

JCK 2007 RATES AND SPECS

BLACK & WHITE

Space Unit	1X	6X	12X	18X	24X
Spread	\$13,530	12,315	10,400	10,055	9,780
1 page	7,520	6,845	5,780	5,590	5,435
2/3 page	6,375	5,805	4,905	4,735	4,600
1/2 page isl	5,685	5,165	4,370	4,220	4,105
1/2 page	4,505	4,105	3,470	3,355	3,260
1/3 page	3,370	3,065	2,595	2,510	2,435
1/4 page	2,620	2,385	2,015	1,940	1,900
1/6 page	1,765	1,605	1,360	1,310	1,275

*TWO COLOR (BLACK PLUS ONE PROCESS COLOR)

Space Unit	1X	6X	12X	18X	24X
Spread	\$16,170	14,705	12,805	12,445	12,160
1 page	8,985	8,175	7,115	6,920	6,750
2/3 page	7,810	7,130	6,195	6,005	5,860
1/2 page isl	7,105	6,465	5,630	5,470	5,340
1/2 page	5,895	5,370	4,665	4,540	4,430
1/3 page	4,730	4,310	3,745	3,645	3,560
1/4 page	3,960	3,605	3,140	3,055	2,980
1/6 page	2,380	2,165	1,885	1,835	1,790

* CMYK Standard colors. For Pantone or PMS add \$250 to the above rates.

FOUR COLOR

Space Unit	1X	6X	12X	18X	24X
Spread	\$18,825	17,135	15,185	14,825	14,530
1 page	10,450	9,525	8,430	8,230	8,075
2/3 page	9,270	8,475	7,480	7,300	7,150
1/2 page isl	8,545	7,785	6,880	6,680	6,570
1/2 page	7,340	6,685	5,915	5,785	5,660
1/3 page	6,165	5,030	4,535	4,450	4,380
1/4 page	5,385	4,335	3,960	3,895	3,835
1/6 page	2,875	2,620	2,320	2,260	2,220

INSERTS

Available. Special discounts apply. Contact publisher for rates, specifications and quantity needed. A sample of the insert should be submitted to production prior to space reservation.

Stock restrictions: Maximum allowable insert stock is 80# cover. Inserts on heavier stock will not run in magazine.

Ship preprinted inserts to: JCK Magazine (issue date), contact Production Manager at 646-746-7372. All shipments must include magazine name, issue date and quantity shipped.

MAILING INSTRUCTIONS

Send all advertising material plus a copy of the insertion order to: JCK Production, Attn: Cynthia Hildreth
360 Park Avenue South, 12th floor | New York, NY 10010
646-746-7372; Fax: 646-746-6467

Insertion orders should be faxed to Bob Nathan at 646-746-6467



JCK 2006 Payment Terms & Conditions

Commissions: Agency commission 15% (if agency has submitted bonafide insertion order). Insertion order must state frequency and billing instructions.

Terms of sale: Net 30 days from date of invoice. Accounts are considered past due and subject to collection efforts after 60 days. Advertiser and agency are jointly and severally liable for all charges. Agency commission of 15% will not be allowed on any bills past due 30 days or longer. Costs and fees to collect past due balances will be the responsibility of the advertiser and

agency. Overdue accounts may be charged a 1.5% per month (18% per year) finance charge.

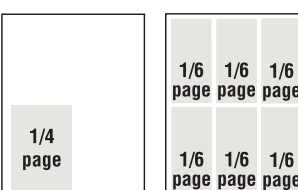
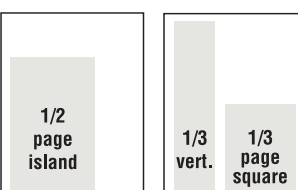
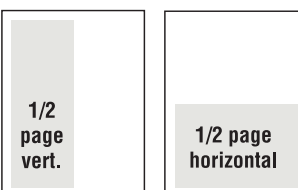
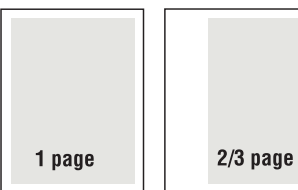
Minimum rate holder: 1/6th of a page. Pre-payment is required from companies without established credit. It is further agreed that should any invoice become past due, you agree to pay the costs of collection, including attorney's fees if incurred. Should any portion of an invoice be disputed, you agree to pay the undisputed portion according to its terms.

