

JCK Rates & Specs 2009

Black & White

Space Unit	1X	3X	6X	9X	12X	18X	24X
Spread	\$14,215	13,620	13,320	12,405	11,250	10,875	10,580
1 Page	7,900	7,580	7,400	6,890	6,250	6,045	5,875
2/3 Page	6,700	6,425	6,280	5,840	5,305	5,120	4,975
1sl 1/2	5,975	5,725	5,600	5,220	4,735	4,575	4,450
1/2 Page	4,735	4,545	4,440	4,130	3,755	3,630	3,530
1/3 Page	3,540	3,390	3,315	3,095	2,805	2,715	2,630
1/4 Page	3,780	2,635	2,580	2,400	2,180	2,095	2,055
1/6 Page	1,855	1,775	1,735	1,620	1,475	1,415	1,380

*Two Color (Black plus one process color)

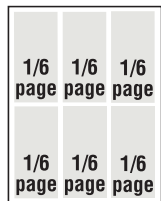
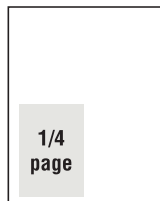
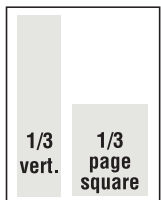
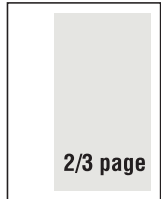
Space Unit	1X	3X	6X	9X	12X	18X	24X
Spread	\$16,990	16,295	15,905	14,905	13,915	13,525	13,215
1 Page	9,440	9,050	8,845	8,280	7,730	7,520	7,335
2/3 Page	8,205	7,865	7,690	7,200	6,730	6,525	6,365
1sl 1/2	7,460	7,165	6,995	6,545	6,120	5,945	5,805
1/2 Page	6,195	5,950	5,810	5,435	5,070	4,935	4,815
1/3 Page	4,970	4,770	4,660	4,360	4,070	3,960	3,870
1/4 Page	4,160	3,995	3,900	3,640	3,415	3,320	3,240
1/6 Page	2,505	2,405	2,345	2,195	2,050	1,995	1,945

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

Four Color

Space Unit	1X	3X	6X	9X	12X	18X	24X
Spread	\$19,775	18,995	18,515	17,285	16,425	16,000	15,625
1 Page	10,980	10,530	10,290	9,605	9,115	8,885	8,675
2/3 Page	9,740	9,345	9,120	8,540	8,090	7,880	7,695
1sl 1/2	8,975	8,610	8,410	7,875	7,440	7,250	7,090
1/2 Page	7,710	7,395	7,225	6,755	6,395	6,235	6,090
1/3 Page	6,480	6,215	5,435	5,120	4,905	4,805	4,710
1/4 Page	5,660	5,430	4,665	4,440	4,265	4,190	4,130
1/6 Page	3,025	2,895	2,820	2,645	2,500	2,430	2,390

Specs chart



Pearlicious!

With so many varieties, shapes, and sizes of pearl, there's a host of possibilities for creating unique jewelry. Each year look into these lovely pearls from the depths of the sea.

By GARY RICHMAN, G.G., FGA, Gemma Estimo

Ring True

Whether the economy is up or down, booming or busted, couples still get engaged and still need rings to symbolize their commitment and seal their pledges. Here are some of the latest designs in engagement rings.

THE COMPASSIONATE LITE IS BYRON...
 HANNA KAMARINE
 HANNA KAMARINE
 HANNA KAMARINE

Stack Bracelets

By Carrie Soucy

An eclectic design and date fashion trends, jewelry should not only understand these styles but also interpret them for real-life holidays. Here, JCK shows how one trend can be interpreted for real-world customers.

How long is 22K and 18K karat gold with gemstones, suggested retail prices start at \$1,200. **DATA JEWELRY**, New York, NY, 212-260-1010, www.data.com

NEWS+NOTES

Australian Jeweler Enters U.S. Market With 17 Stores

Australian jeweler Michael Hill has entered the U.S. market with 17 stores. The company has 80 stores in New Zealand, Australia and 22 stores in Canada. Canadian Jeweler's International Inc. is the U.S. distributor for Michael Hill. The company has 80 stores in New Zealand, Australia and 22 stores in Canada. Canadian Jeweler's International Inc. is the U.S. distributor for Michael Hill.

ICA Criticizes Burma Ban

The International Council of American Jewelers (ICA) has criticized the U.S. government's ban on jewelry made in Burma. The ban is seen as a barrier to trade and a hindrance to the jewelry industry.

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.

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

MAILING INSTRUCTIONS
 Send all advertising material plus a copy of the insertion order to: JCK Production, Attn: Gail Smith 360 Park Avenue South, 11th floor New York, NY 10010 646-746-7372; Fax: 303-265-2572

PRINT MECHANICAL SPECIFICATIONS (in inches):

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

Unit	TRIM	BLEED	NON-BLEED
Spread	16.75 x 10.875	17.125 x 11.25	15.75 x 9.875
Full Page	8.375 x 10.875	8.75 x 11.25	7.375 x 9.875
2/3 Horizontal	8.375 x 7.125	8.75 x 7.5	7.375 x 6.625
2/3 Vertical	5.375 x 10.875	5.75 x 11.25	4.875 x 9.875
1/2 Horizontal	8.375 x 5.25	8.75 x 5.625	7.375 x 4.75
1/2 Island	5.375 x 8	5.75 x 8.375	4.875 x 7.5
1/2 Vertical	4 x 10.875	4.375 x 11.25	3.5 x 9.875
1/3 Horizontal	8.375 x 3.625	8.75 x 4 7.37	5 x 3.125
1/3 Square	5.375 x 5.25	5.75 x 5.625	4.875 x 4.75
1/3 Vertical	2.75 x 10.875	3.125 x 11.25	2.25 x 9.875
1/4 Vertical	4 x 5.25	4.375 x 5.625	3.5 x 4.75
1/6 Vertical	N/A	N/A	2.25 x 4.75

JCK Specs

ADVERTISING SPECIFICATIONS

Media Accepted: Adobe® Acrobat® PDF-X1A. Upload files directly to <http://www.ads4reed.com/>.

Acceptable Proofs: MatchPrint™, EPSON POLAPROOF™, or KODAK APPROVAL™. If ad is 4/C, a color proof must be sent overnight to accompany your electronic file. All ads will run according to SWOP standards unless an accurate color guide is provided by the advertiser.

Ad Size: All ads should be set up to trim sizes specified by publisher. Crop marks should be at trim size. For ads with bleed, the bleed should extend beyond trim crop marks by 3/8" (3/16")