



EXPAND YOUR REACH WITH **JCK 2020** OPPORTUNITIES

JCK VIRTUAL 2020
DIGITAL ADVERTISING
JCK MAGAZINE

2 JCK VIRTUAL 2020

3 OVERVIEW

4 EXHIBITOR VIRTUAL SHOWROOM

6 IN-PLATFORM ADVERTISING OPPORTUNITIES

8 EMAIL & INSTAGRAM OPPORTUNITIES

9 PROGRAM & CONTENT SPONSORSHIPS

12 LUXURY OPPORTUNITIES

15 365 DIGITAL OPPORTUNITIES

22 JCK MAGAZINE

JCK VIRTUAL

JCK EVENTS

JCK

JCK VIRTUAL 2020

AUGUST 10-14, 2020 | ONLINE

FIND your network. **RESET** your business.

Be there when the jewelry & watch industry reconnects during the largest and most comprehensive virtual jewelry trade event in 2020. JCK Virtual 2020 offers a full slate of programming that features the best of JCK & Luxury, virtually: from JCK Talks to Exhibitor Browsing & Buying Hours, Interactive Networking and more.

JCK Virtual brings the most diverse mix of jewelry and watch suppliers and products from around the world to connect with qualified buyers and professionals looking to discover what's new, next and innovative for their business, from the comfort of their home or office.

SHOWCASE YOUR PRODUCTS & SERVICES

- Our Virtual Platform gives you the tools to get your brand, products and services in front of JCK & Luxury's qualified retail buying audience
- Display product photos in our searchable product directory
- Demo and pitch via sponsored webinars, videos and more
- Receive marketing reach to JCK & Luxury's coveted audience of 60,000+ attendees, prospects and followers, including 20,000+ quality jewelry professionals.

CONNECT LIKE NEVER BEFORE

- Utilize the Virtual Platform to connect directly with Owners, C-Suite, Decision Makers & Buyers representing the most diverse collection of jewelry retail businesses from around the world in one place.
- Schedule Virtual Appointments at your convenience
- Product Recommendations and Company Matchmaking put your brand directly in front of interested buyers

HEAR FROM THE EXPERTS

- With no need to man a booth, our Virtual program gives you an opportunity to attend JCK Talks sessions and our networking events throughout the day.

JCK VIRTUAL 2020 CONT.

THE PROGRAM

MONDAY, AUGUST 10 | LUXURY – INVITATION ONLY

TUESDAY, AUGUST 11-14 | JCK VIRTUAL – OPEN TO JCK & LUXURY ATTENDEES

Sample Daily Agenda (EST)

10:00 am – 11:00 am	Education Session
11:00 am – 12:00 pm	Connection Hour* – Browse, Meet, Merchandise
12:00 pm - 12:30 pm	Sponsored Webinars
12:30 pm - 1:00 pm	JCK Talks Webinar
1:00 pm – 3:00 pm	Connection Hours* – Browse, Meet, Merchandise
3:00 pm - 3:30 pm	Sponsored Webinars
3:30 pm - 4:00 pm	JCK Talks Webinar
5:00 pm – 6:00 pm	Networking Event

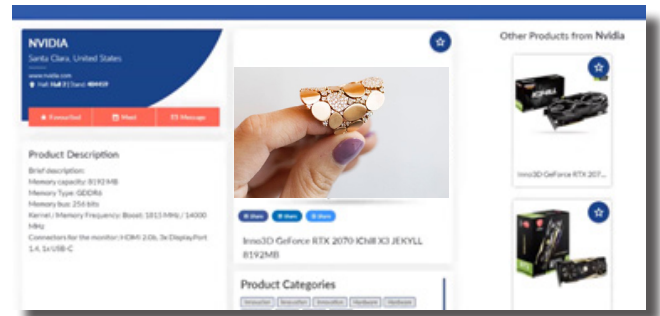
**Connection Hours are themed by specific Neighborhoods & Pavilions, covering trends and encouraging attendees to browse all areas of the show throughout the week.*

EXHIBITOR VIRTUAL SHOWROOM

JCK EXHIBITOR VIRTUAL SHOWROOM - \$2,500

For 2020, the JCK Exhibitor Virtual Showroom is FREE for all JCK Las Vegas & Luxury 2020 Exhibitors who participate in, and have at least 20% paid for, 2021 JCK Las Vegas.

All JCK Virtual 2020 Exhibitors will receive a company profile. Think of it as your virtual “showroom” to promote your products and services, tell your story, and schedule appointments with interested buyers.



Includes:

- Access to JCK Virtual 2020 for 2 team members during JCK Las Vegas Days Only (*targeted for August 11-14, 2020*)
- Ability to showcase up to 10 products with up to 5 photos per product
- Products and Company Listing included in Exhibitor Directory & Product Directory, including targeted Matchmaking & Product Recommendations to buyers
- Lead retrieval

CONNECT LIKE NEVER BEFORE!

- **Lead Retrieval:** Your dashboard reveals interactions with your profile and products. Follow-up directly with users who view and “favorite” your content, while tracking meeting requests and more—easily from your Virtual Showroom.
- **Targeted Recommendations:** Product Recommendations and Company Matchmaking put your brand directly in front of interested buyers. The more products you feature, the more opportunity to be recommended to attendees.
- **Virtual Meetings:** Manage, schedule and run video meetings directly in the platform, at your convenience. We make it easy to share your product and features live via our in-platform video meetings.

EXHIBITOR VIRTUAL SHOWROOM CONT.

ENHANCE YOUR VIRTUAL SHOWROOM

Additional Team Members | \$150 per member

Each team member will receive access to their own user profile, which allows them to:

- Schedule and lead virtual meetings for your company
- Interact with customers
- Access JCK Virtual’s unmatched education sessions and networking events

Extra Products | \$250 per 5 products

Get found faster. Additional products expands your presence in the product directory, the #1 platform tool buyers will use to find your business. Plus, you’ll have more opportunities to be recommended to buyers looking for your products. Ability to add up to 5 photos per additional product.

Profile Pop-up Ad | \$1,500

When an attendee is viewing your Exhibitor Profile, grab their attention with a pop-up ad— featuring a product or service you want to highlight—that displays after a user scrolls through your profile. The ad can encourage them to schedule a virtual appointment with you to learn more. This product is based on availability and may sell out; please contact your sales rep today.



IN-PLATFORM ADVERTISING OPPORTUNITIES

HOMEPAGE LOBBY BANNERS - \$10,000

Align your brand prominently with the JCK Virtual show with a banner ad on our homepage, the show “Lobby.” The JCK Virtual homepage will be the most viewed page with brand exposure before, during and after the show. There is limited availability for our most prominent virtual display opportunity available.

LOBBY PONY WALL - \$2,500

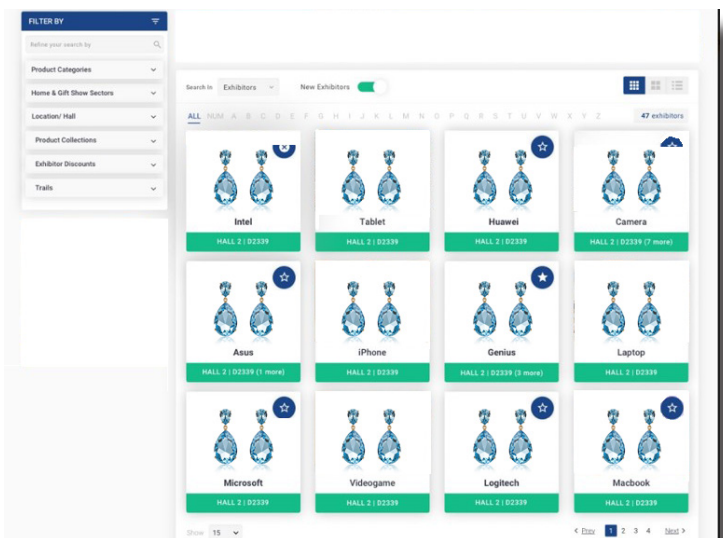
List your logo in the JCK Virtual Lobby and drive traffic to your Exhibitor Showroom from the JCK Virtual homepage.

OPPORTUNITIES: 10 COMPANIES

FEATURED LISTINGS - \$3,500

Help buyers find you, by featuring your brand at the top of attendee category searches. As attendees are searching the Exhibitor Directory, your company will be listed first in your category. Contact your sales rep for a list of category opportunities.

OPPORTUNITIES: 4 PER CATEGORY



IN-PLATFORM ADVERTISING OPPORTUNITIES CONT.

DISPLAY ADS - \$2,500-3,500

With a display ad, you can showcase your brand outside of your Exhibitor Profile and be seen as attendees search and navigate JCK Virtual throughout the week. You provide the creative, and can link your banner ad to your exhibitor profile to increase traffic to your products. Banner ad spaces will rotate with sponsor and show content.

OPPORTUNITIES: 4 ADS PER POSITION.

POSITIONS

Exhibitor & Product Directory Search

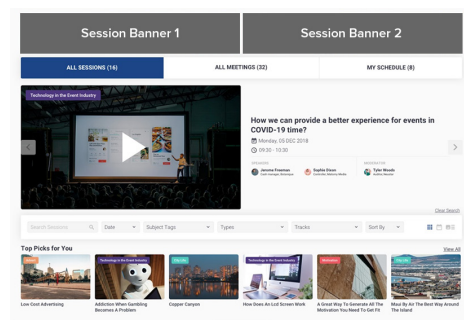
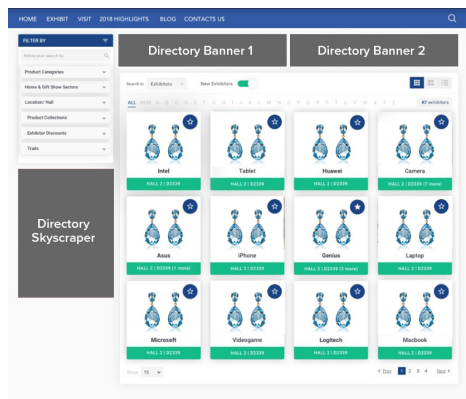
Be seen as users search our directories.

- Directory Skyscraper
- Directory Banners 1 & 2

Session Pages

Be seen as users search and schedule their JCK Talks, webinars and meeting sessions

- Session Banners 1 & 2



DEMO/PRODUCT PITCH VIDEOS - \$2,500

Feature a video – up to 10 minutes – to tell your story and present your collection, products and/or services. Companies with Demo/Product Pitch Videos will get enhanced exposure through additional marketing driving attendees to a featured webpage during the Virtual program.

OPPORTUNITIES: 10 PER CATEGORY/NEIGHBORHOOD

Sponsorship Includes:

- 10 minute pre-recorded videos (*Content subject to approval by show management*)
- Featured on a landing page designed to draw attendees during the program’s themed “buying hours,” included in pre- and post-show marketing where applicable
- Leads: Receive information on attendees who viewed video

EMAIL & SOCIAL MEDIA OPPORTUNITIES

SPONSORED EMAIL BULLETIN - \$11,550

Reach potential buyers outside of the Virtual Platform and in our attendee's inboxes in advance of the show. Advertise your JCK Virtual participation and encourage attendees to schedule appointments with your brand through our Sponsored Email Bulletin, your HTML email sent direct from JCK to our database of 20,000+ quality jewelry professionals. Past JCK Show Sponsored Bulletins have had an average open rate of 35%!

INSTAGRAM STORY TAKEOVER - \$7,500

With an Instagram Story Takeover you can tell your brand's story or tease new products you plan on featuring at the virtual show! Send us a 20 second video or 4 images and we will post them on our Instagram story and tag you so that you can repost it. We will post exhibitor takeover stories every Thursday starting 5 weeks out from the show.



JCK INSTAGRAM STORIES INCLUDE:

- Must provide a 20 second video or 4 static ads/photos that will run consecutively for 5 seconds each.
(Content subject to approval.)

JCK 2019 INSTAGRAM STORY STATS:

- Average Reach – 562 per story
- Average Impressions – 650 per story

TIPS TO INCREASE ENGAGEMENT:

- Include a poll or question
- Tease a new product
- Use a sticker or hashtag
- Include a promotion or giveaway

JCK VIRTUAL PROGRAM SPONSORSHIPS

JCK TALKS PRESENTING SPONSOR - \$30,000 - SOLD

As the JCK Talks Presenting Sponsor, you'll align your brand with JCK Virtual's innovative program of expert sessions targeting JCK and Luxury's diverse audience of the jewelry industry's decision-makers

Sponsorship Includes:

- Company logo included in all pre- and post-show marketing collateral (*email, website, social, print*)
- Company logo included on JCK Virtual homepage & Schedule of Events page
- A 2-minute pre-recorded video message to be played at the beginning of each daily keynote presentation & 1 minute pre-recorded video message before one webinar daily
- A dedicated social post promoting the Education Presenting Sponsor on JCK Events social media accounts, in advance of the Virtual Show. Date TBD based on availability (*will post between July 6-August 7*)

TREND VIDEO PRESENTING SPONSOR - \$15,000

Each day, the Virtual program features themed buying hours, encouraging attendees to explore and schedule virtual meetings with exhibitors from specific show neighborhoods or pavilions. We'll kick off these buying hours with a pre-recorded trend panel of industry experts designed to capture attendees' attention (*jewelry trends were the #1 most requested content topic, from 75% of surveyed retail buyers*). This is an exclusive opportunity for non-endemic sponsors only.

