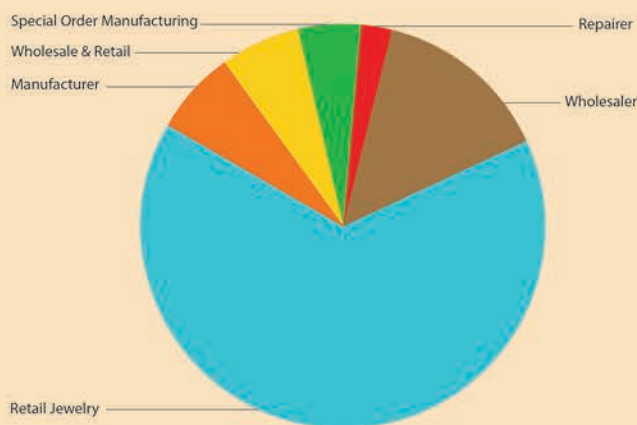


## Make your Advertising DOLLARS COUNT!

### Distribution By Reader Classification Diamond Pulse Magazine



65.2% Retail Jewelry

13.9% Wholesaler

6.7% Manufacturer

6.5% Wholesale & Retail

4.9% Special Order Manufacturing

2.7% Repairer



### DIAMOND & JEWELRY INDUSTRY

Geared to the wholesale Jewelry industry, Diamond Pulse Magazine is at the forefront of how natural diamonds and Jewelry are being sold.



#### CIRCULATION

We are the largest circulated Diamond & Jewelry publication in the industry. 24,000 magazines printed & mailed monthly! Diamond Pulse will surely give you the exposure you're looking for.



#### DISTRIBUTION

Besides mailing 24,000 physical magazines, we distribute our publication at trade show bins such as, JCK, JIS & JA NY shows, bringing you more exposure to even more potential sales.



#### DIGITAL MARKETING

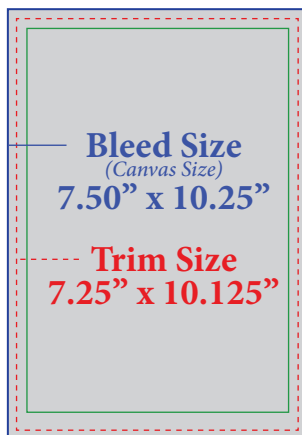
We use email and Social Media such as Facebook and Instagram to further promote your advertisement to thousands of Jewelers monthly. Digital copies can be viewed online and through our email campaign.



#### AFFORDABILITY

You're not going to find a more cost effective advertising venue than Diamond Pulse. By keeping our expenses low we are able to pass the savings to you. Call us now to reserve space in our publication.

### FULL PAGE



**3 months**   **6 months**  
**\$1,250/mo**   **\$1,150/mo**

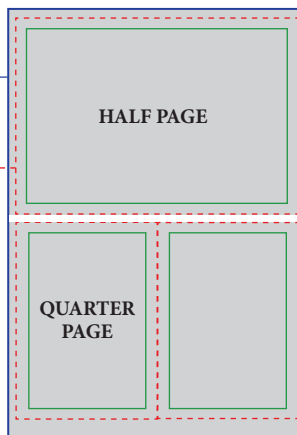
**12 months**  
**\$1,000/mo**

Consecutive months

### HALF PAGE

**Bleed Size**  
**(Canvas Size)**  
**7.50" x 5"**

**Trim Size**  
**7.25" x 4.875"**



	3 months	6 months	12 months
<b>HALF PAGE</b>	<b>\$750/mo</b>	<b>\$700/mo</b>	<b>\$600/mo</b>
<b>QUARTER PAGE</b>	<b>\$500/mo</b>	<b>\$450/mo</b>	<b>\$400/mo</b>

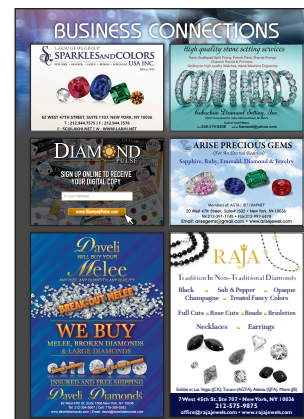
Consecutive months

### QUARTER PAGE

**Bleed Size**  
**(Canvas Size)**  
**3.75" x 5"**

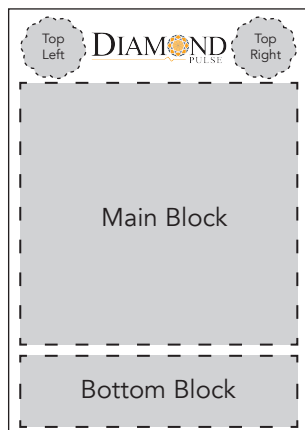
**Trim Size**  
**3.50" x 4.875"**

### BUSINESS CONNECTION



**\$250/mo**  
**3.25"W x 2.125"H**

### FRONT COVER

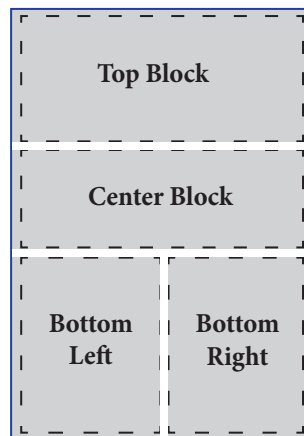


**Main Block**  
**\$3,500**  
**6.75"W x 6.625"H**

**Bottom Block**  
**\$2,000**  
**6.75"W x 1.625"H**

**Top Left or Right**  
**\$500**  
**1.75"W x 1.75" H**

### BACK COVER



**Top Block**  
**\$2,000**  
**7.50"W x 3.00"H**

**Center Block**  
**\$2,000**  
**7.50"W x 2.625"H**

**Bottom Block (Left or Right)**  
**\$1,500**  
**3.625"W x 5.00" H**

### IMPORTANT:

*All sizes are in inches.  
 Keep live matter at least  
 1/2" on all sides inside  
 bleed for safety.*

### FILE FORMATS:

High resolution (300dpi) 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:**  
**15th OF THE PRIOR MONTH**

### EMAIL FILES TO:

**sendusyourgraphics@gmail.com**

\*Prices are per month.  
 \*Minimum 3 month agreement required.





## Advertisement Terms of Agreement

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

I the "CLIENT" agree 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 sales Rep: \_\_\_\_\_

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Web Address: \_\_\_\_\_ 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: \_\_\_\_\_

**Monthly Ad Fee** \$ \_\_\_\_\_

**Graphic Charge** \$ \_\_\_\_\_

**Billed Today** \$ \_\_\_\_\_

**Billed monthly** \$ \_\_\_\_\_