

CHRONOS

2016

Advertising Rates Effective January 1, 2016

CHRONOS covers fine timepieces and jewelry of the past, present and future. Chronos has an international readership of 110,000. The magazine is available at fine jewelers, on newsstands, at major airline lounges, and by subscription.

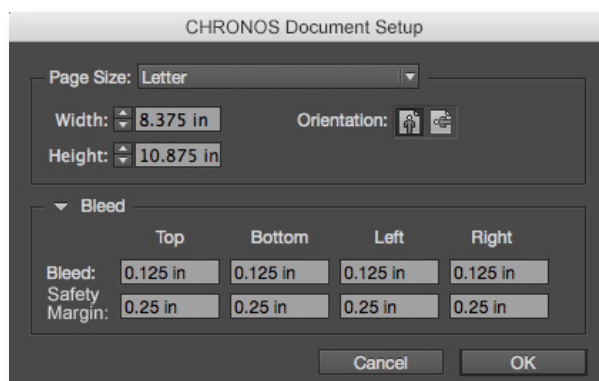
COLOR	1X	2X	3X	4X
One page	\$4900	\$4700	\$4500	\$4300
Two pages	\$7900	\$7700	\$7500	\$7300

Add 10% for inside cover
Add 20% for back cover

SEND ALL PRINTING MATERIALS DIRECTLY TO:

CHRONOS

257 Adams Lane, Hewlett, NY 11557 Tel: 516-295-2516
email: ads@ChronosWatchMagazine.com



CLOSING DATES

SPACE RESERVATIONS: 1st of the month preceding the month of issue.

ADVERTISING MATERIALS: Digital files needed by the 5th of the month preceding the month of issue.

ADS REQUIRING COMPOSITION OR CONVERSION: 1st of the month preceding the month of issue

CANCELLATIONS NOT ACCEPTED AFTER CLOSING DATE

MECHANICAL REQUIREMENTS

ACCEPTABLE FILE FORMAT:

Single page PDF/X-1a—PDF version 1.3 (Acrobat 4); output resolution of 2400 dpi; composite CMYK; high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100% as well as other characteristics. This format is acceptable for full or partial pages.

Trapping is the responsibility of the file provider.

All custom ink colors must be approved by Production Manager and identified by PANTONE number.

Note: Any non-process colors are included in the file will be converted to CMYK. Conversion process may compromise the integrity of the file and waives our color guarantee.

IF YOU HAVE ANY QUESTIONS, please e-mail: raj@paparaji.com or call 201.852.2293

UNACCEPTABLE FILE FORMATS:

Other file types—such as Postscript, TIFF, TIFF/IT, EPS, native Photoshop, Quark, InDesign, Illustrator, etc.

COPY & CONTRACT REGULATIONS

All advertising is subject to the publisher's approval. The publisher reserves the right to refuse copy which in his opinion may be libelous or unfair. The advertiser agrees to indemnify Kalbe Associates, Inc. against any loss, damages or expenses resulting from the unauthorized use by advertiser of any name, photograph, sketch or words protected by copyright or trademark law, or based on libelous statements in connection with advertising purchased in accordance with the terms of the rate card. Advertising which simulates editorial content must bear the word "Advertisement" either at the top or bottom of the ad. Orders are accepted subject to the terms and condition of the current advertising rate card. Ninety days notice will be given in the even of a rate increase. Current rates are guaranteed for the life of the contract. No contract may

exceed 12 months duration. No cancellations or changes on any advertising contracts or orders will be accepted after the 1st of the month prior to issue. On consecutive issue contracts, advertising copy of the previous issue will be used unless new materials are furnished by the 5th of the month preceding issue.

Contracts cancelled before completion will be short-rated at the earned rate. Frequency discounts may be determined by the number of issues, or by the number of insertions in a given issue, or both. All advertising materials supplied will be stored for a period not to exceed one year from the last use, and will then be destroyed unless otherwise requested by the advertiser.

SALES & EDITORIAL: BERT KALISHER

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