Sponsorship Includes:

- The 10 - 15 second video before the videos
- Logo & Company Name included in pre- and post-show marketing collateral where Trend Videos are mentioned, including Schedule of Events webpage

JCK VIRTUAL PROGRAM SPONSORSHIPS CONT.

SPONSORED WEBINARS - \$7,500*

JCK Talks arms retailers with the tools, insights and information necessary to succeed in the current retail climate. Align your brand with this esteemed education program and generate greater brand awareness for your company, by presenting a sponsored webinar to retailers looking to grow their knowledge within the industry.

OPPORTUNITIES: 14

Sponsorship Includes:

- 30-minute Webinar hosted by your company during the JCK Virtual program
(Content subject to approval by show management)
- Sponsored webinar will be promoted in pre-show marketing including the Schedule of Events webpage and emails to 20,000+ JCK and Luxury attendees
- Q&A opportunity to interact with audience in live chat
- Leads: Receive information on webinar participants

**2 Webinars will run simultaneously on the program. To book the webinar time slot exclusively for maximum exposure, buyout available for \$12,000.*

SALES DEADLINE: JULY 10TH, 2020

JCK LOYALIST GIFT SPONSOR - \$15,000

Send a gift to selected buyers ahead of Virtual JCK! These sponsor branded nostalgia boxes include 1-2 locally sourced items from small businesses in Las Vegas, a sponsored swag item and post card. Remind buyers of the magic of JCK Las Vegas and get them excited for JCK 2021!

OPPORTUNITIES: 3 SPONSORS

Sponsorship Includes:

- Sponsor branded nostalgia box sent to a selected group of 50 buyers
- Opportunity to include sponsor branded swag
- Sponsor branded post card with contact information



JCK VIRTUAL PROGRAM SPONSORSHIPS CONT.

SPECIAL EVENT SPONSORSHIPS - \$5,000 + COSTS

Consider sponsoring one of our daily networking opportunities that will close each day and bring a large group of attendees and exhibitors together – virtually – for chat, drinks, games... the opportunities are endless, and our expert Events team wants to partner with you to bring these events to life. Your company will receive exclusive exposure for your brand with no competing Virtual programming during these hours.

Opportunities can include:

JCK MOVIE NIGHT – We can stream a movie on our platform while attendees grab popcorn and network in our live chat!

JCK HAPPY HOUR – Let's bring the magic of a Las Vegas Mixologist to every living room by sponsoring a live cocktail demonstration!

JCK GAME NIGHT – JCK themed bingo? Trivia night? Or we can create a game that promotes elements near and dear to your brand!

JCK CLOSING PARTY \$5,000 + TALENT FEES

We might not have TAO, but our closing party will bring our industry together in a virtual celebration unlike anything our industry has seen.

Brainstorm with us!

Brainstorm with us! We will create a networking opportunity fitting with your brand.

EVENT SPONSORSHIPS ABOVE INCLUDE:

- 2-minute speaking opportunity at the beginning of the night
- Pop-up ad during the event
- Logo included in all Networking Event marketing, including the Schedule of Events webpage
- Opportunity to send a gift pre-show to 50-100 retailers (*production and labor not included*)
- Visual Thank You to Sponsor at close of the event

LUXURY OPPORTUNITIES

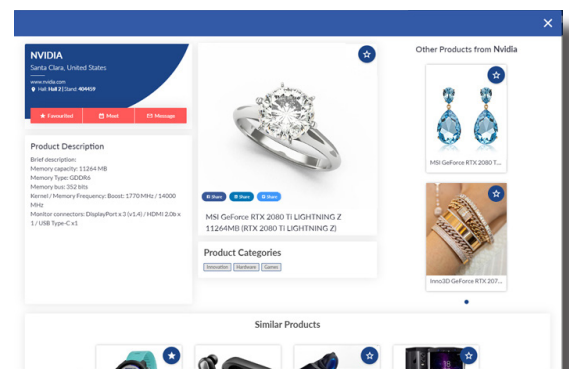
LUXURY EXHIBITOR VIRTUAL SHOWROOM - \$3,500

For 2020, the Luxury Exhibitor Virtual Showroom is FREE for all Luxury 2020 Exhibitors who participate in, and have at least 20% paid for, 2021 Luxury.

All JCK Virtual 2020 Luxury Exhibitors will receive a company profile. Think of it as your virtual “showroom” to promote your products and services, tell your story, and schedule appointments with interested buyers.

Includes:

- Access to JCK Virtual 2020 for 2 team members during JCK Las Vegas Days Only (targeted for August 11-14, 2020)
- Ability to showcase up to 10 products with up to 5 photos per product
- Products and Company Listing included in Exhibitor Directory & Product Directory, including targeted Matchmaking & Product Recommendations to buyers
- Lead retrieval



CONNECT LIKE NEVER BEFORE!

- **Lead Retrieval:** Your dashboard reveals interactions with your profile and products. Follow-up directly with users who view and “favorite” your content, while tracking meeting requests and more—easily from your Virtual Showroom.
- **Targeted Recommendations:** Product Recommendations and Company Matchmaking put your brand directly in front of interested buyers. The more products you feature, the more opportunity to be recommended to attendees.
- **Virtual Meetings:** Manage, schedule and run video meetings directly in the platform, at your convenience. We make it easy to share your product and features live via our in-platform video meetings.

LUXURY OPPORTUNITIES CONT.

ENHANCE YOUR VIRTUAL SHOWROOM

Additional Team Members | \$75 per member

Expand access to the platform and include additional team members in your virtual appointments and demos with buyers

Extra Products | \$250 per 5 products

Get found faster. Additional products expands your presence in the product directory, the #1 platform tool buyers will use to find your business. Plus, you'll have more opportunities to be recommended to buyers looking for your products. Ability to add up to 5 photos per additional product.

Profile Pop-up Ad | \$1,500

When an attendee is viewing your Exhibitor Profile, grab their attention with a pop-up ad—featuring a product or service you want to highlight—that displays after a user scrolls through your profile. The ad can encourage them to schedule a virtual appointment with you to learn more. This product is based on availability and may sell out; please contact your sales rep today.

LUXURY KEYNOTE SPONSORSHIP - \$10,000 + SPEAKER FEES

Sponsorship Includes:

- 2 minute speaking opportunity at the start of the Keynote
- Logo included in all pre-show marketing including schedule of events
- Attendee List
- Speaker will thank sponsor at the end of presentation
- Logo included on post keynote slides sent to attendees
- Opportunity to produce speaker

LUXURY BREAKOUT SESSION - \$2,500

- Sponsor our Luxury group breaks, a 15-minute respite in between content sessions that brings the perks of Luxury – virtually – to our attendees. Content will feature chair yoga or a quick game to allow buyers to take a break and regroup.

Sponsorship Includes:

- 1 minute speaking opportunity at the start of the session
- Logo included in all pre-show marketing related to the Schedule of Events, and on the Schedule of Events webpage
- Host or presenter will thank sponsor at the end of presentation

LUXURY OPPORTUNITIES CONT.

LUXURY DINE IN - \$5,000 + TALENT COSTS

- We will be dining IN for Luxury this year! We will send a list of ingredients pre-show for a meal and a chef will do a live demo for Luxury attendees.

Sponsorship Includes:

- 2 minute speaking opportunity before demo
- Logo included in all pre-show marketing related to the Schedule of Events, and on the Schedule of Events webpage
- Opportunity for networking post demonstration

365 DIGITAL OPPORTUNITIES WITH JCK EVENTS

For 2020, JCK has expanded its digital offerings with 3 new opportunities to enhance your marketing strategy and connect your business directly with our jewelry-focused audience year round.

JCK INSIDER

Take advantage of this unique opportunity to be featured alongside editorial content that is distinct from any other communication in the JCK Insider, our popular monthly e-newsletter. On average, the monthly editions of JCK Insider are deployed to a database of nearly 60,000 jewelry and watch professionals and have an average open rate of 22%.

SPONSORSHIP OPPORTUNITIES:

- Red Banner: \$2,500
- Yellow Banner: \$3,000
- Green Banner: \$1,750
- Blue Content Position: \$2,000

NEW! SPONSORED QUIZ - \$4,000

Get quality leads through a sponsored quiz in our Jewelry Insider, a new native content feature in our e-newsletter that drives measurable value & ROI for your organization. The interactive quiz will run in the Insider and can be used for brand surveying, polls, and generating personalized recommendations.

Quiz Ideas:

- Testing attendee knowledge for a chance to win a prize
- Outcome quiz featuring products as personalized recommendations
- An interactive brand quiz created to match up jewelry designs with occasions
- Personality quiz to match users with products and the outcome is a recommendation...
“What jewelry piece are you?”

OPPORTUNITIES: 3 SPONSORED QUIZZES

365 DIGITAL OPPORTUNITIES WITH JCK EVENTS CONT.

JCK SHOW WEB BANNERS

Attract industry professionals to your brand all year-round through display ads on the JCK Las Vegas and Luxury website! Three placement opportunities

- Yellow Banner: \$3,250
- Blue Banner: \$3,000
- Green Banner: \$2,750

NEW! JCK COVID-19 RESOURCE WEBPAGE - \$500

One of our most visited pages in 2020, our calendar of upcoming events that are virtual or Covid-19 focused, has become a must-use resource for jewelry professionals looking to learn, connect and navigate in this uncertain business marketplace. Feature your webinar, On Demand content or other virtual resources on our Jewelry Industry's Complete Schedule of COVID-19 Webinars & Virtual Resources webpage.

OPPORTUNITY: 10 SPONSORS

REMARKETING 55,000 IMPRESSIONS - \$2,575

Using our sophisticated real-time bidding ad serving software, we can now target JCK buyers while they search the internet. Increase your brand exposure to a wider network and add additional influence to your marketing campaigns.

HOW IT WORKS:

1. Buyer visits lasvegas.jckonline.com

- Our marketing attracts over 200,000 users to lasvegas.jckonline.com year-round

2. Ad Campaign Activates

- Each qualified site visitor leaves our website with a special JCK identifier tag (*cookie*)
- Your digital ad campaign is then set to re-market to the JCK cookie on other websites

3. Buyer is Targeted with Your Ad

- We place the bid to ensure the buyer is served your banner ad on available websites
- Your ad links back to the URL of your choice

365 DIGITAL OPPORTUNITIES WITH JCK EVENTS_{CONT.}

NEW! PAID SOCIAL MEDIA AD INSTAGRAM & FACEBOOK

Layer your marketing campaign with a paid social media post that appears directly in the News Feed and Stories of JCK Events coveted audience on Facebook (35,000+ followers) and Instagram (37,000+ followers). Perfect to drive traffic to your website, showcase product releases or promote appointments at the JCK Shows. Ads are optimized for “reach” so your Sponsored post experiences the broadest exposure possible.

TOTAL POTENTIAL REACH 70,000+
(JCK Events’s Followers, Visitors & Subscribers)

CREATIVE SPECIFICATIONS REQUIRED

- Less than 125 characters of primary ad text
(which will show above the image or video in the ad)
- Less than 40 characters of headline text
(which will show below the image or video in the ad)
- A video OR image to use in the ad
 - IMAGE: 1200 pixels wide by 628 pixels high.
This image must contain minimal text, ideally less than 20% text, or Facebook/Instagram will significantly decrease impressions
 - VIDEO: 16:9 aspect ratio (standard horizontal format),
must be less than 60 seconds in length, and be in a standard format such as .mp4 or .mov

*OPPORTUNITIES:

- 14 Day Campaign: \$1,750
- 28 Day Campaign: \$3,400

**Two campaigns will launch each week*



Yes, I would like to participate in JCK's 2020 Marketing Advertising Opportunities. Please schedule my ad in each of the products selected. I understand that JCK does not make booth changes or additions to my advertising without written instructions from me.

COMPLETE FORM BELOW, THEN INDICATE AD SELECTIONS AT RIGHT, SIGN, AND EMAIL BACK TO YOUR JCK SALES REPRESENTATIVE.

