



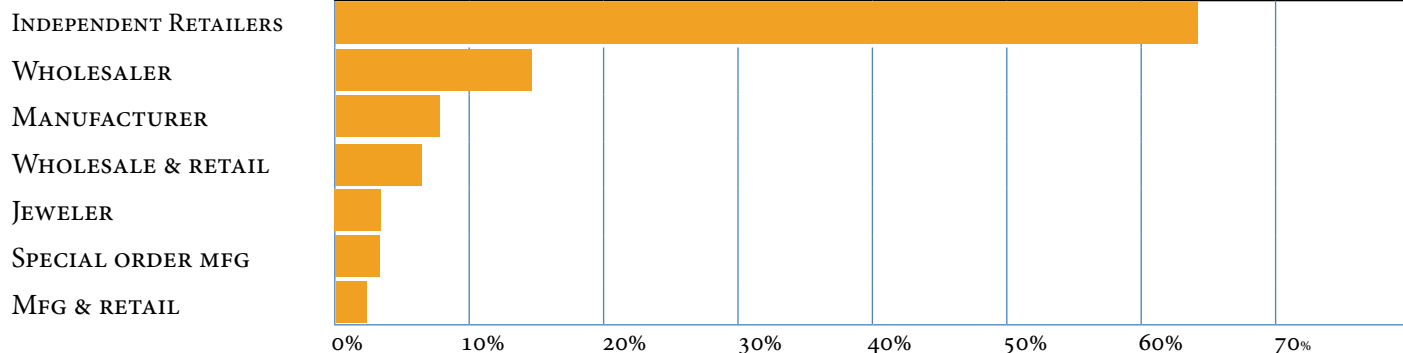
WHY IT PAYS TO ADVERTISE WITH DIAMOND PULSE

Our goal is to deliver trade-show style buying opportunities directly to 25,000+ jewelers' doorsteps and help build your business.

- Great Price. **Diamond Pulse** offers maximum advertising exposure and is more cost efficient than any other alternative publication.
- Large Circulation. The only monthly Diamond & Jewelry trade publication printed and mailed to 25,000+ jewelers.
- An authoritative buying source. **Diamond Pulse** is first, and foremost, a source book allowing you to promote your products and enabling retailers to browse ads for new suppliers and vendors.
- Extended shelf life. Current print, and all past issues are available on-line. This means your ad keeps working for you with our on-line readers.
- Bonus distribution at AGTA, JCK and JA Shows.
- If you are manufacturer or supplier to the trade, **Diamond Pulse** is simply the best choice for your marketing dollars.

CIRCULATION:

MORE THAN 25,000 COPIES MAILED MONTHLY



Cost effective - Result focused.

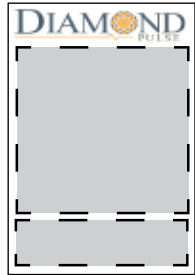
TALK TO US TODAY!

30 W. 47th Street, Ste 707
New York, NY. 10036
Tel: 888-832-1109
Email: DiamondPulse@gmail.com

PRINT AD RATES AND SIZES - DIAMOND PULSE SECTION

SIZE OF MAGAZINE (Trim Size): 6.25 x 10.50 (Width x Height in inches).

FRONT COVER



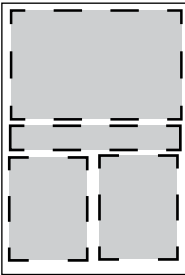
TOP BLOCK:

SIZE: 5.75"W X 6.75"H
1X..... \$3200

BOTTOM BLOCK:

SIZE: 5.75"W X 1.75"H
1X..... \$1200

BACK COVER



TOP BLOCK:

SIZE: 5.75"W X 4.75"H
1X..... \$1,800

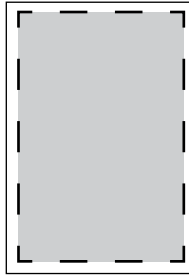
CENTER BLOCK:

