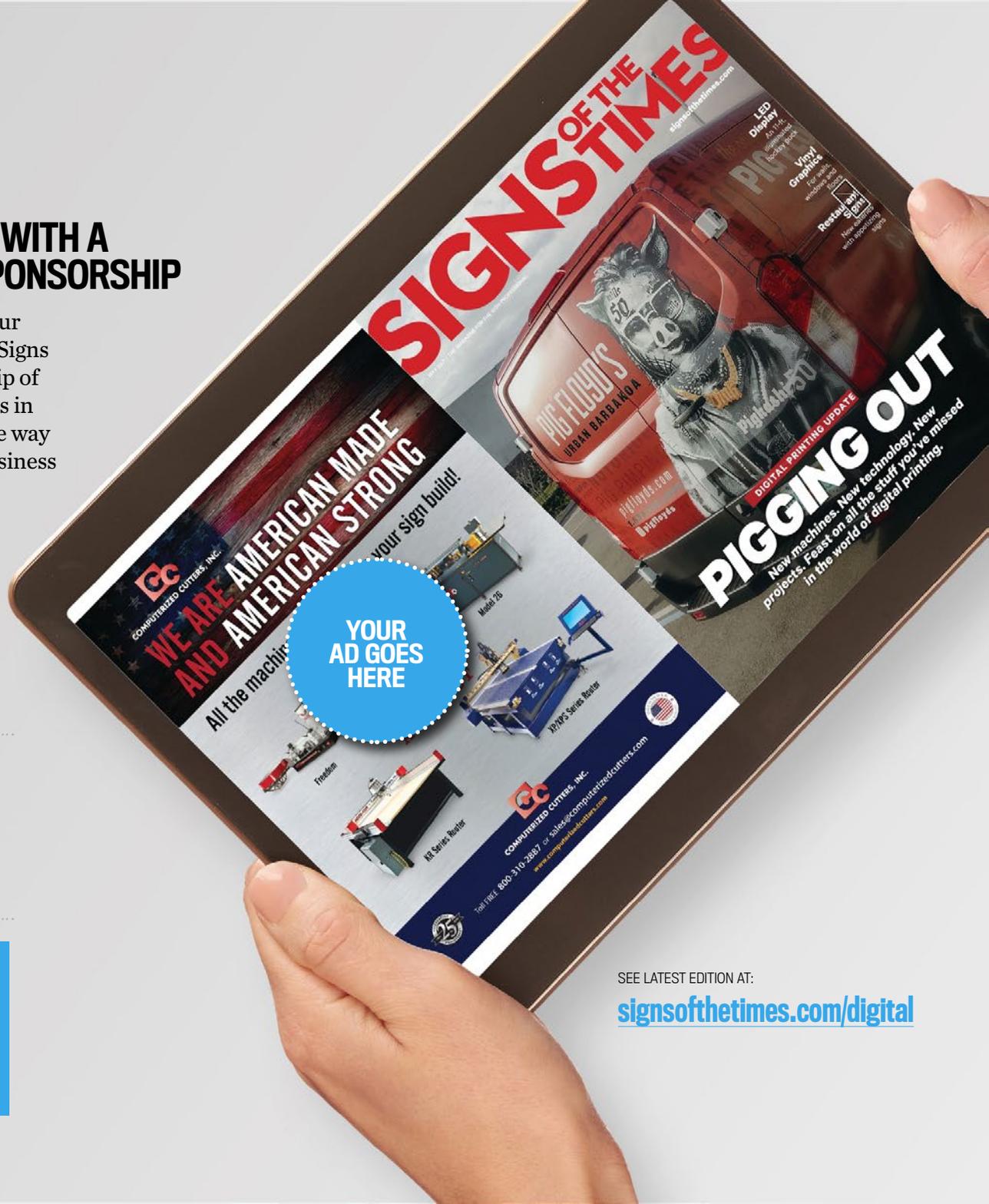
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