

CIJ International Jewellery TRENDS & COLOURS



Content & Technical data for CIJ Special Package

Printed ad: material trim size 205 x 265 / Deadline: November 25, 2011

Printed profile: docs and pictures (min 300 dpi) to be supplied to our editor / Deadline: Oct. 25, 2011

Online material:

Skyscraper banner, 160 x 600 pixels

20 pictures of your latest creations with their captions plus your company logo (min 300 dpi)

Company motto or catch phrase

Your videos on YouTube or Vimeo (if available)

Top Leaderboard for E-Newsletter sponsoring, 728x90 pixels

- **CIJ Winter Issue:** SIHH Geneva, Vicenza, AGTA, Centurion, IJJS, Inhorgenta, BaselWorld
- **CIJ Spring Online special:** BaselWorld, Vicenza Charm
- **CIJ Summer Issue:** Couture Las Vegas, JCK, AGTA, JA New York, IJJS
- **CIJ Fall Online special:** Vicenza Choice, Bangkok, Hong Kong Jewellery & Gems Fair

* **ES print special:** High end jewellery watches, high end jewellery & luxury accessories. Special Signature insert for Basel distributed inside **Europa Star** Europe edition.

STANDARD RATES 2011 - 2012	US\$	€	CHF
Cover I + Cover Feature / Information on request			
Cover Flap, 3-pagers - Inside Front or Inside Back	14,000	11,600	14,000
Cover II + Page 1	12,000	10,000	12,000
Cover II	7,800	6'500	7'800
Cover III	6,000	5,000	6,000
Cover IV	7,800	6'500	7'800
Double Page Spread - Full DPS Ad	7,200	6,000	7,200
Full Page Ad	4,800	4,000	4,800
Half Page Ad	3,100	2,600	3,100
Third Page Ad	2,400	2,000	2,400
Top Leaderboard / per month	2,650	2,200	2,650
Top Skyscraper / per month	2,650	2,200	2,650
Center Square / per month	1,200	1,000	1,200
Basic Skyscraper / per month	1,900	1,580	1,900
Anchor Leaderboard / per month	1,260	1,050	1,260
Online Portfolio full year	5,160	4,300	5,160
Spotlight Special ten days / home page	600	500	600
Video Online one week / home page	480	400	480
e-newsletter Sponsoring, top leaderboard	480	400	480
Welcome page – pre-entry interstitial / per month	8,000	6,660	8,000
Top Square banner 100% SOV, per month	9,000	7,500	9,000
Top Square banner 100% SOV home page, per month	4,520	3,760	4,520
Section ownership: 100% SOV (not incl. Top Square) one day a week, per month	6,400	5,330	6,400
Web & iPad designer's file including ad & video, 6 months	6,000	5,000	6,000
iPad full page ad, 6 months	1,800	1,500	1,800

Web rates include your company news prioritized online on CIJ website and iPad.

Frequency discount on rate card - 2 insertions or 2 months online 15% - 4 insertions or 4 months online 20%

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