

**2004 Signs of the Times Editorial Calendar / Rates**

Issue	Editorial Topics	Special Columns	Bonus Distribution*
<b>January</b> Ad Reservations: November 19 Materials Due: December 1 Mail Date: December 19	Wood Signs Cabinet Signs	Moving Message	
<b>Buyers' Guide</b> Ad Reservations: December 2 Materials Due: December 10 Mail Date: January 9	Receive year-long leads! Network with buyers and specifiers when you advertise in the purchasing resource used by more than 46,000 industry professionals. Display advertisers receive FREE bold-faced listings and ad page call-outs directing buyers to their ads.		
<b>February</b> Ad Reservations: December 12 Materials Due: December 22 Mail Date: January 21	Vinyl Survey Non-Traditional Signs	Electronic Digital Signage (EDS) Update	
<b>March</b> Ad Reservations: January 23 Materials Due: February 2 Mail Date: February 20	Digital Hardware Pricing/Estimating/Costing	Moving Message	
<b>April</b> Ad Reservations: February 20 Materials Due: March 1 Mail Date: March 19	International Sign Contest EDS Survey	EDS Update	ISA International Sign Expo, Orlando, FL
<b>May</b> Ad Reservations: March 19 Materials Due: March 29 Mail Date: April 19	Vehicle Graphics Zoo Signage	Moving Message	
<b>June</b> Ad Reservations: April 22 Materials Due: April 30 Mail Date: May 20	Digital Media Lighting	EDS Update	
<b>July</b> Ad Reservations: May 20 Materials Due: May 28 Mail Date: June 18	Electric State of the Industry Report Routers	Moving Message	
<b>August</b> Ad Reservations: June 18 Materials Due: June 28 Mail Date: July 19	Commercial State of the Industry Report Wayfinding	EDS Report	imageWorld, Mexico City, Mexico
<b>September</b> Ad Reservations: July 23 Materials Due: August 2 Mail Date: August 20	Foamboard/Lightweight Rigid Media Channel Letters	Moving Message	Seybold, San Francisco, CA VM+SD International Retail Design Conference, Miami Beach, Florida
<b>October</b> Ad Reservations: August 20 Materials Due: August 30	Superlarge Format Graphics Industrial Signs	EDS Update	SGIA, Minneapolis, MN

Mail Date: September 20			
<b>November</b> Ad Reservations: September 20 Materials Due: September 28 Mail Date: October 18	Banners Installation	Moving Message	
<b>December</b> Ad Reservations: October 22 Materials Due: November 1 Mail Date: November 19	Signmaking Software, RIPS Handcrafted Signs	EDS Update	USSC Sign World, Atlantic City, NJ StoreXpo, New York, NY

\*Calendar and Bonus Distribution are subject to change.

## 2003 ADVERTISING RATES

### Black & White Rates (12 monthly issues)

SIZE	1X	3X	6X	12X	18X	24X	36X	Buyers' Guide
1 PAGE	\$3,788	\$3,599	\$3,311	\$3,067	\$2,861	\$2,676	\$2,564	\$4,904
2/3 PG	\$3,030	\$2,879	\$2,649	\$2,453	\$2,289	\$2,141	\$2,052	\$3,923
1/2 PG	\$2,538	\$2,411	\$2,218	\$2,055	\$1,917	\$1,793	\$1,718	\$3,284
1/3 PG	\$1,894	\$1,799	\$1,655	\$1,533	\$1,431	\$1,338	\$1,282	\$2,452
1/6 PG	\$1,250	\$1,188	\$1,093	\$1,012	\$944	\$883	\$846	\$1,618

### Four-Color Rates (12 monthly issues)

SIZE	1X	3X	6X	12X	18X	24X	36X	Buyers' Guide
1 PAGE	\$4,788	\$4,599	\$4,311	\$4,067	\$3,861	\$3,676	\$3,564	\$5,904
2/3 PG	\$4,030	\$3,879	\$3,649	\$3,453	\$3,289	\$3,141	\$3,052	\$4,923
1/2 PG	\$3,538	\$3,411	\$3,218	\$3,055	\$2,917	\$2,793	\$2,718	\$4,284
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1/6 PG	\$2,250	\$2,188	\$2,093	\$2,012	\$1,944	\$1,883	\$1,846	\$2,618
Product Spotlight	\$1,055	\$900	\$750					

Note: Buyers' Guide and Product Spotlight advertising do not earn frequency discounts for display advertising. Product Spotlight is non-commissionable.

### Color Rates

Standard AAAA colors: \$435 each  
 Matched (PMS) colors: \$535 each  
 Metallic and fluorescent colors: \$585 each  
 Four-color process (see above rates): \$1,000

### Insert Rates

Contact your *Signs of the Times* account manager for details.

### Island Positions

### Buyers' Guide Frequency Discounts

Advertisers earning a frequency discount rate are billed for Buyers' Guide ads at that same earned rate. Savings could be as high as 38%!

### Agency Commission

15% discount to recognized advertising agencies with satisfactory credit rating and if paid within 30 days.