

The Industry Authority Newsletter

JCK News Daily is the eNewsletter the jewelry industry's most engaged and influential members open first. Delivered directly to retailers' inboxes six days a week, the newsletter provides need-to-know information, plus a spotlight on a different industry segment each day. Its clean, uncluttered, and responsive design ensures immediate engagement with decision-makers.

- **Subscribers:** 19,290
- **Open Rate:** 3x MORE than the industry average
- **Click Rate:** 6x MORE than the industry average
- **82%** of JCK Magazine readers say they subscribe

RATES

JCK eNewsletter Triple Play Sponsorship: \$1,000–\$1,250/issue (based on frequency)

Available on a first-come, first-served basis. Options include:

- "Big Picture Monday" "Diamond Wednesday" "Fashion Friday"
- "New Product Tuesday" "Your Store Thursday" "Top Story Saturday"

Three ad units for one price:

- 1) Two "sponsored by" mentions on every newsletter (gray box)
- 2) 728x90 Leaderboard (gray banner)
- 3) Roadblock on main website of the JCK themed articles of the day (970x90, 300x600)

300x250 Banner Rates

POSITIONS	1X	12X	24X
Red Banner	\$650	\$600	\$550
Blue Banner	\$650	\$600	\$550
Green Banner	\$575	\$525	\$475

SPECIFICATIONS

Standard Image Banner Ad

File formats accepted.....JPG, PNG, GIF (static image only)
 Maximum file size.....40 kb
 Image color mode..... RGB (not CMYK)
 Image resolution..... 72 dpi

FOR BANNERS WITH A LIGHT BACKGROUND COLOR: include a 1-pixel dark interior border

EMAIL-FRIENDLY BANNER AD GUIDELINES

- Be sure to use RGB (not CMYK) image color mode
- Microsoft Outlook 2007/2010 and higher will not display CMYK format images and will display only the first frame
- For GIFs with animation, be sure to include all important information in the first frame
- Keep in mind that SWF (Adobe Flash) banners will not display in email software

MOBILE- AND TABLET-FRIENDLY BANNER AD GUIDELINES

- To maximize impact on mobile devices and tablets, keep text brief and use the largest text size possible
- Keep in mind that SWF (Adobe Flash) banners will not display on most mobile devices and tablets

Source: Google Analytics July 2015

MATERIAL SUBMISSION

Creative material must be submitted to Kayla Smith at ksmith@reedexpo.com no later than two business days prior to campaign start and must include:

- Name of advertiser
- Campaign start and end dates (e.g. 11/1/2015 to 11/30/2015)
- Click-through URL
- Banner ad files

QUESTIONS ON MATERIALS?

Email Kayla at ksmith@reedexpo.com or call 203-840-5937

Be part of JCKonline!

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