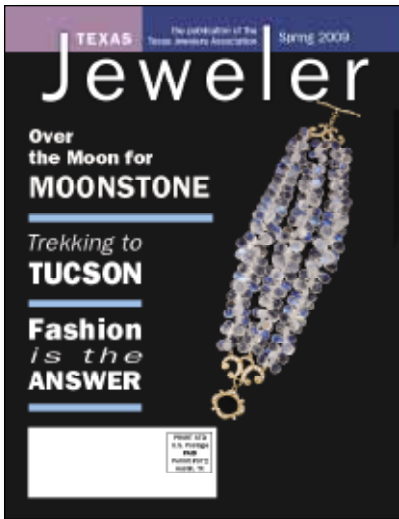


Jeweler



2012 ADVERTISING RATES AND INFORMATION

ADVERTISING RATES

	4x	1x
Back Cover (4c)	\$975	\$1,120
Inside Back (4c)	\$875	\$1,005
Inside Front (4c)	\$875	\$1,005
Full Page	\$577	\$661
1/2 Page	\$372	\$425
1/3 Page	\$257	\$294
1/4 Page	\$173	\$199
1/6 page	\$116	\$131

COLOR (COST PER ISSUE)

4-color (CMYK)—add 35% to above black and white rate. Publisher has the right of refusal of color for fractional ads in special circumstances.

CIRCULATION

Texas Jeweler reaches more than 700 Texas jeweler shops and jewelry affiliates each quarter. Publication takes four times a year: March, June, August and November.

AD AGENCY REQUIREMENTS

Texas Jeweler rates are not agency commissionable.

MECHANICAL REQUIREMENTS

	w	x	h
FULL PAGE 7 1/2"	x	10"	
1/2 PAGE (3 col)	7 1/2"	x	4 3/4"
1/2 PAGE (2 col)	4 3/4"	x	7 1/2"
1/3 PAGE (2 col)	4 3/4"	x	4 3/4"
1/3 PAGE (1 col)	2 1/4"	x	9 7/8"
1/4 PAGE (2 col)	4 3/4"	x	3 3/4"
1/4 PAGE (1 col)	2 1/4"	x	7"
1/6 page	4 3/4"	x	2 3/8"
Bleed:	8 3/4"	x	11 1/4"
Trim size:	8 1/2"	x	11"

MATERIAL REQUIREMENTS

All ads must be in a DIGITAL format. Failure to adhere to these specifications may result in the ad materials being returned for revisions.

ACCEPTABLE SOFTWARE INCLUDES

- Adobe Illustrator CS versions 11 or less
- Adobe Photoshop CS versions 8.0 or less

ADDITIONAL FILES INCLUDE

- (.pdf) high resolution only
- (.eps) flattened files only
- (.tif) flattened or layered files
- (.jpg) high resolution 300 dpi minimum at actual size
- (.psd) flattened or layered files—include fonts

ACCEPTABLE COLOR PROFILES AND RESOLUTION

- Images must be in a CMYK color mode
- Images must have a resolution of 300 pixels per inch (300 ppi or 300 dpi)
- All colors used in a document must be defined as CMYK process colors
- Spot colors must be converted to CMYK

Web images or images taken from websites are not acceptable (due to low resolution with 72 dpi)

ADVERTISING AND MATERIAL DEADLINES

Issue	Reserve Space	Submit Ad
Spring	February 1	February 10
Summer	May 1	May 10
Fall	August 1	August 10
Winter	October 1	October 10

PUBLISHING AND ADVERTISING SALES

Joe McCullough

512-454-8626 phone

512-454-3036 fax

jmccullough@assnmgmt.com

PUBLISHER

Association and Society Management

512-454-8626 phone

<http://www.texasjewelers.org>

1306-A West Anderson Lane

Austin, TX 78757

Texas Jewelers is published by Association and Society Management for the Texas Jewelers Association.



ADVERTISING SPACE PURCHASED AS FOLLOWS

POSITION

- q Back Cover
- q Inside Front Cover
- q Inside Back Cover

- | | |
|-------------|-------------------|
| SIZE | COLOR |
| q Full Page | q Black and White |
| q 1/2 Page | q 4 - color |

ORIENTATION

- q Vertical
- q Horizontal

FREQUENCY

- q 1 issue
- q 4 issues

Start Issue _____

End Issue _____

DEADLINES

Issue	Reserve Ad Space	Submit Ad
Spring	February 1	February 10
Summer	May 1	May 10
Fall	August 1	August 10
Winter	October 1	October 10

ADVERTISER

Company _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

E-mail _____

Authorized Signature _____

BILLING ADDRESS (IF DIFFERENT FROM ABOVE)

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

E-mail _____

Authorized Signature _____

TOTAL PURCHASE PRICE OF ADVERTISING

Space Rate (per Issue) \$ _____
 + Color (35% of rate) \$ _____
 Total Per Issue \$ _____

PLEASE RETURN THE CONTRACT TO Joe McCullough

CTCAR Headquarters 1306-A West Anderson Lane Austin, TX 78757

512-454-3036 fax • 512-454-8626 phone • jmcullough@assnmgmt.com email