EXHIBITOR NAME

COMPANY NAME

ADDRESS

CITY / STATE / ZIP

TELEPHONE FAX

EMAIL

NAME / TITLE

SIGNATURE

PAYMENT TERMS

Payment is due in accordance with the payment schedule below. If this Application is returned after any of the below dates, the amount corresponding to the most recently passed date is due with the Application to secure participation. When advertising, sponsorship and promotional opportunities are reserved after the 100% due date, payment is due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser, sponsor or promoter is responsible for full payment. Management has the right to offer new products or positions through the show cycle that may not be listed on this form.

PAYMENT SCHEDULE

With Agreement/Contract: 100%

PLEASE EMAIL THIS FORM TO YOUR JCK SALES REPRESENTATIVE.

The individual signing above represents and warrants to Reed Exhibitions, a division of RELX Inc. ("RX"), that he or she is duly authorized to execute this agreement (the "Agreement") on behalf of the company named above (the "Sponsor"). Sponsor acknowledges and agrees that he or she has read and fully understands the Agreement, and shall be bound by and subject to the terms and conditions of the Agreement as set forth herein and on the following pages. In addition, if Sponsor is purchasing a sponsorship for one or more shows (each, a "Show" and collectively, the "Shows"), Sponsor agrees with and shall be bound by and subject to the terms of Schedule A, General Terms & Conditions, set forth on the following pages and incorporated herein by reference. If Sponsor is purchasing a sponsorship with JCK Magazine or JCK Online, Sponsor agrees with and shall be bound by and subject to the terms of Schedule B, JCK Magazine Legal Terms, set forth on the following pages and incorporated herein by reference.

JCK SPONSORSHIP OPPORTUNITIES

OPPORTUNITY

- ADDING ADDITIONAL TEAM MEMBERS \$150
(PER ADDITIONAL MEMBER)
- ADDING EXTRA PRODUCTS \$250
(FOR 5 PRODUCTS)
- PROFILE POP-UP AD \$1,500
- HOMEPAGE LOBBY BANNERS \$10,000
- HOMEPAGE LOBBY PONYWALL \$2,500
- DIRECTORY SKYSCRAPER \$3,500
- DIRECTORY & SESSION BANNER ADS \$2,500
- FEATURED LISTING - \$3,500
- JCK EVENTS COVID-19 WEBPAGE LISTING \$500
- SPONSOR BULLETIN \$11,550
- INSTAGRAM STORY TAKEOVER \$7,500
- PAID SOCIAL MEDIA ADS - 14 DAYS \$1,750
- PAID SOCIAL MEDIA ADS - 28 DAYS \$3,400

REMARKETING

- SHOW BRANDED 55,500 IMPRESSIONS \$2,575
- SHOW BRANDED 125,000 IMPRESSIONS \$5,150
- SPONSOR BRANDED 55,500 IMPRESSIONS \$2,575
- SPONSOR BRANDED 125,000 IMPRESSIONS \$5,150

JCK INSIDER

- RED BANNER \$2,500
- YELLOW BANNER \$3,000
- GREEN BANNER \$1,750
- CREDSPARK QUIZ (JCK INSIDER) \$4,000

JCK EVENTS WEBSITE BANNERS

- YELLOW \$2,500
- BLUE \$2,250
- GREEN \$2,000

SCHEDULE A

GENERAL TERMS & CONDITIONS

1. Materials.

(a) Materials. Any materials provided hereunder, including any image(s), logo(s), advertisement(s) and/or promotional copy, plan(s), data, lists, course materials, and other materials, if any (including, with respect to Company, any Content provided hereunder and all materials contained within such Content) (collectively, the "Materials"), do not and will not infringe any copyright, patent, trade secret, trademark or other proprietary rights of any third-party and shall not violate, or cause the violation of the privacy rights of any third-party.

(b) License. The recipient of the Materials may use the Materials solely for the purposes set forth in this Agreement.

(c) No Rights Granted. The recipient agrees that nothing herein shall be deemed a grant of any intellectual property rights or other rights to use the Materials for any products or processes for profit-making or commercial purposes.

(d) Other Obligations. The Materials will not be used in research that is subject to consulting or licensing obligations to another recipient, corporation or business entity unless written permission is obtained from the discloser

(e) Opt-Out. Each person as to whom email addresses are provided can or will be categorized as an "opt-in" recipient by his, her or its agreement with such Party to receive information via email from a third-party, and has not notified such Party of his, her or its desire not to receive email (i.e., no such person has "opted out" of the receipt of email from a third-party with respect to such Party).

2. Payment Terms. If applicable, payment is due in accordance with the payment schedule set forth in the Agreement, and, in the event of cancellation, Company is responsible for full payment. RX has the right to offer new products or positions through the show cycle that may not have been offered to or selected by Company.

3. Ownership.

(a) Company acknowledges that RX is the sole and exclusive owner of (or the co-owner of, or the exclusive licensee to, as the case may be) each Event named in this Agreement and all interests related thereto, the goodwill associated therewith, and all of the tangible and intangible assets related thereto, including, without limitation, the names, trade dress, marks and logos of each Event as well as any new shows or events launched in conjunction with any existing Events.

(b) Except as expressly provided herein, RX shall have sole authority over all aspects of the planning, promotion, production and operation of each Event, including without limitation, determining the final distribution platform, scheduling, rescheduling, sponsors, endorsements, and attendance fees.

(c) Each Party retains all right, title and interest in and to any Materials which such Party provides to the other Party in the performance of this Agreement.

(d) Company represents and warrants that Company is the sole and exclusive owner of (or co-owner or licensee to, as the case may be) the Materials distributed by Company in connection with this Agreement and/or provided to RX by Company under this Agreement, including, but not limited to the Materials within the Content, and that RX's use of such Materials in accordance with the terms of this Agreement will not infringe any copyright, patent, trade secret, trademark or other proprietary rights of any third-party and may be used by RX without any restrictions of any kind and without the need for any payments to any third parties.

(e) The Content and all associated work product, content, data, and knowledge created, generated, prepared, or developed by Company in providing the Content, whether or not patentable or copyrightable (collectively, "Work Product") and their associated IP, are owned by RX and shall be deemed 'work made for hire' under applicable US law. To the extent any right, title, or interest in any Work Product cannot be deemed work made for hire for any reason, Company hereby assigns and transfers to RX all of its worldwide right title and interest in the Work Product and the Work Product IP.

(f) RX acknowledges Company may use pre-existing materials owned by Company and developed independently from this Agreement to provide the Content described hereunder ("Company Background IP"). Company shall retain ownership of its Company Background IP; provided that to the extent Company incorporates or includes any Company Background IP in any Content, Company hereby grants to RX a non-exclusive, perpetual, royalty free, fully paid-up, irrevocable, worldwide license to use, copy, perform, display, modify and create derivative works of the Company Background IP solely for the purposes described in this Agreement.

4. Representations and Warranties. Company represents, warrants and covenants that:

(a) Capacity. Company has the authority to enter into the Agreement.

(b) Authority. The execution, delivery and performance of this Agreement, the fulfillment of and the compliance with the respective terms and provisions thereof, and the due consummation of the transactions contemplated thereby, have been duly and validly authorized by all necessary corporate action of the Company (none of which actions have been modified or rescinded, and all of which actions are in full force and effect).

(c) Execution. This Agreement has been duly executed and delivered.

(d) Enforceability. This Agreement constitutes a legal, valid, and binding obligation, enforceable in accordance with its terms, except as enforceability may be limited by bankruptcy, insolvency, reorganization, moratorium, or similar laws relating to or affecting generally the enforcement of creditors' rights.

(e) Performance. Company shall perform the services for RX in a timely, professional and competent manner, to the satisfaction of RX.

(f) Organization. Company is duly organized, validly existing and in good standing under the laws of its State of organization;

(g) Taxes. Company will calculate, report, and remit all sales, use, excise, or similar taxes related to its performance under this Agreement;

(h) Non Infringement. Company is the sole and exclusive owner of the Company Marks (as defined herein), and RX's use of such Company Marks and/or any Company Materials in accordance with the terms of this Agreement will not infringe any copyright, patent, trade secret, trademark or other proprietary rights of any third-party.

(i) Non-Exclusivity. Company acknowledges that RX may enter into agreements with other parties for similar services.

(j) Compliance with Laws. Company shall at all times during the Term comply with (i) all Applicable Laws relevant to its duties, obligations and performance under this Agreement, including Applicable Laws concerning bribery, including commercial bribery, corruption and related matters; and (ii) the Code (as defined below). Company acknowledges that RX's parent company has a principal place of business in the United Kingdom, and that English, United States, and other international anti-bribery laws and regulations regulate RX's activities.

(i) Save for Permitted Expenses (as defined below), Company shall not offer, promise, pay, give or authorize (tacitly or otherwise) any financial or other advantage, directly or indirectly: (i) to any commercial contact in connection with RX's business; or (ii) to any Official (as defined below) in connection with either obtaining a business advantage for RX or improperly performing any function; in either case even if such an act is permitted under local law. Company represents and warrants that no such commercial contact or any Official holds any financial interest in Company, or has any remunerated connection with it, or owes duties to, or is owed duties, by it, save as disclosed in advance to RX. Company shall not accept any financial or other advantage from any person as an inducement or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of RX. Company shall promptly report any apparent breach of the preceding clauses in this paragraph to RX. Company shall (i) maintain accurate and complete records of all expenditures related to its performance of this Agreement and make such records available to RX and/or any person authorized by RX on reasonable notice; (ii) answer, in reasonable detail, any written or oral enquiry from RX related to the Company's compliance with this paragraph; and (iii) facilitate the interview of staff employed by Company (or any agent of Company) at any reasonable time specified by RX related to Company's compliance with this paragraph.

(ii) For purposes of the preceding paragraphs, "Applicable Laws" means all applicable laws, ordinances, codes, regulations, standards and judicial or administrative orders, including, but not limited to, those of the United States and the United Kingdom; "the Code" means the RELX Code of Conduct for Suppliers, which is available at <http://www.relx.com/corporateresponsibility/policies/Pages/Home.aspx>; "Official" means any (i) official or employee of any government or any instrumentality of government or any government-owned, operated or controlled entity (including without limitation state-run universities, hospitals or libraries); (ii) political party or party official; or (iii) any candidate for public office; and "Permitted Expenses" means reasonable and bona fide travel, lodging and related expenses of a modest nature, which are directly related to the promotion, demonstration or explanation of products or services or the performance of an existing contract, and provided that such payments are permissible under all Applicable Laws. RX shall have the right to terminate this Agreement on no notice, without liability, for breach of any provisions of this Section.

(k) No Conflicts. The execution, delivery and performance of this Agreement will not result in:

(i) A violation of each Party's certificate of incorporation or bylaws;

(ii) A violation of any law, judgment or order applicable to each Party; or

(iii) A conflict with, or result in a breach of, or constitute a default, or give rise to any right of termination, acceleration or cancellation, under any material contract.

(l) Privacy. If Company Processes any Personal Information as part of its performance under this Agreement, Company shall comply with all applicable obligations set forth in the RELX Privacy and Data Protection Requirements for Suppliers available at <https://www.relx.com/corporate-responsibility/being-a-responsible-business/supply-chain> and incorporated herein by reference. Any terms used but not defined in this Section shall have the meanings provided in the RELX Privacy and Data Protection Requirements for Suppliers.

5. Confidential Information and Confidential Materials.

(a) Any Confidential Materials or Confidential Information (both as defined below) which were exchanged by the Parties prior to the Effective Date in connection with the subject matter of this Agreement shall be deemed to be covered by this Section as if they had been exchanged after the Effective Date, except where the exchange was already covered by a confidentiality or non-disclosure agreement made between or otherwise governing exchanges between the Parties.

(b) For purposes of this Agreement, "Confidential Materials" means any and all tangible media which is either clearly marked "Confidential" or would be deemed confidential by a reasonable person receiving such information and is provided by one Party to the other in connection with this Agreement. "Confidential Information" means any information contained in any Confidential Materials or which a reasonable person would consider confidential based on the circumstances or the nature of the information, such as business, financial, technical, sales or customer information, product development plans, source code, technology, specifications, processes, diagrams, manuals, unpublished content and personal data, and which is disclosed by or on behalf of one Party (the "Disclosing Party") to the other Party (the "Receiving Party") in connection with this Agreement, but Confidential Information shall not include any such information which (i) was in the public domain prior to the execution of this Agreement, (ii) becomes part of the public domain through no wrongful action by the Receiving Party; (iii) was already known by the Receiving Party without an obligation of confidentiality; or (iv) is independently developed by the Receiving Party without the use of or access to the Confidential Information.

