

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

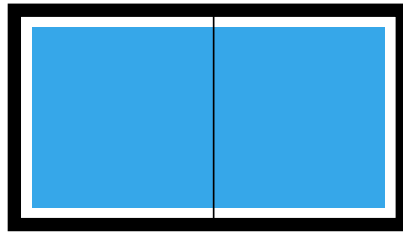
SIGN CONFIDENTIAL
 Sign business owners share their work/life secrets.

+ RATES

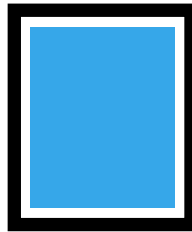
PICK YOUR SIZE	2-PAGE SPREAD GO FOR MAXIMUM IMPACT	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL!	1/4 PAGE SMART VALUES
12x	\$XX,990	\$5,141	\$4,113	\$3,445	\$2,571	\$2,057
6x	\$XX,640	\$5,471	\$4,377	\$3,665	\$2,735	\$2,188
3x	\$XX,300	\$5,859	\$4,688	\$3,926	\$2,930	\$2,344
1x	\$XX,990	\$6,115	\$4,892	\$3,445	\$3,058	\$2,446
TRIM SIZE	18 x 10 ⁷ / ₈	9 x 10 ⁷ / ₈	5 ³ / ₄ x 10 ⁷ / ₈ (vertical) 9 x 7 (horizontal)	4 ¹ / ₄ x 10 ⁷ / ₈ (vertical) 9 x 5 ¹ / ₄ (horizontal)	2 ³ / ₄ x 10 ⁷ / ₈ (vertical) 9 x 3 ³ / ₄ (horizontal)	3 ⁷ / ₈ x 4 ³ / ₄ (vertical) 8 x 2 ⁷ / ₈ (horizontal)
BLEED	18 ¹ / ₄ x 11 ¹ / ₈	9 ¹ / ₄ x 11 ¹ / ₈	6 x 11 ¹ / ₈ (vertical) 9 ¹ / ₄ x 7 ¹ / ₄ (horizontal)	4 ¹ / ₂ x 11 ¹ / ₈ (vertical) 9 ¹ / ₄ x 5 ¹ / ₂ (horizontal)	3 x 11 ¹ / ₈ (vertical) 9 ¹ / ₄ x 4 (horizontal)	—
NON BLEED	17 x 9 ⁷ / ₈	8 x 9 ⁷ / ₈	5 ¹ / ₂ x 9 ⁷ / ₈ (vertical) 8 x 6 ⁵ / ₈ (horizontal)	3 ⁷ / ₈ x 9 ⁷ / ₈ (vertical) 8 x 4 ³ / ₄ (horizontal)	2 ¹ / ₂ x 9 ⁷ / ₈ (vertical) 8 x 3 ¹ / ₈ (horizontal)	—

SIZES LISTED IN INCHES

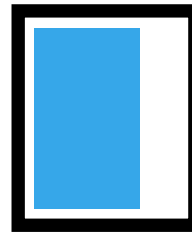
+ FORMATS



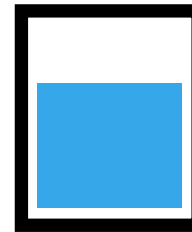
2-PAGE SPREAD



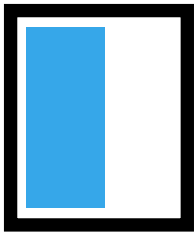
FULL PAGE



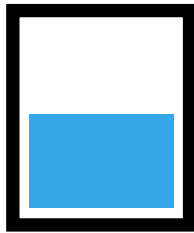
2/3 VERTICAL



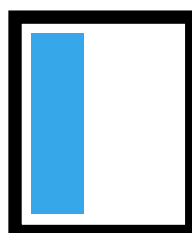
2/3 HORIZONTAL



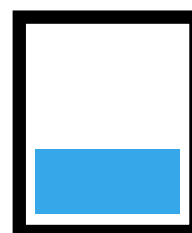
1/2 VERTICAL



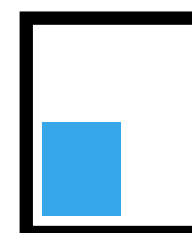
1/2 HORIZONTAL



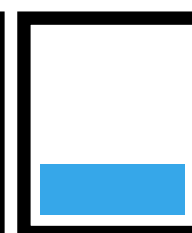
1/3 VERTICAL



1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL

WEBSITE BANNERS

Our award-winning website provides best-in-class ad visibility and improved exposure on mobile devices.

