



BANNER ADS

Q WHAT IS GF NEWS? – Current and past issues can be viewed here @ www.gemfind.net/newsletters.asp

A GF NEWS is a free weekly jewelry industry e-newsletter that goes out to over **8000 e-mail addresses**. We also publish the newsletters on our web site for reading so subscribers can read the newsletter with pictures if for some reason they can't receive pictures in their e-mails. Content include: Current industry news from major publications, **sales training** from professional trainer David Richardson, **inventory and business management** from ARMS USA, **HR and hiring** issues from Suzanne DeVries, **Jewelry repair and business tips** from David Gellar, **security information and tips** from Jeweler's Mutual, **real-time virus alerts** from Symantec, and to keep it entertaining a joke or funny story and picture of the week.

Q WHAT ADDITIONAL EXPOSURE WILL I RECEIVE?

A At a minimum of twice per year we will allow you to provide information so that we can feature your company as a sponsor in the editorial section.

Q WHAT IS THE COST FOR A BANNER AD?

A \$75.00 PER WEEK FOR 1 YEAR CONTRACT \$100.00 PER WEEK FOR 6 MONTH CONTRACT.

Q WHAT IS THE CHARGE FOR PRODUCING MY BANNER AD?

A A quote is available once we know what you are looking for.

Q Q. CAN I SUPPLY MY OWN BANNER AD?

A Absolutely. The size must be 468 x 60 pixels and there would be no banner production fee. *Animated banner ads are 5 times more likely to be clicked through.

ADVANTAGES OF E-NEWSLETTER ADVERTISING

- WEEKLY EXPOSURE
- SUBSCRIBERS CAN CLICK ON YOUR BANNER AND IT WILL TAKE THEM DIRECTLY TO YOUR WEB SITE IMMEDIATELY.
- LOW COST FOR THE AMOUNT OF EXPOSURE RECEIVED.
- FLEXIABILITY OF CHANGING YOUR AD WITHOUT HAVING TO SUPPLY NEW MATERIAL A MONTH OR MORE BEFORE PUBLICATION.
- A COMMITMENT ON OUR PART TO CONTINUALLY WORK AT INCREASING OUR SUBSCRIBER BASE WHICH EVEN LOWERS YOUR COST MORE IN RELATION TO EXPOSURE.

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Subscriber Comments

It looks great! Lots of practical, useful info for jeweler, too!
My congrats!

Peggy Jo Donohue – Editor - Professional Jlr Mag.

We have found gemfind advertising to be one of the best sources - we know the e-newsletter is read by many manufacturers and retailers, as we track our advertising. If you want reasonable fast advertising with "results" use gemfind.

Janisue Rigel - Dallas Fine Jewelry Show by M.I.D.A.S.

We are in receipt of your very interesting email and congratulations on a very nice and comprehensively done newsletter.

Upali N - Sri Lanka

Hi Joe,

Your newsletter has been very, very helpful to me and my husband. We are new in the jewelry business and find your newsletter to be very informative.

Glorianne & Bob - Sarasota, Fl

I like this new format and am more excited to read it.

Troy W. – Utah

I like the new look

Curtis W. - California

We wish you all the best in your new newsletter experience

kind regards from Madrid, Spain

Saludos cordiales * Best regards * Viele Gruesse

J. Jorge M. - Spain

I really like new format and enjoy reading it.

Holly B, Ca