(c) The Receiving Party shall hold Confidential Information in confidence using the same degree of care as it normally exercises to protect its own confidential or proprietary information, but in no event shall it use less than reasonable care, and it shall not disclose or transfer Confidential Information without the prior written consent of the Disclosing Party. The Receiving Party may use Confidential Information solely for the purpose of exercising its rights or performing its obligations under this Agreement and may disclose Confidential Information to its, and its Affiliates', employees, contractors and subcontractors, solely on a need-to-know basis. The Parties agree that any breach of this provision would cause irreparable injury not adequately compensable with monetary damages. Accordingly, in addition to any rights otherwise available at law, in equity or by statute, the non-breaching Party is entitled to seek injunctive and other equitable relief on behalf of itself and its Affiliates. At any time, the Disclosing Party may provide a written request to the Receiving Party requiring the Receiving Party to destroy or return, at the Receiving Party's discretion, any Confidential Information of the Disclosing Party in the possession or control of the Receiving Party and certify the completion of such to the Disclosing Party. "Affiliate" means those persons or entities located in various countries throughout the world which directly, or indirectly, individually or in combination, Control the Company or RX, are Controlled by the Company or RX, or are under common control with the Company or RX, which Control is now existing or hereafter created or acquired. "Control" means the possession, directly or indirectly, of the power to direct or cause the direction of the management and operating policies of a corporation, partnership, joint venture, organization or other business formation through the ownership of voting securities, contract, voting trust, or otherwise.

(d) Company (as a Receiving Party) will fully assist RX (as a Disclosing Party) in all matters relating to the protection from unauthorized disclosure of Confidential Information of RX. In particular, Company will: (i) enter into or have in place a non-disclosure or equivalent agreement with each of its employees (including, but not limited to, the Company personnel) who will have or may have access to Confidential Information of RX and ensure that such agreement contains adequate provisions for the protection of Confidential Information; (ii) remind Company personnel of their non-disclosure obligations during employment and at exit interviews; (iii) notify RX immediately upon the discovery of any Company personnel's alleged breach of his/her obligations; and (iv) provide all reasonable assistance to RX in any proceeding brought by RX to prevent disclosure or further disclosure of Confidential Information.

(e) If the Receiving Party is requested or required by law (by oral questions, interrogatories, requests for information or documents, subpoena, civil investigative demand or similar process) to disclose any Confidential Information, the Receiving Party shall provide the Disclosing Party with prompt notice of such request(s) (if permitted by law) so that the Disclosing Party may seek an appropriate protective order or other appropriate remedy and/or waive compliance with the confidentiality provisions of this Agreement. If such protective order or other remedy is not obtained, or if the Disclosing Party grants a waiver hereunder, the Receiving Party may furnish that portion (and only that portion) of the Confidential Information which the Receiving Party is legally compelled to disclose and

will exercise its commercially reasonable efforts to obtain reliable assurance that confidential treatment will be accorded to the Confidential Information so furnished.

6. Use of Trademarks.

(a) Company hereby grants to RX a limited, non-transferable, non-exclusive worldwide royalty-free right and license to use, publish, reproduce, and distribute, in any medium or form whatsoever, Company's and its Affiliates' names, trademarks, logos and service marks and the names and likenesses of its officers (the "Company Marks") in connection with the Event(s) and RX's distribution of the Content. Notwithstanding the foregoing, the Company Marks and the goodwill associated therewith at all times shall remain the sole and exclusive property of Company.

(b) RX hereby grants to Company a limited, non-transferable, non-exclusive worldwide royalty-free right and license to use, publish, reproduce, and distribute, solely in connection with marketing materials developed by Company which promote the Event or such other obligations as stated in this Agreement, RX's name, the Event's name, the Event trademarks, the Event logos and the Event's service marks (the "RX Marks"); provided that, RX shall have the right to approve all uses of RX Marks prior to use by Company. Notwithstanding the foregoing, the RX Marks and the goodwill associated therewith at all times shall remain the sole and exclusive property of RX.

7. Marketing and Promotions.

(a) If applicable, a Party shall use such other Party's email lists solely to promote the Event.

(b) For promoting on a Party's assets (including, but not limited to, marketing emails, publication advertisements and web banners): (i) the other Party shall provide the promotional copy to the asset owner on or before such deadlines as the asset owner may establish, (ii) such copy shall be subject to the approval of the asset owner, which approval will not be unreasonably withheld or delayed, and (iii) the dates of the promotion shall be mutually agreed upon by the Parties.

(c) To the extent Company (and/or any third parties hired by or acting on behalf of Company) manages, operates, administers, runs, or is otherwise responsible for one or more sweepstakes, contests, giveaways, or any other chance- or skill-based promotions in connection with this Agreement (each, a "Promotion"), Company represents and warrants that RX shall not be a sponsor, endorser, or administrator of such Promotion and that RX is not affiliated with or responsible for any aspect of any such Promotion in any way. Company further represents and warrants that the official rules for each Promotion will explicitly release and hold harmless RX and each of its parents, subsidiaries, Affiliates, and divisions; the Venue; and each of their respective directors, officers, employees, agents, shareholders and successors, as well as any other party that may be indicated to Company by RX, from any and all liability associated with such Promotion.

8. Publicity. Neither Party shall issue any press release or other public announcement related to this Agreement, written or oral, without the prior written consent of the other Party, except as required by law or a court order.

9. Termination.

(a) Either Party shall have the right at any time to terminate this Agreement, effective upon the other Party's receipt of termination notice, without prejudice to any other legal rights to which such terminating Party may be entitled, upon the occurrence of any one or more of the following: (i) upon material default by the other Party in performance of any of the provisions of this Agreement, which default is not cured within 30 days following written notice of such default, or if such default occurs during the Event, such default is not cured within two hours of delivering actual notice of such default; (ii) the admission in writing by the other Party of the inability to pay debts generally as they become due or the taking of any corporate action tantamount to such admission; (iii) the other Party's ceasing to do business as a going concern; or (iv) the other Party making any assignment for the benefit of creditors.

(b) RX may terminate this Agreement (i) for convenience by providing the other Party with thirty (30) days' advance notice of termination; or (ii) immediately upon Company's violation of Section 15 of these General Terms & Conditions.

(c) If this Agreement is terminated as described in either subsection (a) or (b) above, RX shall not be liable for any costs, damages, fees or expenses of Company as a result of such termination.

10. Insurance.

(a) Insurance Coverage. Throughout the term of this Agreement, Company shall maintain (i) workers compensation insurance in the amount required by statute (ii) Professional liability insurance including Cyber Liability/Tech Errors & Omissions, Network Security and Privacy Liability Insurance in a minimum amount of

\$2,000,000 aggregate coverage per policy year; and (iii) comprehensive general liability insurance with a limit of not less than \$2,000,000 per claim, covering bodily injury, property damage or other losses in connection with the provision of services by Company pursuant to the terms of this Agreement.

(b) Proof of Insurance. At RX's request, Company shall provide certificates or other acceptable evidence of insurance evidencing the foregoing coverage and shall provide RX with prompt written notice of any material change to the same.

11. Force Majeure.

(a) Neither Party shall be deemed to be in breach or default of this Agreement as the result of any delay or nonperformance which is caused by circumstances beyond the Party's reasonable control, including, without limitation, fire; storm; casualty; flood; epidemic; World Health Organization travel advisory or travel alert; earthquake; hurricane; explosion or accident; blockade embargo; travel alert; governmental restraints; restraints or orders of civil defense or military authorities; war; act of public enemy; riot or civil disturbance; act or threatened act of terrorism, strike, lockout, boycott or other labor disturbance; Venue cancellation, inability to secure sufficient labor; power, technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or acts of God, but this shall not apply where the delayed or non-performing Party is under a duty under this Agreement to take certain backup, business continuity or disaster recovery measures but has failed to take such measures. In the event that Company must terminate this Agreement due to "Force Majeure", Company must first discuss with RX and then provide a written notice in accordance with this Agreement.

(b) If, while this Agreement remains in effect RX determines that it is impossible or commercially unreasonable by reason of a cause or causes described in subsection (a) above to conduct a Event:

(i) the Event (including any conferences) shall be postponed until a period in which RX determines that it is feasible and commercially reasonable to hold such Event, the term of this Agreement shall, if necessary, be extended accordingly for a period of time sufficient to hold such postponed Event, such postponement shall not be deemed to be a breach or violation of the terms of this Agreement; and RX shall not be liable for any costs, damages, fees or expenses of Company as a result of such postponement; or

(ii) the Event shall be cancelled, and such cancellation shall not be deemed to be a breach or violation of the terms of this Agreement. RX shall not be liable for any costs, damages, fees or expenses of Company as a result of such cancellation.

(c) Although RX shall attempt to ensure the integrity of the Event, RX reserves the right to modify, suspend, extend or terminate the Event or any part thereof if RX determines, in its sole discretion, that the Event or any part thereof is delayed, disrupted, technically impaired, or corrupted by infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical problems, failures, malfunctions or other causes beyond RX's control which may have destroyed, corrupted or undermined the security, integrity or feasibility of the Event or any portion thereof as contemplated herein.

(d) Non-Force Majeure Cancellation. All obligations hereunder with respect to an Event shall automatically terminate if, for any reason whatsoever, RX cancels such Event. Such termination shall not constitute a material breach hereunder and each Party shall be held harmless from any penalties, financial obligations and legal actions.

12. Indemnification.

(a) Upon notification by RX of any claims, suits, or proceedings ("Claims") brought by a third-party that allege any aspect of Company's services or deliverables (including, but not limited to, the Content, the Work Product, or any Company-owned Materials used by Company hereunder) infringes a third-party's Intellectual Property Right, Company shall defend (if requested by RX), fully indemnify and hold RX and each of its Affiliates, directors, officers, employees, agents, shareholders, successors, customers and other end users of any deliverable and/or services ("RX Indemnitees") harmless from and against any and all actual or alleged claims, liabilities, losses, damages, costs, fees and expenses (including, but not limited to, legal and attorney fees and expenses) (collectively, "Liabilities") that are incurred by any RX Indemnitee in connection with such Claims. Company shall have the right, with the approval of RX, which approval shall not be unreasonably withheld, to settle any such claims on terms and conditions of Company's own selection which are not in conflict with the terms and conditions of this Agreement and do not obligate or restrict any RX Indemnitees in any material way.

(b) Company shall indemnify, defend and hold harmless RX Indemnitees from and against any and all actual or alleged Liabilities to third parties arising out of or in connection with: (i) performance of Company under this Agreement or breach by Company of any representation, warranty or obligation contained in

this Agreement, (ii) the negligence or intentional acts or omissions of Company or any Company personnel, (iii) any contract or commitment entered into or made by Company with any third-party that provides goods, materials or services to Company, (iv) any other claim involving Company's obligations hereunder, except to the extent solely attributable to the fraud, gross negligence or willful misconduct of RX, in each case as determined by a court of competent jurisdiction,

v) RX's use of the Content and Work Product and all materials contained within the Content or Work Product, including, but not limited to, the ideas or words expressed by Company's moderators and/or guests in the Content or acts done by moderators and/or guests in the Content; or (vi) any death, injury or damage to any person or property alleged to have been caused by any deliverable and/or services (including Company's or any of Company personnel's manufacture of any deliverable or performance of the services).

(c) Upon the assertion of any claim or the commencement of any suit or proceeding against a Party by any third-party that may give rise to any liability under subsection (a) or (b) above (a "Third Party Claim"), the Party seeking indemnification shall promptly notify the other Party of the existence of such claim and shall give the other Party reasonable opportunity to defend and/or settle (subject to the indemnified Party's prior approval) the Third Party Claim at its own expense and with counsel of its own selection. The indemnified Party shall at all times have the right fully to participate in such defense with its own counsel and shall not be obligated to approve any settlement which it reasonably believes would have an adverse effect on its business. Each Party agrees to render to each other such assistance as may be reasonably requested in order to ensure a proper and adequate defense. At its option, the indemnified Party may assume sole responsibility of the defense and/or settlement of the Third Party Claim; however, the settlement of any Third Party Claim which might give rise to liability of the indemnifying Party hereunder shall require prior written consent of the indemnifying Party (such consent not to be unreasonably withheld or delayed).