STANDARD PAGE LAYOUT

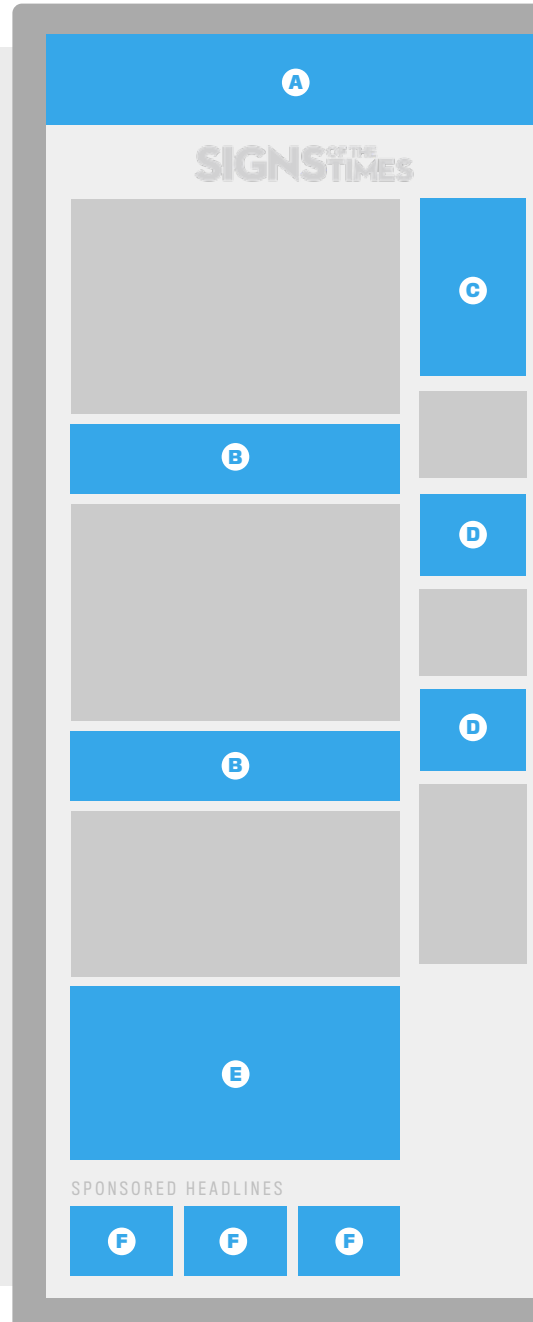
This wireframe represents what an average run-of-site page on SIGNSOFTHETIMES.COM looks like.

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

SPONSOR OUR DIGITAL EDITION

Your advertisement will appear opposite the cover of the latest edition of the Signs of the Times' digital flipbook, and is featured in two e-blasts to our full email list announcing the release of the latest issue.

\$2,295 PER MONTH



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

F SPONSORED HEADLINES

Refer article readers to headlines about your business. (Perfect for driving traffic to articles about your latest company initiatives.)

CPM RATES

JAN-DEC **\$60**

Send 400 x 240 thumbnail image and URL for content

6X
WEEKLY
FREQUENCY
IN 2022



EMAIL BANNERS

Get your message across to 28,000+ passionate fans.

A BILLBOARD

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

RATES	
MONTHLY	\$3,250
WEEKLY	\$940

Size: 600 x 155 pixels

B HEADLINE BANNER 1

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

RATES	
MONTHLY	\$2,880
WEEKLY	\$800

Size: 560 x 145 pixels

C SKYSCRAPER

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

RATES	
MONTHLY	\$2,150
WEEKLY	\$680

Size: 250 x 500 pixels

D HEADLINE BANNER 2

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

RATES	
MONTHLY	\$1,720
WEEKLY	\$520

Size: 560 x 145 pixels

E HEADLINE BANNER 3

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

RATES	
MONTHLY	\$1,580
WEEKLY	\$480

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	\$1,450
WEEKLY	\$435

Size: 560 x 300 pixels

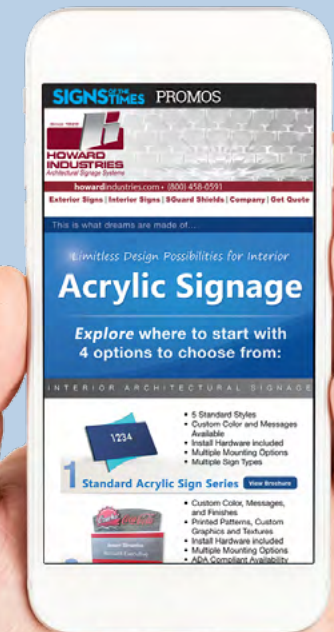
MORE EMAIL OPTIONS

CUSTOM E-BLASTS

Reach readers with your company's customized message.

Control the message by sending your own sponsored email to the 28,000 strong *Signs of the Times* bulletin list. Exposure available in units of 1,000 or more. Creative services available for design and content of your email.

PRICES START AT **\$350 CPM**



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. With a can't-miss full-page ad adjacent to our cover (plus online and email banners), it's 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
\$300 per ad

Ad animation
\$500 per ad



ESTIMATED REACH

45,000
IMPRESSIONS

- 20,000 x 2 digimag email blasts to full list
- 4,500 digimag visits
- 500 archive page visits

SEE THE LATEST EDITION AT:
signsofthetimes.com/digital