SIZE: 5.75"W X 1.00"H
1X..... \$ 950

BOTTOM BLOCK

SIZE: 2.75"W X 4.75"H
1X..... \$1,200

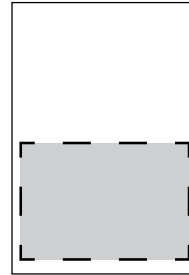
FULL PAGE



FULL PAGE - NO BLEED

SIZE: 5.5"W X 9.5"H
3X..... \$1200
6X..... \$1000
12X.....\$ 800

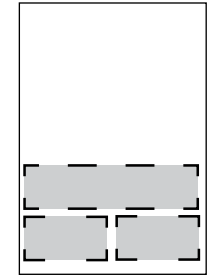
½ PAGE HORIZONTAL



½ PAGE HORIZONTAL

SIZE: 5.5"W X 4.625"H
3X..... \$700
6X..... \$650
12X.....\$600

MARKETPLACE



HORIZONTAL FULL

SIZE: 5.5"W X 1.425"H
PRICE: \$250

HORIZONTAL HALF

SIZE: 2.625"W X 1.425"H
PRICE: \$150

SPECIAL POSITIONS

INSIDE FRONT COVER \$1800

INSIDE BACK COVER \$1500

DIRECTORY LISTING \$20 per location
(Company name & phone)

FULL PAGE WITH BLEED AND TWO PAGE SPREADS



NOTE: BLEED IS ONLY AVAILABLE FOR CARD STOCK PAGE AND TWO- PAGE SPREAD.

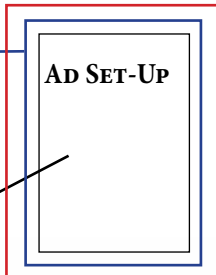
CARD STOCK PAGE:

SIZE: 6.375"W X 10.625"H
3X..... \$1800
6X..... \$1500
12X.....\$1350

TWO-PAGE SPREAD:

SIZE: 12.75"W X 10.625"H
3X..... \$2300
6X..... \$1900
12X.....\$1500

Trim Area: This is the actual size of the magazine. All type or images should be at least ¼" inside this area unless it is made to bleed off page.



Bleed Area: at least ½" larger than trim size. No type or images should fall in this area.

Live Area: This is the safe area. All type and images should be within this area which is at least ¼" inside the trim area.

IMPORTANT:

All sizes are in inches. Keep live matter at least ¼" inside the trim size for safety.

FILE FORMATS:

High resolution (300dpi at ad size) PDF files are preferred. If providing other formats, ensure all images are CMYK and that all fonts are embedded.

PLEASE LABEL FILES

Include Name of Company, Magazine Name/Section and Ad Size.

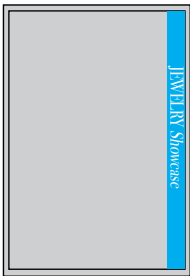
AD MATERIAL DEADLINE: 10TH OF THE PRIOR MONTH

EMAIL FILES TO:

sendusyourgraphics@gmail.com

JEWELRY SHOWCASE SECTION PRINT AD RATES AND SIZES

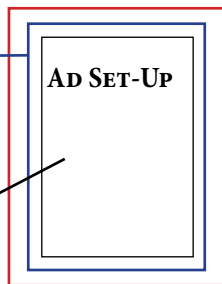
FULL PAGE



FULL PAGE - BLEED
 SIZE: 6.05" W X 10.5" H
 3X \$1200
 6X \$1000
 12X \$ 800

SIZE OF MAGAZINE
 (Trim Size): 6.25 x 10.50
 (W x H in inches)

Trim Area (6.05" x 10.5"):
 This is the actual size of the ad. Note this is .20" less in width than the magazine size to accommodate the Jewelry Showcase band on the outer edge of page. All type or images should be at least .25" inside this Trim Area on all 4 sides.