13. Limitation of Liability.

(a) RX SHALL NOT BE LIABLE TO COMPANY UNDER THIS AGREEMENT FOR ANY INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, EXEMPLARY OR PUNITIVE DAMAGES ARISING FROM THE PERFORMANCE OR NONPERFORMANCE OF THIS AGREEMENT, WHETHER SUCH CLAIM IS BASED IN CONTRACT, TORT OR ANY OTHER LEGAL THEORY. WITH RESPECT TO THIS AGREEMENT, IN NO EVENT SHALL RX BE LIABLE TO COMPANY FOR AGGREGATE DAMAGES IN EXCESS OF THE FEES PAYABLE TO COMPANY AS SET FORTH IN THIS AGREEMENT. WITH RESPECT TO THIS AGREEMENT, IN NO EVENT SHALL COMPANY BE LIABLE TO RX FOR AGGREGATE DAMAGES IN EXCESS OF THREE TIMES THE AGGREGATE FEES PAYABLE TO COMPANY IN THE TWELVE MONTH PERIOD PRECEDING THE EVENT OR CIRCUMSTANCES GIVING RISE TO SUCH LIABILITY OR \$1,000,000, WHICHEVER IS GREATER. THE EXCLUSIONS AND LIMITATIONS OF LIABILITY IN THIS SECTION DO NOT APPLY TO (I) ANY LIABILITIES OR OBLIGATIONS UNDER THE FOLLOWING SECTIONS OF THIS AGREEMENT: CONFIDENTIAL INFORMATION AND CONFIDENTIAL MATERIALS, INDEMNIFICATION, COMPLIANCE WITH LAWS; (II) ANY CLAIMS FOR DEATH OR PERSONAL INJURY; (III) ANY CLAIMS RESULTING FROM GROSS NEGLIGENCE OR WILFUL MISCONDUCT OR FRAUD OF A PARTY; OR (IV) ANY OTHER FORMS OF LIABILITY WHICH BY LAW CANNOT BE LIMITED OR EXCLUDED.

(b) RX is not responsible for the actions of any Event participants in connection with the Event, including any participant's attempt to circumvent or otherwise interfere with the security, integrity, or proper conduct of the Event. Company's interactions with third parties, including Event participants, in connection with the Event, are solely between Company and such third party. Additionally, RX is not responsible for any problems or technical malfunction of any network or lines, servers or providers, equipment or software which are beyond RX's control, including, but not limited to, any injury or damage to Company or Company's property resulting from participation in the Event.

14. Relationship of the Parties. The Parties are independent contractors and have no power or authority to assume or create any obligation or responsibility on behalf of each other. This Agreement shall not be construed to create or imply any partnership, agency, joint venture or employer-employee relationship between the Parties.

15. Non-Disparagement. At all times during the term of this Agreement, including, but not limited to, Company's marketing and promotional activities for the Event (if any), Company shall [conduct themselves] in accordance with generally accepted decorum which will reflect favorably on the image, reputation and good will of the Event and shall not disparage, through speech or conduct, RX, the Event, the Event's sponsors, or the products/services of the Event's sponsors. Additionally, if Company personnel participates in the Event, they agree to abide by the Event's attendee terms and conditions and codes of conduct, each as made available on the Event website and as may be updated from time to time. Violation of this Section shall constitute grounds for immediate termination in accordance with Section 9 of the General Terms & Conditions.

16. Dispute Resolution. In the event of any disagreement regarding performance under or interpretation of this Agreement and prior to the commencement of any formal proceedings, the Parties shall continue performance as set forth in this Agreement and shall attempt in good faith to reach a negotiated resolution by designating a representative of appropriate authority to resolve the dispute. The obligations in this clause are not intended to prevent either Party from applying for injunctive or other equitable or interlocutory relief.

17. Notices.

(a) Form of Notice. All notices, requests, claims, demands and other communications between the Parties shall be in writing.

(b) Method of Notice. All notices shall be given (i) by delivery in person (ii) by a nationally recognized next day courier service, (iii) by first class, registered or certified mail, postage prepaid, (iv) by facsimile or (v) by electronic mail to the address of the Party specified in this Agreement or such other address as either Party may specify in writing. Any notices to RX shall be given in writing by e-mail (with confirmation of receipt) to ContractNotices@reedexpo.com and to RX's legal counsel at Matthew.Kunke@relx.com

(c) Receipt of Notice. All notices shall be effective upon (i) receipt by the Party to which notice is given, or (ii) on the fifth day following mailing, whichever occurs first.

(d) Change of Address. Any Party to this Agreement may notify any other Party of any changes to the address or any of the other details specified in this paragraph; provided, however, that such notification shall only be effective on the date specified in such notice or five business days after the notice is given, whichever is later.

(e) Refusal of Delivery. Rejection or other refusal to accept or the inability to deliver because of changed address of which no notice was given shall be deemed to be receipt of the notice as of the date of such rejection, refusal or inability to deliver.

18. Governing Law. THIS AGREEMENT SHALL BE GOVERNED BY THE LAWS OF THE STATE OF NEW YORK, INCLUDING, SECTIONS 5-1401 AND 5-1402 OF THE NEW YORK GENERAL OBLIGATIONS LAW BUT EXCLUDING TO THE MAXIMUM EXTENT PERMITTED BY LAW ALL OTHER CONFLICT OF LAW PROVISIONS, AND THE OBLIGATIONS, RIGHTS AND REMEDIES

OF THE PARTIES HEREUNDER SHALL BE DETERMINED IN ACCORDANCE WITH SUCH LAWS. FOR THE AVOIDANCE OF DOUBT, THE RIGHTS AND OBLIGATIONS OF THE PARTIES UNDER THIS AGREEMENT SHALL NOT BE GOVERNED BY THE PROVISIONS OF THE UNITED NATIONS CONVENTION ON CONTRACTS FOR THE INTERNATIONAL SALE OF GOODS. EACH PARTY HEREBY SUBMITS THEMSELVES TO THE JURISDICTION AND VENUE OF ANY APPROPRIATE COURT IN THE BOROUGH OF MANHATTAN AND STATE OF NEW YORK TO RESOLVE ANY AND ALL DISPUTES HEREUNDER.

19. Miscellaneous.

(a) Assignment. Neither this Agreement nor any license granted herein may be transferred by one Party without the advance written permission of the other Party, which consent shall not be unreasonably withheld, except that RX or any Affiliate may assign this Agreement or any license pursuant to a divestiture, merger or reorganization, or due to the sale of substantially all of its stock or assets.

(b) Amendment. This Agreement may be amended only by a written instrument signed by the Parties.

(c) Severability. If any provision of this Agreement is judged to be invalid or unenforceable, the defective provision shall first be revised, limited or amended, consistent with the general intent of the provision, such that it is valid and enforceable, and the remaining provisions of this Agreement shall be unaffected and shall remain enforceable.

(d) Interpretation. Each Party has had adequate opportunity to review this Agreement. Any interpretation of this Agreement shall be made without regard to authorship or negotiation.

(e) Entire Agreement. This Agreement constitutes the entire agreement between the Parties with respect to its subject matter and constitutes and supersedes all prior agreements, representations and understandings of the Parties, written or oral.

(f) Survival. Any provision of this Agreement which imposes an obligation after termination or expiration of this Agreement shall survive the termination or expiration of this Agreement.

(g) Waiver. The failure of either Party to require strict compliance with any term of this Agreement shall not be deemed to be a waiver of that or any other term of this Agreement.

(h) Headings. The section headings contained in this Agreement are for reference purposes only and shall not in any way affect the meaning or interpretations of this Agreement.

(i) Counterparts. This Agreement may be signed in counterparts, each of which shall be deemed an original but all of which shall be deemed to constitute a single instrument.



2020 MEDIA KIT

JCK

DELIVERING OUR AUDIENCE ON EVERY PLATFORM AVAILABLE



JCKONLINE.COM..... page 4

JCK NEWS DAILY page 5

PAID SOCIAL..... page 6

B2B EMAILSpage 7

NATIVE CONTENT..... page 8

HOMEPAGE TAKEOVER..... page 9

PODCAST SPONSORSHIP..... page 10

WEBINARS.....page 11

JCK MAGAZINE..... page 12

A POWERFUL AUDIENCE

ONLINE

236.7K+ monthly sessions*

339.4K+ monthly page views*

EMAIL

24K+ daily recipients

23% avg. open rate

6.7% avg. click rate

* Google Analytics, monthly avgs., April 2019

** June 2017 BPA Audit

MAGAZINE

25K copies**

72.5K readers**

96% retailers with purchasing authority**

SOCIAL

15.7K+ Facebook followers

40K+ Instagram followers

24.7K+ Twitter followers

ENGAGING AND INFLUENTIAL EDITORIAL

“I share JCK Online articles on my web page to help keep my customers updated on the latest trends. I love the fact that it is current, insightful, and educational.”

“JCK News Daily gives me the most up-to-date information the industry has to offer, on a daily basis, and directly to my inbox.”

“JCK magazine helps me understand what is going on in the industry, what directions are best for my business, and what vendors are up-and-coming.”

“Absolutely LOVE the new JCK issue! Very well done, beautiful aesthetic, and SO MUCH FUN TO READ.”

“L.O.V.E. Current. Luxury-focused. Smart. Great work.”

AWARD-WINNING



JCKONLINE.COM

New share-of-voice pricing



JCKonline.com is the Industry Authority for breaking news and information. Our fresh, clean design allows your run-of-site advertising to shine. Our new share-of-voice pricing provides three times the impressions per dollar spent, increasing your brand message's reach and impact. Pricing starts as low as \$1,000 per month.

MONTHLY RATES

Ad Units	Est. Mo. Impressions	20% Share	Monthly Rate
A - Crown Unit	400,000	80,000	\$6,500
B - Half Page 1 (Sticky)	350,000	70,000	\$4,500
C - Billboard	350,000	70,000	\$2,500
D - Half Page 2 (Sticky)	275,000	55,000	\$3,000
E - Medium Rectangle	150,000	30,000	\$1,000



SPECIFICATIONS

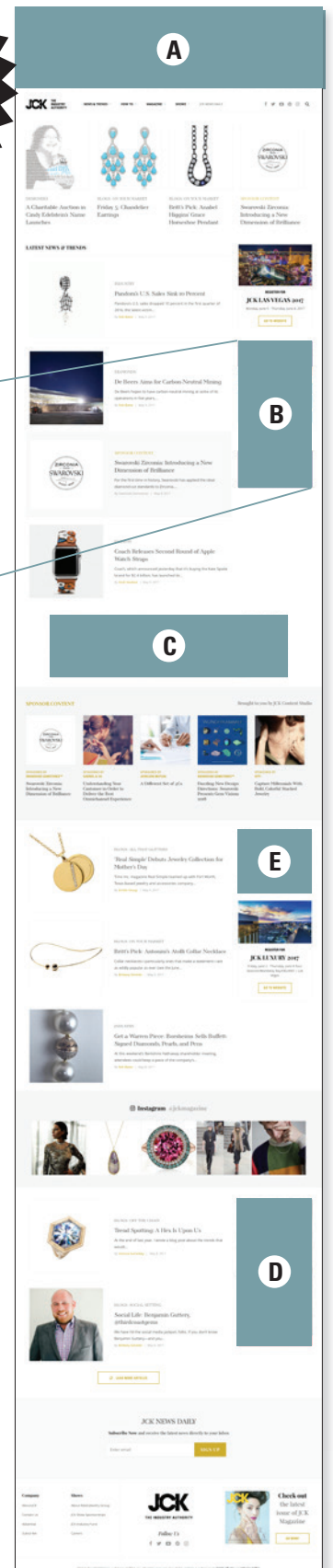
Ad Units		Desktop Size	Mobile Size	File Format
A	Crown Unit	1480 x 360	375 x 152	JPG, PNG, GIF max file size 125 KB
B	Half Page 1 (Sticky*)	300 x 600	300 x 250	JPG, PNG, GIF max file size 50 KB
C	Billboard	970 x 250	300 x 250	JPG, PNG, GIF max file size 50 KB
D	Half Page 2 (Sticky)	300 x 600	300 x 250	JPG, PNG, GIF max file size 50 KB
E	Medium Rectangle	300 x 250	300 x 250	JPG, PNG, GIF max file size 50 KB

*Not sticky on article pages

SUBMISSION

Creative material must be submitted to Chris Gianakas at chris@gianakasmia.com no later than one week prior to confirmed campaign start and must include:

- Advertiser name
- Campaign start and end dates (e.g., 10/1/2020 – 10/31/2020)
- Click-through URL
- Banner ad files (For banners with a light background, include a one-pixel dark, interior border)



JCK NEWS DAILY eNEWSLETTER

The JCK News Daily eNewsletter delivers the industry's top stories to over 23,700 professionals every day. With all original content, it is the industry's true, business-to-business news source—providing immediate engagement with top decision makers.

