



NEW FOR 2017! TARGETED MARKETING.

Reach buyers *before and after* the show with this unique JCK Las Vegas targeted marketing opportunity.

We place your digital ads in front of the pre-qualified registered buyers of your choice at the height of their show engagement.

You provide the creative, we take care of delivering the campaign across networked websites and social media.



BUYERS REGISTER FOR THE EVENT



YOUR CAMPAIGN ACTIVATES NOW



BUYER IS TARGETED WITH YOUR AD AS THEY BROWSE WEBSITES AND SOCIAL MEDIA

Target Your Campaign:

Select Buyers:

Type of Business	#
<input type="checkbox"/> Independent Jewelry Retailer: Up to 9 stores	11,639*
<i>*Please specify the # of Independent Jewelry Retailers you would like to target:</i>	
<input type="checkbox"/> Online/Internet Retailer	1,583
<input type="checkbox"/> Museum/Gallery/Specialty Gift/ Boutique Retailer	918
<input type="checkbox"/> Independent Jewelry Retailer: 10+ stores	397
<input type="checkbox"/> Department Store/Chain Mass Merchant	355
<input type="checkbox"/> Catalog/Television Retailer	246

Choose Campaign Strength:

Strength	Cost per buyer	Average number of times each buyer is served your ad
<input type="checkbox"/> Regular	\$1.00	3-5X
<input type="checkbox"/> Moderate	\$1.15	10-15X
<input type="checkbox"/> Heavy	\$1.25	25-30X

Link Your Ads To:

- My company website
- My JCK Las Vegas company profile where buyers can add me to their agenda

Total Buyers:

(Cost per buyer) X

Total Cost =

Ad Specs (.jpg or .gif static image only, no flash.)

300 x 250

1200 x 628

728 x 90

160
x
600

company name contact title

authorized signature date

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.