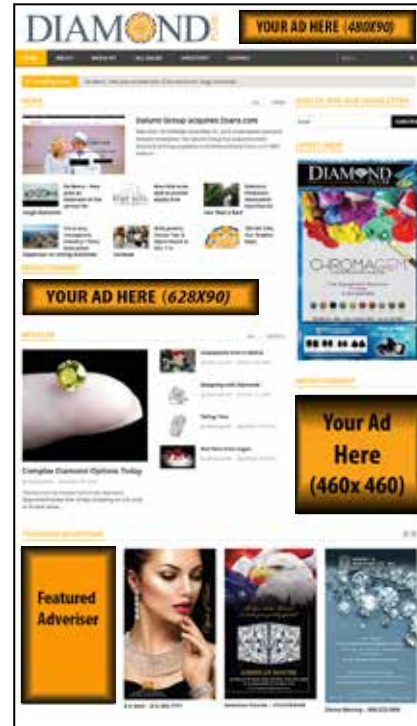
Live Area (5.55" x 10.00"):
 This is the safe area. All type and images should be within this area which is at least .25" on all 4 sides inside the trim area.

Bleed Area: at least .125" (1/8") larger than Trim Area on all 4 sides (**Size with Bleed: 6.3" x 10.75**)
 No type or images should fall in this area. The bleed is cut off but required to allow ad background to run to edge.

IMPORTANT: Keep live matter at least 1/4" inside the trim size.
FILE FORMATS: High resolution (300dpi at ad size) PDF files are preferred. If providing other formats, ensure all images are CMYK and that all fonts are embedded.
PLEASE LABEL FILES. Include Name of Company, Magazine Name/Section and Ad Size.
AD MATERIAL DEADLINE: 10TH OF THE PRIOR MONTH

EMAIL FILES TO: sendusyourgraphics@gmail.com

ONLINE ADVERTISING



HEADLINER: (RUN OF SITE)
 SIZE: 480 X 90 PIXELS
 3X \$500
 6X \$450
 12X \$400

SQUARE*
 SIZE: 460 X 460 PIXELS
 3X \$400
 6X \$350
 12X \$300

INLINE: (HOME PAGE ONLY)
 SIZE: 628 X 90 PIXELS
 3X \$400
 6X \$350
 12X \$300

FEATURED ADVERTISER**
 SIZE: 320 X 200 PIXELS
 3X \$300
 6X \$250
 12X \$200

*RUN OF SITE
 EXCEPT MEDIA KIT & AD REQUIREMENTS MENUS
 **EXCLUSIVE FOR PRINT ADVERTISERS
 MAIN MENU PAGES ONLY.



Advertisement Terms of Agreement

This represents the agreement and understanding between Diamond Pulse & the customer (hereinafter called the "Client")

I the "CLIENT" agrees to advertise with Diamond Pulse for _____ consecutive months. I agree to purchase a _____ page for the amount of \$_____ per month Starting _____ 20____. I agree to pay for that months advertising 1 month in advance. I agree to keep a zero balance with Diamond Pulse at all times or this contract may be terminated and a late fee of 15% will be added to all outstanding balances. An early termination fee of \$1000 will apply to accounts terminated before this agreement is complete. All ads must be submitted to Diamond Pulse no later than the 10th of the month for it to be included in the next month's issue, otherwise we will run previous month's ad. Diamond Pulse does not take responsibility for errors and content of ads.

Additional comments _____

Signature : _____ Signature of Diamond Pulse Rep _____

Business Name _____ Contact _____

Address: _____

City _____ State _____ Zip _____

E-mail: _____

Phone: _____ Fax: _____

Notes: _____

Billing Information: Visa MasterCard AMEX _____

Credit Card # _____ Exp: ___/___ Code: _____

Name On Card _____

I authorize Diamond Pulse to charge my Credit Card for the agreed amounts in this contract.

Signature: _____

1 2 3

Advertisement \$ _____

Total Graphics \$ _____

Billed Today \$ _____

Billed monthly \$ _____

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New York NY 10036

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www.DiamondPulse.com
Diamondpulse@gmail.com