24,000+ / Subscribers

23.0% / Average Open Rate*

6.7% / Average Click Rate

NEWSLETTER SPONSORSHIP OPPORTUNITIES

RATES

ADVERTISER EXPOSURE			1x	26x	52x
A	Daily Delivery Sponsor	Logo exposure in header bar & billboard ad unit (970 x 250)	\$1,500	\$1,250	\$1,000
B	Medium Rectangle 1	In news flow, 300 x 250 ad unit	\$550	\$500	\$450
C	Medium Rectangle 2	In news flow, 300 x 250 ad unit	\$550	\$500	\$450

SPECIFICATIONS

Daily Delivery Sponsor Logo 128 x 44 (JPG, PNG, GIF)

Standard Image Banner Ad

File formats accepted: JPG, PNG, GIF (static image only)
 Maximum file size: 50 KB
 Image color mode: RGB (not CMYK)
 Image resolution: 72 dpi

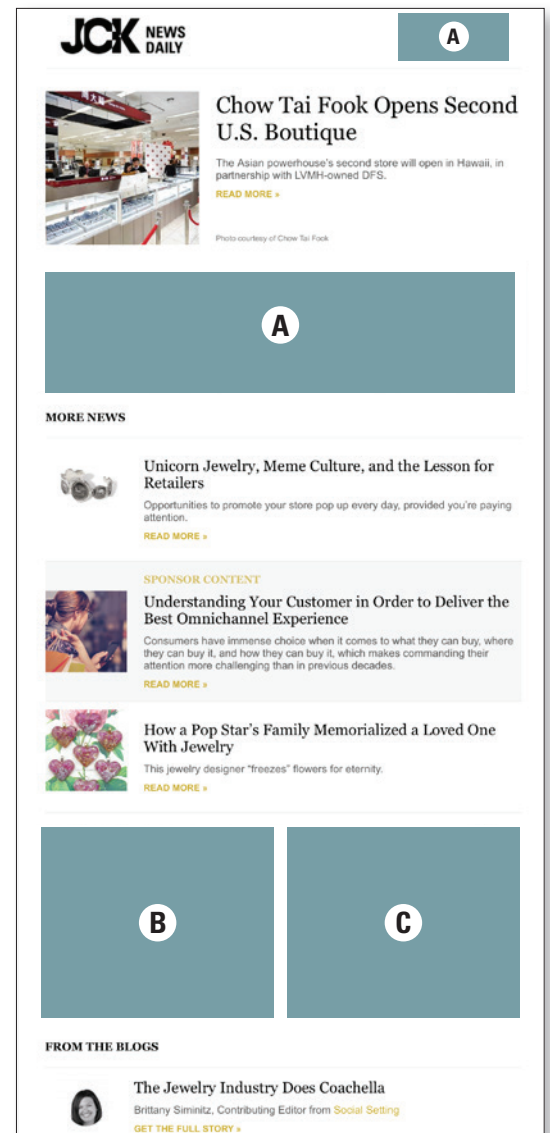
SUBMISSION

Creative material must be submitted to Chris Gianakas at chris@gianakasmedia.com no later than one week prior to confirmed campaign start and must include:

- Advertiser name
- Campaign start and end dates (e.g., 10/1/2019 – 10/31/2019)
- Click-through URL
- Banner ad files

EMAIL-FRIENDLY AD GUIDELINES

For banners with a light background, include a one-pixel, dark, interior border. Keep text brief and use the largest font size possible.



*Industry Average Email Open Rate 12.59%

PAID SOCIAL MEDIA MARKETING

Maximize your social media efforts with targeted campaigns developed by JCK's marketing experts. JCK brings energy and dynamism to our social media presence and it's paying off in growth! Together we can help you raise brand awareness, boost conversion among industry professionals, or attract attention from a consumer audience.



B2B

JCK will target your message to its dedicated Facebook and Instagram followers via paid social ads that appear directly in the news feed of JCK followers.

- Target: JCK Followers on Facebook (15,600+), and Instagram (40,000+)
- Timing: 14 or 28 days
- Price: \$1,750 - \$3,400 net*

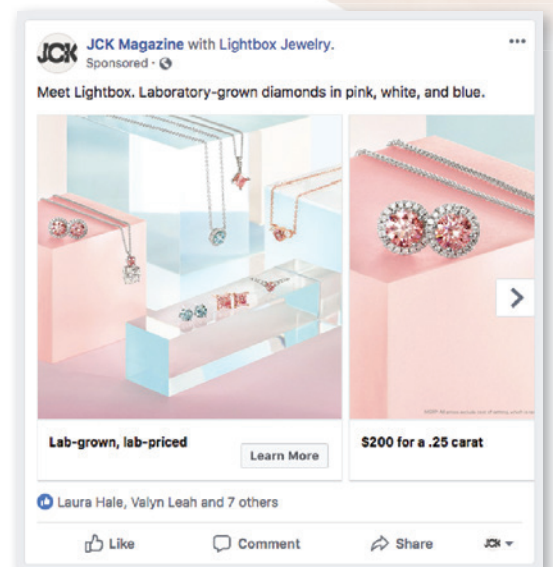
*Space limited. Estimated 12-65 clicks per day.

B2C

Broaden your consumer reach with a campaign that reaches prospective customers who have a similar profile to your current customer base. JCK will identify a lookalike audience of new consumers using data from your current followers, and send this new audience a targeted message.

- Target: Count TBD based on advertiser's audience profile*
- Timing: Flexible based on objectives and budget
- Pricing: TBD based on targeting, timing and budget

*Advertiser must authorize JCK Content Studio to execute campaign on brand's behalf through Facebook platform.



CREATIVE SPECIFICATIONS

COPY ASSETS:

- Text: 90 characters maximum
- Headline: 25 characters maximum
- Description: 40 characters maximum

VISUAL ASSETS (pick one):

- Image (static, 1200 x 628 pixels)
- Video (1200 x 675 supplied by advertiser MOV or MP4 file, 60 seconds, 2 GB maximum)

- Video Slideshow (3-10 supplied images at 1200 x 628)
- Carousel (up to 5 images at 1080 x 1080; provide headline and description copy per image)

ALL CREATIVE ASSETS ARE DUE 2 WEEKS PRIOR TO CAMPAIGN START DATE.

B2B EMAIL MARKETING AND RE-MESSAGING

To extend your marketing message to jewelry industry professionals, JCK can execute an exclusive email marketing and re-messaging campaign on your behalf to an opt-in, B2B audience marked with jewelry-relevant keywords (SIC Codes).

A custom-created email will communicate your message to this audience, and complementary display ads across desktop and social will reach this same group of individuals through our retargeting capabilities. Alternatively, you can choose turnkey list rental or a simple email execution.

PACKAGE A: JEWELRY STORES		
Total Audience Count: 30,500 (based on U.S. nationwide)		
A1	Email Only (creative supplied by advertiser)	\$3,000
A2	Email Only (creative development included in cost)	\$4,000*
A3	Email + 3 Retargeted Display Impressions	\$5,500*
A4	Email + 3 Retargeted Facebook Impressions	\$6,000*

PACKAGE B: ALL JEWELRY SIC CODES		
Total Audience Count: 49,800 (based on U.S. nationwide)		
B1	Email Only (creative supplied by advertiser)	\$3,500
B2	Email Only (creative development included in cost)	\$4,500*
B3	Email + 3 Retargeted Display Impressions	\$7,500*
B4	Email + 3 Retargeted Facebook Impressions	\$8,000*

*Includes creative/html development

JEWELRY INDUSTRY KEYWORDS (SIC CODES)

- Jewelry Boxes
- Jewelry Engraving
- Jewelry Stores
- Jewelry Enameling
- Jewelry, Precious Metal
- Jewelry Apparel
- Jewelry Mountings & Trimmings
- Costume Jewelry
- Jewelry Precious Stones
- Jewelry Repair
- Jewelry Mail-Order
- Jewelry House to House

EMAIL MARKETING BENCHMARKS

For opens and clicks, we typically see a 6-9% open rate and strive for a 0.6 to 1% click-through rate (CTR). However, campaigns often exceed a 10% open rate and 1% CTR. Each campaign performs differently with variable factors including: proper list selection, offer quality, subject line, timing and overall creative. And don't forget the importance of a quality landing page.



NATIVE ADVERTISING ON JCKONLINE.COM



CREATE A CONNECTION WITH INDUSTRY INFLUENTIALS

Put the power of the JCK brand to work for your business with a native advertising campaign that gets your message in front of industry leaders. Crafted with the same journalistic quality found in the pages of JCK Magazine, the content we produce for advertisers helps build brand awareness, deepen relationships with customers and drive revenue.

THE OPPORTUNITY

A native advertising campaign is centered on a monthly series of original editorial articles, visual slideshows or custom-created video content relevant to your brand and product offering. Each month, a new article is posted on a custom landing page dedicated to your brand, and articles are promoted through key placements on JCKonline.com.

CONTENT

- One article per month with 100% exclusive share of voice on article page via roadblock advertising (billboard and half-page ad)
- Brand recognition in the “promoted by” byline
- Link to your website within each article
- Social sharing enabled to extend reach
- Dedicated advertiser landing page collecting all native articles created for your brand to remain on JCKonline.com beyond your campaign

PROMOTIONAL SUPPORT PER ARTICLE

- Hero unit on homepage (one week)
- Position in news article flow on homepage (one week)
- Inclusion in JCK Content Studio carousel (minimum two weeks)
- eNewsletter news article flow (two newsletters)
- One (1) social push via JCK’s Facebook and Twitter channels
- Custom, branded, ROS ad units driving to article (15,000 impressions)

MONTHLY RATES

JANUARY, FEBRUARY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER **MARCH, APRIL, MAY**
 \$6,000 per month \$9,000 per month

HERO UNIT

POSITION IN NEWS ARTICLE FLOW

JCK CONTENT STUDIO CAROUSEL



JCKONLINE.COM HOMEPAGE TAKEOVER

AN ENGAGING ONLINE EXPERIENCE,
WITH MAXIMUM IMPACT

JCKonline.com is a fresh, clean and modern website that delivers a better navigation for readers and a beautifully designed environment that allows advertisers to shine.

THE OPPORTUNITY

For one day, take over ALL ad units on the JCKonline.com homepage: Five (5) total.

19,082 / Estimated Impressions

SPECIFICATIONS

Ad Units	Desktop Size	Mobile Size	File Format
Crown Unit	1480 x 360	375 x 152	JPG, PNG, GIF max file size 125 KB
Half Page 1 (Sticky*)	300 x 600	300 x 250	JPG, PNG, GIF max file size 50 KB
Billboard	970 x 250	300 x 250	JPG, PNG, GIF max file size 50 KB
Half Page 2 (Sticky)	300 x 600	300 x 250	JPG, PNG, GIF max file size 50 KB
Medium Rectangle	300 x 250	300 x 250	JPG, PNG, GIF max file size 50 KB

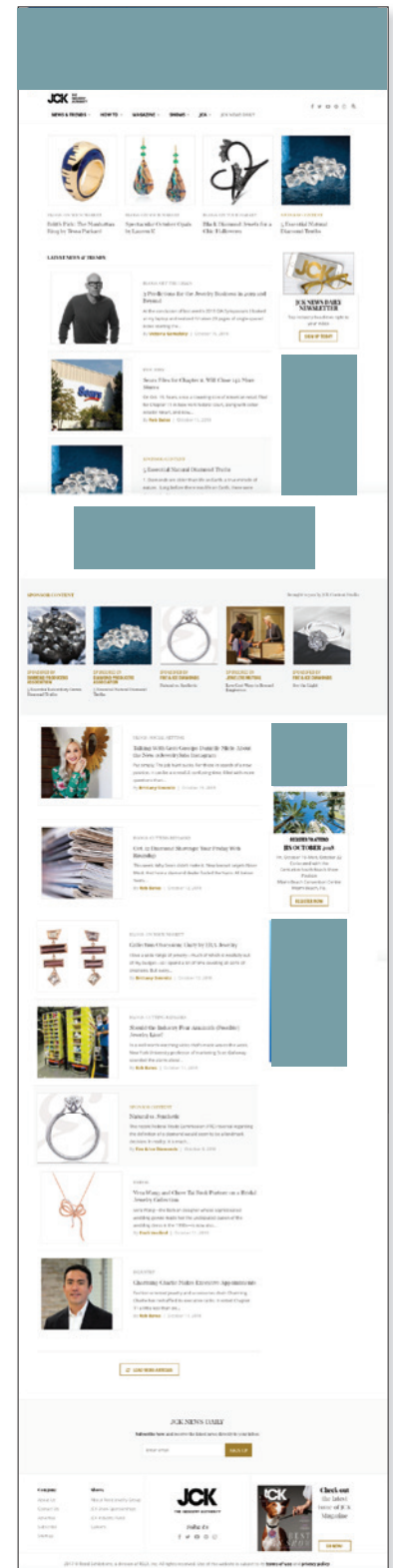
**Not sticky on article pages*

TOTAL COST: \$6,000 NET

SUBMISSION

Creative material must be submitted to Chris Gianakas at chris@gianakasmia.com no later than one week prior to confirmed campaign start and must include:

- Advertiser name
- Campaign start and end dates (e.g., 10/1/2020 – 10/31/2020)
- Click-through URL
- Banner ad files (For banners with a light background, include a one-pixel dark, interior border)



PODCAST SPONSORSHIP

The Jewelry District podcast is a unique, new channel to entertain jewelry professionals. With JCK's top industry authorities—editor-in-chief Victoria Gomelsky and news director Rob Bates—as hosts, the podcast provides informed takes on everything this audience wants to know. Trends, interviews, insights and juicy buzz: all delivered in an engaging new format.

