

THIS RETURNED CONTRACT SERVES AS YOUR INVOICE FOR OUTSTANDING BALANCE
TO BE COMPLETED BY SHOW MANAGEMENT

Date _____

Signature _____

___ Member

___ Non-Member

Ad Price \$ _____

Discount Price \$ _____

Deposit \$ _____

BALANCE DUE \$ _____

2008 Columbus Jewelry Show August 23-24, 2008 ADVERTISING CONTRACT DEADLINE 4/10/08

OFFICIAL SHOW PROGRAM

GREATER COLUMBUS CONVENTION CENTER - COLUMBUS, OHIO

Sponsored By: Ohio Jewelers Association

Published By: Jewelers Circular Keystone

The official program of the 2008 Columbus Jewelry Show will be printed by Jewelers Circular Keystone Magazine, inserted in the August issue of JCK, and mailed to over 8,000 regional subscribers. This program will also serve as the official roster, product listing and show guide at the 2008 Columbus Jewelry Show.

NOTE: All prices are net, no agency commission; paid ads for the 2008 Columbus Jewelry Show do not combine with frequency with regular JCK contacts.

Advertisements in the official 2008 Columbus Jewelry Show Program are priced according to the schedules listed below. No reservations accepted without full payment or a minimum of 50% of the ad price. Balance of payment is due by April 10, 2008.

Premiums of \$500 for cover 4, \$450 for cover 2, and \$425 for cover 3 will be charged.

NOTE: Advertising contracts, along with full payment received by March 1, 2008 will save you 20%!

ADVERTISEMENT RATES

PLEASE REFER TO REVERSE SIDE OF CONTRACT FOR SPECIFIC AD SIZES

	FULL PAGE		HALF PAGE		QUARTER PAGE	
Non-member Rate	4 Color	\$2900	4 Color	\$2350	4 Color	\$1625
	Black & White	\$2500	Black & White	\$1850	Black & White	\$1225
Member Rate	4 Color	\$2700	4 Color	\$2050	4 Color	\$1375
	Black & White	\$2300	Black & White	\$1650	Black & White	\$1025

AGREEMENT - Please Print or Type

Program will be printed as per the attached specifications (see back of this form). NO CHANGES IN ARTWORK WILL BE MADE BY JCK OR THE COLUMBUS JEWELRY SHOW.

NOTE: 1/2 page ad islands will be accepted at full page rates only.

We the undersigned agree to use _____ pages of advertising in the official 2008 Columbus Jewelry Show Program for which we agree to pay \$_____. Payment must be made in full by April 10, 2008 (or March 1, 2008 to reserve discount). Please make all checks payable to the OHIO JEWELERS ASSOCIATION, 50 W. Broad St., Suite 2020, Columbus, OH 43215 Our advertisement will be in Black & White ___ or Color___.

An advertiser who cancels their contracted ad space shall forfeit their entire payment.

Advertiser: _____

Phone: _____

Contact: _____

Fax: _____

Address: _____

e-mail: _____

City/ State/ Zip: _____

Date: _____

Signature: _____

Special Request/ Information: _____

Mechanical Specifications

Publication trim size: 8.375" x 10.875"

All measurements are in inches

Space Unit	Non Bleed	Trim Size	Bleed Size
Full Page	7.375" x 9.875"	8.375" x 10.875"	8.625" x 11.125"
1/2 page Horizontal	7.375" x 4.75"	8.375" x 5.375"	8.625" x 5.5"
1/2 page Vertical	3.75" x 9.875"	4" x 10.875"	4.125" x 11.125"
1/4 page	3.75" x 4.75"	4" x 5.25"	4.125" x 5.5"

Allow .375" safety margin on all four sides to clear trim.

Safety is the space from the trim edge to live matter [type, photos, etc.]. Without .375" safety built in, type and critical matter will trim off.)

Digital Ad Specifications

Platforms: MAC or PC

Media Accepted: Floppy, CD-ROM, Zip, Jaz or Syquest disks. A proper color proof must accompany your disk.

Acceptable Proofs: IRIS™, EPSON POLAPROOF™, or KODAK APPROVAL™. If ad is 4-color and an accurate color proof is not provided by the advertiser, printer will run color according to SWOP standards.

Supported Applications: QuarkXPress™4, Photoshop 6 and Illustrator 8 only. PDF files are acceptable, however the must follow Reed's strict specification requirements. (Please call for details.)

Raster File Resolution (Photos): 300 DPI saved in Tiff or EPS format. Do not compress graphics using JPEG or LZW.

Color: Color images should be converted and saved in CMYK, format unless a matched Pantone color has been purchased. If a Pantone color is used, please note the color/number on your laser proof and make sure process color separations is not chosen. See also TRAPPING

Graphics: Include all placed graphics on disk. Do not embed images in your file (unless saving in PDF format).

Ad Size: Crop marks for full-page ads should be at trim size. Bleed ads should extend beyond trim crop marks by 1/4". Fractional ads should be set up exactly to (trim) sizes specified above.

Trapping: Trapping will be set automatically through Reed's graphic production department. Do not trap files unless a matched Pantone color has been purchased. If a Pantone color is used, set trapping method to "Knockout All".

Fonts: Include both printer and screen fonts on disk. Please use Adobe Type 1 fonts ONLY. DO NOT use Multiple Master Fonts, True Type or CID Identity-H fonts! Adobe Type 1 fonts will be substituted for Non-Adobe, True Type or composite fonts, if necessary.

Hourly Charges: (1/2 hour minimum) will apply for alterations we make to your files due to errors in ad size, type, color space, or file format.

Naming Your Files: Please use the following naming convention when sending ad material(s) via e-mail or FTP: Save all the elements of your ad (document+fonts+images) into a single folder. Name the folder according to the publication name, issue, date and client advertiser name, e.g.,

jck071502_Advertiser

Compressing Your Files: Please compress your files before transmitting electronically via e-mail or FTP.

1. Using the naming convention listed above, stuff the file(s) into a single folder.

MAC Users: Save the stuffed file as a Self-Extracting Archive (SEA). Encode the SEA file with BinHex in Stuffit to preserve its integrity.

PC Users: ZIP the file(s) into a single folder using DropStuff, or compatible program (WinZip, PKZip, etc.)

2. Transmit files via e-mail or FTP, or upload PDF files to www.ad4reed.com

Electronic Transmission of Files:

FTP Site: Please Note: Production Manager must be notified via e-mail at cynthia.hildreth@reedbusiness.com upon transmission of material

Fetch Users:

Host: <ftp://FTP003.reedbusiness.com>

UserName: [ftpjckad](#)

Password: [19aDL51](#)

Using a browser (Netscape, Internet Explorer, etc.)

Please Note: A color proof must be sent overnight to accompany your electronic file.

For Questions, contact **Cynthia Hildreth** @646-746-7372 or **Lorin Bona**@ 646-746-7370