Reed Business Information does not accept sequential liability. We will not accept insertion orders from agencies that

agree to pay only to the extent that payment from the advertiser is received. Reed does not accept insertion orders with language disclaiming responsibility for payment ("disclaimers"). If an agency is unwilling to remove the sequential liability language from its insertion order, Reed will contact the advertiser to establish liability, or arrange to invoice the advertiser directly at the gross or net rate as agreed. **Authorization to publish:** All advertisements for Jewelers' Circular Keystone and ancillary publications are accepted and published on the representation that the advertiser and/or advertising agency are

authorized to publish the entire contents and subject matter thereof.

Indemnify and Hold Harmless: Advertiser represents and warrants that publication by Publisher of any advertising materials submitted by or on behalf of Advertiser will not (i) violate any rights of any third party, including without limitation any copyrights or rights of privacy, (ii) contain any statement that is false, misleading, or defamatory, or (iii) violate any applicable laws. Advertiser will defend, indemnify, and hold Publisher harmless against any and all claims, liabilities, costs or expenses (including without limitation



Media Accepted: PDF/X1-a. Download your file to www.ads4reed.com. If you have any questions or problems contact production at 646-746-7370.

Graphics: Raster File Resolution (Photos) 300 DPI saved in Tiff or EPS format. Do not compress graphics using JPEG or LZW. Include all placed graphics on disk. Do not embed images in your file.

Fonts: Include all fonts on disk (printer and screen fonts). Please use Adobe Type 1 fonts ONLY. DO NOT use Multiple Master fonts or True Type fonts. Adobe Type 1 fonts will be substituted for Non-Adobe or True Type fonts, if necessary.

Color: Color images should be saved in CMYK format unless a matched Pantone color has been purchased. If a spot color is used, please note the color on your proof and make sure process color separations are not chosen. RGB or PMS color in documents should always be converted to CMYK breakdowns unless PMS spot color has been specifically purchased. Do not embed your color profile, and be sure to uncheck the transfer color option.

Trapping: Do not trap files. If necessary this will be done by JCK's production department.

Proofs: Send a matchprint or color proof (SWOP) standards with color bars for all 4-color ads or laser print for black & white ads with your disk. If no proof is provided the printer will run color according to SWOP color densities. JCK cannot be held accountable for mismatched color reproduction.

Ad Size: Crop marks for full-page ads should be at trim size. Fractional ads should be set up exactly to sizes published in media kit or as posted on web site. Bleed ads' background should extend beyond trim crop marks by .125 inch on all sides. Type and other live matter must be kept .375" from trim size on all four sides.

Production charges will be incurred if alterations are

PRINT MECHANICAL SPECIFICATIONS (in inches):

Publication trim size: 8.375" x 10.875" | Perfect Binding

Unit	Non Bleed	Bleed
Spread	15.75 x 9.875	17 x 11.125
Page	7.375 x 9.875	8.625 x 11.125
2/3 vertical	4.875 x 9.875	5.375 x 11.125
2/3 horizontal	7.375 x 6.625	8.625 x 5.5
1/2 island	4.875 x 7.5	5.375 x 8.375
1/2 horizontal	7.375 x 4.75	8.625 x 5.5
1/2 vertical	3.75 x 9.875	4.125 x 11.125
1/3 square	4.875 x 4.75	5.375 x 5.5
1/3 vertical	2.5 x 9.875	2.875 x 11.125
1/3 horizontal	7.375 x 3.125	8.625 x 4
1/4 horizontal	3.75 x 4.75	4.125 x 5.5
1/6 page	2.25 x 4.75	N/A