PROMOTION DETAILS

- The semi-monthly podcast lives on JCKonline in a prominent above-the-fold position in the right rail.
- JCK drives traffic to the podcast editorially on JCKonline, in the JCK News Daily, and with prominent house ads in JCK magazine, online at JCKonline, and on all brand social channels.



TITLE SPONSOR

\$10,000/MONTH

Present your company as an industry thought leader with a Title Sponsorship.

BE SEEN:

With your logo on the podcast logo lock-up, which appears on the JCKonline homepage, The Jewelry District article page, and everywhere the podcast is streamed. You'll also get recognition as title sponsor in each episode's show notes.

BE HEARD:

Through an opening and closing "brought to you by" mention, and a 15-30 second opening spot on each semi-monthly episode.

BE TRUSTED:

Through your support for the industry authority's most modern, distinct class of content to date.

The collage includes:

- A screenshot of the JCK website's 'The Jewelry District' page, showing episode 3 and a 'LISTEN NOW' button.
- Episode cards for 'The Jewelry District, Episode 3' by Natalie Chomet (June 26, 2019), 'The Jewelry District: Bonus Episode' by JCK (May 21, 2019), 'The Jewelry District, Episode 2' by Natalie Chomet (May 3, 2019), and 'The Jewelry District, Episode 1' by JCK (March 18, 2019).
- A 'SPONSOR CONTENT' graphic with the text 'Do You Have a Succession Plan?' and an image of a couple.
- A vertical graphic on the right that says 'NOW, WHEN THE INDUSTRY AUTHORITY SPEAKS... YOU CAN LISTEN IN.' with a microphone icon.
- A bottom banner that says 'NOW, WHEN THE INDUSTRY AUTHORITY SPEAKS... YOU CAN LISTEN IN. A PODCAST BY JCK LISTEN HERE' with a microphone icon.

WEBINAR SPONSORSHIP

The JCK “Lunch and Learn” webinar series is an interactive way the industry can tune in and glean insider tips and new strategies for their businesses. Becoming a webinar sponsor is a unique way to present your brand as a thought leader: Attach your name to a live presentation on hot topics that JCK’s expert team has inside insights into. Your logo will appear in email invitations, and the live and recorded presentation.

PROMOTION DETAILS

- The quarterly webinar is held live, and a recording of the presentation lives on jckonline.com afterwards
- JCK drives traffic to the webinar through multiple email invitations and reminders
- A follow-up email is sent to all registrants with a link to the recorded webinar

SPONSORSHIP

\$4,500

Present your company as an industry thought leader with a webinar sponsorship.

SPONSORSHIP DETAILS

- Your logo appears in the opening and closing slide of the webinar, along with your supplied url.
- Your company name will be read aloud during the presentation, as the sole webinar sponsor.
- You will receive a highly engaged opt-in list of webinar registrants.
- Your sponsored webinar will live on jckonline.com permanently.

WEBINAR SCHEDULE*

WEBINAR DATE	TOPIC	COMMIT BY
April 30, 2020	10 Things You Can Do Right Now to Shore Up Your Business	April 1, 2020
July 15, 2020	How to Maintain Relationships with New Customers	July 1, 2020
October 14, 2020	Holiday Shopping Tips and New Year Trend Predictions	September 30, 2020

* Exact dates and topics subject to change

OVERVIEW
Topics and Presenters

Trip Planning and Entertainment Tips
Victoria Gomelsky, Editor-in-Chief, JCK magazine and JCKonline.com

New and Improved Experience at the Sands Expo and The Venetian
Sarin Bachmann, Event Vice President, JCK & Luxury

TAKE ADVANTAGE OF SOCIAL MEDIA

- While you must take care not to compromise your safety and security (more on that topic soon), do make judicious use of social media during the show.
- Follow @jckmagazine and @jckevents on Instagram and Twitter for live updates from the show floor. Use the #JCKLasVegas and #LuxurybyJCK hashtags!
- Save your most Instagrammable shots for when you're back in the store and can drum up interest for your favorite show finds by crafting great posts that pique the interest of your clients.
- For lessons in the art of 'Gramming and then some, social media newbies and veterans alike should consider signing up for [Social](#)

WHERE TO GO OFF CAMPUS
(continued)

- Don't miss the 35-foot bong at [Cannabition](#), a museum in downtown Vegas dedicated to all things cannabis.
- Also downtown, [The Underground](#), located beneath the Mob Museum, is modeled after speakeasies from the 1930s.
- At [Sin City Smash](#) you can pay to inflict rage on a room and its contents, while [AxeHole Vegas](#), an axe-throwing club, serves beer and wine. "After days of working the show floor," writes Villano, "consider these your therapy."

IMPROVED SHOW FLOOR LAYOUT & NAVIGATION

SANDS EXPO, LEVEL 1

SANDS EXPO, LEVEL 2

Luxury

HOTEL

- Why stay anywhere else?
- All-suite properties — rooms nearly double the size of other Las Vegas hotels
- Ease of access — on property with the show, a quick walk each day!
- Where the action is happening — connections off the show floor
- Safety and security is a top priority of the Venetian Resort
- Breadth of dining, entertainment, shopping and spa options

Make your reservations today jcklasvegas2019.com/hotels

EDITORIAL CALENDAR

SPRING (MARCH) JCK JEWELRY AWARD WINNERS

- JCK Jewelry Award winners
- Recession-proofing your business: These savvy strategies will help you weather any fiscal storm.
- A snapshot of the wedding biz in 2020 based on takeaways from The Knot's 2019 Jewelry & Engagement Study
- Made in the USA: A look at the new guidelines
- A roundup of the newest entertainment and dining options in Las Vegas for JCK attendees
- Showbiz: Preview of SIHH/Baselworld
- Staff Picks: Best of JCK Tucson

SPOTLIGHT: SILVER JEWELRY

SPECIAL SECTION: BEST OF THE BEST

BONUS DISTRIBUTION: AGS Conclave

ADVERTISING SPECIAL

Jewelers' Choice Awards Best of the Best: Special supplement highlighting the 2019 Jewelers' Choice Awards winners and finalists.

AD CLOSE: 1/28 / **MATERIALS DUE:** 2/4 / **MAIL DATE:** 3/3



PRE-SHOW (MAY) STYLE & DESIGN

- Fall fashion preview: The colors, styles, and silhouettes of the season, with expert tips on the jewels that will pair best with fall clothing trends.
- Red-carpet index: We cherry-pick the best jewelry from the 2020 awards season.
- 1990s redux: Thirty years on, grunge fashion is set for a comeback. Here's what jewelers need to know.
- The ins and outs of hiring and training sales staff to be jewelry stylists, not simply salespeople
- Jewelry retailers tell us about their best shopping experiences (jewelry or otherwise), helping us to distill the factors that make retail truly experiential in the digital age.
- A survey of retailers dishing on the specific styles they plan to buy at JCK Las Vegas and Luxury
- Mini profiles of five emerging fashion jewelers every fine jewelry retailer should know
- Music theory: What should retailers be playing in their stores? We evaluate the various channels for music delivery, from streaming services to CDs to, God forbid, radio stations.
- Showbiz: Preview of the JCK Design Center

SPOTLIGHT: FASHION JEWELRY

SPECIAL SECTION: PEARL

SPECIAL SECTION: LUXURY

Distributed to luxury retailers

AD CLOSE: 3/20 / **MATERIALS DUE:** 3/27 / **MAIL DATE:** 4/21

EDITORIAL CALENDAR

AT-SHOW (JUNE) JCK LAS VEGAS

- Choose your own JCK adventure: We provide buyers, salespeople, manufacturers, designers, and journalists bound for JCK Las Vegas 2020 with fun exercises to steer them to the best possible events, education, and exhibitors at the show.
- How to make your business sustainable: A step-by-step guide.
- Leveraging the “gig economy” to benefit your business: We provide an overview of the gig economy, detail how and why stores might use it to their benefit, and review the platforms owners might visit for specific services (graphic design, photography, web copy, daily tasks, installing new tech, etc.).
- How to localize your social feeds to ensure you’re building an effective following
- In our increasingly gender-fluid world, unisex marketing and messaging is more important than ever. We outline the best approach to retrofitting your marketing and merchandising strategies to accommodate buyers of all genders (or non-genders, as the case may be).
- A century of Art Deco style: We chart the design period’s lasting influence on jewelry.
- Travel tips for jewelers venturing to five of the industry’s biggest global hubs: Antwerp, Hong Kong, Israel, Mumbai, and Bangkok
- Showbiz: Preview of JCK Las Vegas/Luxury



SPOTLIGHT: DIAMONDS

BONUS DISTRIBUTION: LUXURY, JCK Las Vegas, JIS

AD CLOSE: 5/8 / MATERIALS DUE: 5/15 / MAIL DATE: 6/9

FALL/HOLIDAY PREVIEW (SEPTEMBER)

SALES & PROFITS (INCLUDING OUR ANNUAL HOLIDAY PRODUCT GUIDE)

- Holiday product guide: Photo feature on the key styles for the season ahead, covering major holiday trends across price points
- Scents and sensibility: How to infuse your store with the right fragrances this holiday
- Insights into the psychology behind buying jewelry: What consumers really think about when they walk into your store or shop your website and social channels
- A review of best practices for video marketing across platforms, from YouTube to TikTok
- The rental jewelry economy: The pros and cons of offering rental programs to your clients
- Watch this: The timepiece trends of the year, based on spring 2020 introductions at SIHH and Baselworld
- Showbiz: Preview of JIS Miami

SPOTLIGHT: GOLD

SPECIAL SECTION: BRIDAL

AD CLOSE: 8/14 / MATERIALS DUE: 8/21 / MAIL DATE: 9/15



PRINT CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE	MAIL DATE
MARCH	1/28/20	2/4/20	3/3/20
JUNE	5/8/20	5/15/20	6/9/20
SEPTEMBER	8/3/20	8/10/20	9/1/20
OCTOBER	9/1/20	9/9/20	10/1/20

*Dates subject to change

DATES, RATES & SPECS

DATES

ISSUE	AD CLOSE	MATERIALS DUE
Spring (March)	1/28/20	2/4/20
June	5/8/20	5/15/20
September	TBD	TBD
October	TBD	TBD

RATES

FREQUENCY	1X	4X
2P Spread	\$17,060	\$16,180
Full Page	\$9,400	\$8,940
2/3 Page	\$8,200	\$7,800
1/2 Island	\$7,880	\$7,480
1/2 Page	\$7,060	\$6,700
1/3 Page	\$6,360	\$6,000
1/4 Page	\$4,940	\$4,700
Jewelers Marketplace	\$3,540	\$3,360
Product Showcase	\$1,760	\$1,680

MAGAZINE RATES ARE GROSS (4/COLOR)

For information on Classifieds, please contact your sales rep.

SPECS

AD SIZES	BLEED	TRIM	NONBLEED
2P Spread	20.25 x 12.25	20 x 12	18.5 x 10.5
Full Page	10.25 x 12.25	10 x 12	8.5 x 10.5
2/3 Vertical	6.5 x 12.25	6.25 x 12	5.5 x 10.5
2/3 Horizontal	10.25 x 8	10 x 7.75	8.5 x 7
1/2 Horizontal	10.25 x 6	10 x 5.75	8.5 x 5
1/2 Vertical	5 x 12.25	4.75 x 12	4 x 10.5
1/3 Vertical	3.5 x 12.25	3.25 x 12	2.5 x 10.5
1/3 Horizontal	10.25 x 4.25	10 x 4	8.5 x 3.25
1/4 Vertical	5 x 6	4.75 x 5.75	4 x 5

Printing: Web offset, 200 line screen

Binding Method: Perfect bound

ABOVE SIZES ARE INCHES

Sizes allow for 1/8" trim at top, bottom and one side. Keep live matter 1/4" from all sides. Perfect alignment of type or design across gutter of two facing pages can't be guaranteed. Only advertisements fitting these specified sizes will be accepted.

REQUIRED DIGITAL MATERIALS

FILE SUBMISSION

Ad materials should be uploaded digitally via adshuttle.com/jck.

RESOLUTION

All continuous tone images (grayscale and color images) should have a minimum resolution of 300 dpi at 100%. Scanned black-and-white line art should have a minimum resolution of 800 dpi at 100% and a maximum resolution of 2400 dpi. Maximum Total Ink Density (TDI) is 300.

DIGITAL ADVERTISEMENT FORMAT

PDF/X-1a—which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CMYK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100%; as well as other characteristics. This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider.

Further information about PDF/X-1a can be found at www.pdf-x.com.

PROOF

JCK utilizes Virtual Proofing technology at its print facility. Hard copy guidance is no longer required. If you opt to use a proof for your internal color approval, please render at 100% size, to the SWOP 2006 #3 Data Set: SWOP2006_Coated3.

DISCLAIMER

All ads submitted via the portal must meet the above listed criteria. Out-of-spec files will be rejected and will require your immediate attention.

UPLOAD INFORMATION

FOR ADS: adshuttle.com/jck

FOR PRODUCT SHOWCASE:

Upload completed Product Showcase Form and high resolution image to <https://www.dropbox.com/request/WtdGzk0shksK1KLR06MY>

QUESTIONS

FOR ADS:

Job Hernández, Quad
jthernandezg@quad.com

FOR PRODUCT SHOWCASE:

For questions related to Product Showcase, email JCKShowcase@advance.net

CLASSIFIED ADVERTISING

CLASSIFIED TEXT-ONLY ADS

JCK's text classified ads are attractively created by our production department in "want ad" style. All ads are text-only and are charged by the word. Any copy three characters or more is counted as a word. Example: The word "and" is a word. The symbol "&" is not a word.

RATES

25 words or less	\$220 net
Each additional word	\$8 net
Bold type	\$40 additional
Yellow highlight	\$85 additional
Color	+20%
Blind box handling fee	\$55 additional

(Responses come to JCK and are forwarded to you.)

Inquire about multiple-insertion discounts.

CATEGORIES

Business for Sale; Career Opportunities;
 Equipment/Furniture for Sale;
 Estate Promotions; For Rent;
 Help Wanted; Reps Wanted;
 Schools/Education; Services to the Trade;
 Side Lines; Special-Order Work;
 Wanted to Buy; Watch Work; Miscellaneous/Other



HOW TO PLACE YOUR AD

1. Compose your ad.
2. Email JCKClassifieds@advance.net
3. Please always include the following information with your ad copy: company name, your name, address, city, state, ZIP, phone, fax and email.

DEADLINES

Please refer to ad closing dates on page 7. Please submit your order before this deadline to ensure we have time to create your ad exactly as you'd like it to appear in JCK.

CONTACT

Your JCK Sales Representative or email JCKClassifieds@advance.net.

PAYMENT

All classified orders must be accompanied by advance payment. We accept company check, American Express, MasterCard and VISA. Checks should be made payable to JCK Magazine. Please send check along with a copy of your order to:
 Reed Exhibitions/JCK, JCK Magazine, Attn: Cash Applications/AR,
 201 Merritt 7, Norwalk, CT 06851
 All rates net. There is no agency commission on classified ads.

CLASSIFIED DISPLAY ADS

Any ad containing a logo, special typeface/font, product or image is considered a classified display ad. Display ads are charged by the column inch. Display ads are typically supplied already designed; however, JCK can help design your ad if necessary.

BLACK & WHITE RATES (ADD 20% FOR COLOR)

1 COLUMN BY	1X	4X
1-inch	\$515	\$440
2-inches	\$980	\$835
3-inches	\$1,415	\$1,205
4-inches	\$1,860	\$1,580
5-inches	\$2,200	\$1,870

2 COLUMNS BY	1X	4X
1-inch	\$980	\$835
2-inches	\$1,860	\$1,580
3-inches	\$2,720	\$2,310
4-inches	\$3,540	\$3,010
5-inches	\$4,180	\$3,550

3 COLUMNS BY	1X	4X
1-inch	\$1,420	\$1,210
2-inches	\$2,570	\$2,190
3-inches	\$3,650	\$3,100
4-inches	\$4,590	\$3,900
5-inches	\$5,500	\$4,675

AD DIMENSIONS

SPACE UNIT	WIDTH
1-column width	2 5/8" (2.625") wide
2-column width	5 1/2" (5.5") wide
3-column width	8 1/2" (8.5") wide

We accept digital files as PDF, EPS, TIF, or JPG at least 300 dpi.

ONLINE CLASSIFIED ADVERTISING



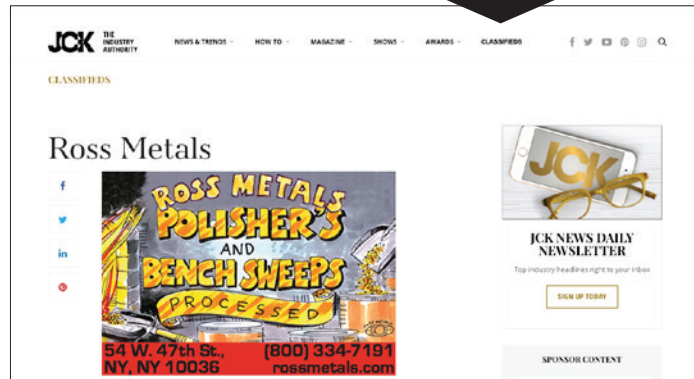
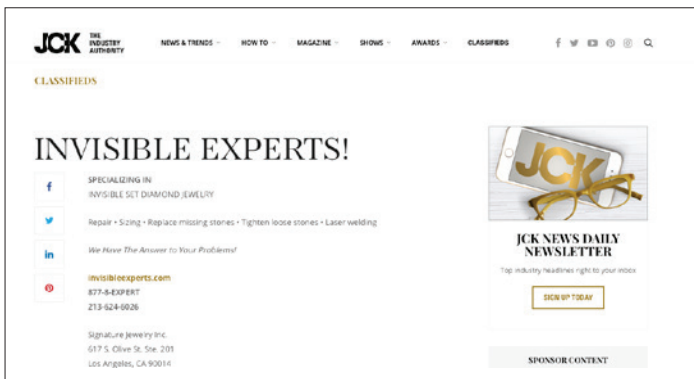
JCK's classifieds have gone digital! Give your want ad exposure on JCKonline, and keep it up to date with the option to list or update your listing each month. The online classifieds are easily discoverable, featured on the JCKonline main menu.

RATES

One Month	\$150 / month
Two Months	\$135 / month
Three Months	\$125 / month

SUBMISSION GUIDELINES

HIGH VISIBILITY IN THE MAIN MENU



TEXT-ONLY ADS

Include a headline and text (150 characters minimum, including spaces).

DISPLAY ADS

Include a headline, text (150 characters minimum, including spaces), and image.

Image specs:
File format: JPG
Width: 300 – 600px
Height: 100 – 600px
Max file size: 80KB

HOW TO PLACE YOUR AD

Compose your ad.

Email JCKClassifieds@advance.net.

Please always include the following information with your ad copy: company name, your name, address, city, state, ZIP, phone, and email.

DEADLINES

Please submit your ad no later than two weeks before the month in which you want your ad to post.

CONTACT

Your JCK Sales Representative or email JCKClassifieds@advance.net.

PAYMENT

All classified orders must be accompanied by advance payment. Once order is placed you will receive an invoice with instructions for submitting payment online. Payment must be made in full prior to the month which you want your ad to post.

INSERTS & DELIVERY

CONTACT

To request print order requirements, due dates and additional information, please contact:

Adam Bassano, PubWorX
212-450-0978
adam.bassano@pubworx.com

A hard copy mock-up must be approved prior to printing and supplying an insert to the plant.

FULL PAGE BIND-IN INSERTS

Publication trim size: 10" w x 12" h
Delivered untrimmed size: 10 1/4" w x 12 1/4" h
Publication to trim: 1/8" from head, foot, grind, face

Live Matter: To be kept 1/4" from all four sides of final publication trim size.

All material jogs to the head.

Minimum paper weight for furnished inserts is 60 lb. book.

Perfect alignment of type or design across the gutter between an insert and run of book page cannot be guaranteed.

MAGNA STRIPPED INSERTS

Minimum width of magna strip: 4"
Minimum weight of magna strip: 9 pt. card stock

MAGNA STRIP PRODUCT DIMENSIONS

Maximum insert size: 9" x 11"
Minimum insert size: 5" x 3 1/2"
Position: 1/2" from the edge of the magna strip
All inserts on a magna strip will float. Perfs on supplied inserts are not preferred.

These will be evaluated on a case by case basis.

PACKING

All dividers must be cardboard or chip board.

All dividers must be fit to exact height, width and length of the container carton.

Dividers must be used between specified lifts when loads are banded and/or strapped.

Cartons must be sized to fit product size.

Each carton should not exceed 40 lbs.

Cardboard slip-sheets are to be used between carton layers.

Eggshell cartoning is to be used for large envelopes and for inserts with open glue lines.

No more than two separate inserts per pallet/carton and mark clearly.

Large quantities that are brick stacked must follow these guidelines:

- Product must fit skid and power-pac (no oversized containers or skids)
- Cardboard slip-sheets between lifts
- Maximum of 5" to 6" vertical lift size
- Backbone compensate between lifts and pile outward
- Lifts to be same height and square throughout load
- Load must be properly secured:
 - Wooden top
 - Banded
 - Corner boards
 - Shrink wrapped

No more than one insert on bulk pallet. If to be used on multiple issues, must be cartoned and clearly marked if on one skid.

PALLET SIZE

40" x 48" 4-way entry with bottom runners.
There should be no missing boards.

MAXIMUM PALLET HEIGHT AND WEIGHT

48" high (including pallet) and no more than 2500 lbs. Inserts are to be stacked brick style in consistent counts. The entire skid should be wrapped in plastic and strapped.

LABEL EACH PALLET

Publication title, insert name and issue date to the attention of the CSR
Skid number (1 of 2, etc.)
Quantity of inserts on pallet

Packing slips must accompany each shipment. A sample of the insert is to be affixed to two sides of each pallet.

CARTONS

Packed carton weight must not exceed 40 lbs.
Cartons exceeding 40 lbs. will be subject to repackaging charges.

IF SHIPPED IN CARTONS

Name and issue date of publication
Skid number
Quantity of inserts in each carton and total on pallet
Packing slips must accompany each shipment.

A sample of the contents is to be affixed to each carton. Labels must be clearly marked and large enough to be read from a 15 ft. distance.

LOAD

Inserts should be furnished to LSC/Liberty brick stacked on pallets in 6" lifts with all unit lifts facing one direction.

Cartons should be used when the nature of the insert or card does not permit brick stacking, or if additional protection of the material is required.

Cartons should have uniform quantity. Pieces inside cartons should have uniform orientation. Maximum of two lifts per carton is acceptable if compensation is necessary for packing. Individual cartons must weigh less than 40 lbs.

DELIVERY

Advance notice of 24 to 48 hours is required for all bulk insert shipments.

Inserts are to be delivered between 7 a.m. and 4 p.m., Monday through Friday. Weekends, holidays, or after hours by exception only.

Include detailed packing list showing total quantity per carton and/or pallet and total quantity of cartons/pallets. Reference the publication title and issue date.

Address/consign shipments to:

CREEL PRINTING
ATTN: Jack Dietz and Sara Arnold
6330 W Sunset Road
Las Vegas, NV 89118
702-784-4972
JCK Magazine/Issue: Month

RECEIPT OF DAMAGED GOODS

Damaged materials will be reported to the carrier and photographed. Photographs will be forwarded to your CSR if needed for repair assessment. If material is judged to be unacceptable for receiving, the load may be refused.

If the specifications as outlined above are not followed, extra handling may occur which could result in additional charges to the supplier.

SALES CONTACTS



PUBLISHER

MARK SMELZER

917-273-0357

msmelzer@reedjewelrygroup.com

ACCOUNT MANAGERS

DANNY EYZAGUIRRE

203-840-5887

deyzaguirre@reedexpo.com

RANDI GEWERTZ

800-887-3905

rgewertz@reedjewelrygroup.com

ROBIN LUTIN

310-474-9610

rlutin@reedjewelrygroup.com

LARS PARKER-MYERS

203-840-5808

lparkermyers@reedjewelrygroup.com

QUENTIN CHAN

852-2366-1106

quentinchan@leadingm.com

MIREK KRACZKOWSKI

48-60-034-48-81

mirek@jckonline.com

KAUSHAL SHAH

91-98-2171-5431

kaushal@kaushals.com

BUSABA THAWEEPHOON

66-2-686-7374

busaba.thaw@reedtradex.com

FOR GENERAL ADVERTISING INQUIRIES, CONTACT ADVERTISE@JCKONLINE.COM