

*the* **Carat** DIET.COM

BROUGHT TO YOU BY  




[THECARATDIET.COM](http://THECARATDIET.COM)

**MEDIA KIT**



## *TheCaratDiet.com*

theCaratDiet.com is a one-of-a-kind online magazine, blog and social networking site where you will find the most up-to-date news, trends, styles and shopping for all types of jewelry. Here, you will find the best spots to buy the perfect jewels for you or loved ones, advice on current fashions and interactive feedback on topics or questions you have about the industry. The most comprehensive jewelry site on the Web, theCaratDiet.com provides everything you need to know about the industry today.

Launching in Fall 2010, The California Jewelers Association realized the need for a jewelry specific website that offers not only insight and information from within the industry, but also a place where CJA members and consumers are able to interact with one another and connect. With so many members with an eye for beautiful design and unique pieces and even more consumers with a passion for stunning jewels, theCaratDiet.com is the one and only website that offers it all for jewelry lovers everywhere.

## *California Jewelers Association*

Founded in 1933, the California Jewelers Association (CJA) represents the interests of jewelry professionals and is the largest state association of retail jewelers, suppliers and designers in the United States. The California Jewelers Association advocates high ethical standards and wants to provide valuable resources to jewelry enthusiasts.

## MEDIA KIT

### Advertising

Updated daily with tips, advice and the latest fashions, theCaratDiet.com reaches all those with interests within the industry, affluent jewelry shoppers and jewelry lovers all over the world. theCaratDiet.com offers different types of online advertising mediums to display your brand to a highly targeted audience — an environment perfect for your ad to be immensely influential.

### Specifications

**DIMENSIONS:** Left Rectangle 200 w x 190 h  
Skyscraper 160 w x 600 h  
Right Rectangle 300 w x 250 h

**FILE SIZE:** 50K or less

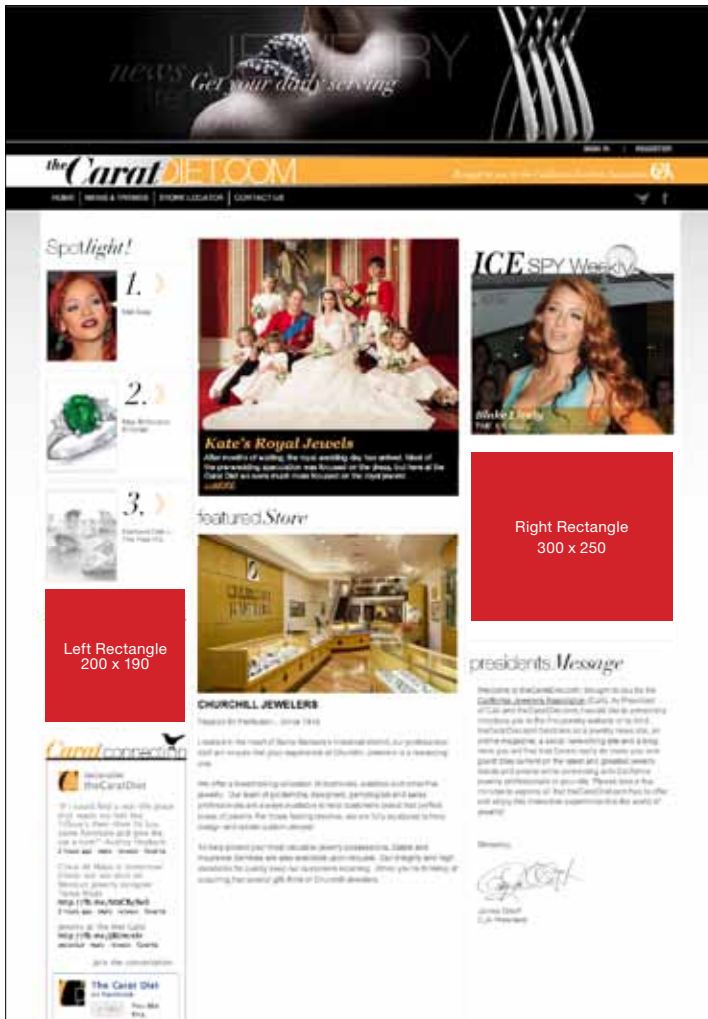
**ACCEPTABLE FILES:** gif, jpg, or swf

All ad spots are available on a monthly basis.  
All materials due a week prior to campaign launch date.

| PAGE            | AD TYPE            | RATE (1 MONTH) |
|-----------------|--------------------|----------------|
| HOME            |                    |                |
|                 | 1. Right Rectangle | \$400          |
|                 | 2. Left Rectangle  | \$350          |
| NEWS AND TRENDS |                    |                |
|                 | 1. Skyscraper      | \$250          |
|                 | 2. Left Rectangle  | \$200          |
| STORE LOCATOR   |                    |                |
|                 | 1. Left Rectangle  | \$150          |

## MEDIA KIT

### Banner Locations



Home page



News and Trends



Store Locator

### Customized Advertising

TheCaratDiet.com offers customized advertising opportunities to help achieve the marketing goals you would like to reach. To request more information, please contact [advertising@e-mc2.com](mailto:advertising@e-mc2.com) and a sales representative will be in touch with you shortly.

### Advertising Design Services

We also offer advertising design services. To create dynamic advertising spots for your company, please contact us at [advertising@e-mc2.com](mailto:advertising@e-mc2.com) for pricing.

## MEDIA KIT

### *Editorial Calendar*

#### NOVEMBER – DECEMBER

Winter Fashion  
Thanksgiving Traditions  
Holiday Gift Trends and Styles

#### JANUARY – FEBRUARY

New Year's Blitz  
Valentine's Day Trends and Styles  
Mardi Gras Celebrations

#### MARCH – APRIL

Spring Fashion  
Bridal Trends and Styles  
Earth Day Sustainable Jewelry & Green Trends

#### MAY – JULY

Summer Fashion  
Mother's Day Trends and Styles  
Father's Day Trends and Styles  
Graduations

#### AUGUST – OCTOBER

Fall Fashion  
Back to School Trends  
Breast Cancer Month

### *Contact*

#### ADVERTISING QUESTIONS AND INQUIRIES:

Rossana Aguilar  
Executive Director & CEO  
213.623.5722  
[advertising@theCaratDiet.com](mailto:advertising@theCaratDiet.com)

## INSERTION ORDER & PAYMENT FORM

BROUGHT TO YOU BY:



**MC SQUARED**  
8540 Firestone Blvd., Suite 248  
Downey, CA 90241  
T: 213.623.5722 F: 562-622-4649

PERSON OF CONTACT: \_\_\_\_\_

DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

IO NUMBER (FOR OFFICE USE): \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_ PHONE: (     )

CONTACT: \_\_\_\_\_ FAX: (     )

CONTACT TITLE: \_\_\_\_\_ CONTACT EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

| AD CHOICES                               | MONTHLY RATE | PREFERRED MONTH |
|--|--------------|-----------------|
| HOME .....                               |              |                 |
| <input type="checkbox"/> Right Rectangle | \$400        | _____           |
| <input type="checkbox"/> Left Rectangle  | \$350        | _____           |
| NEWS AND TRENDS .....                    |              |                 |
| <input type="checkbox"/> Skyscraper      | \$250        | _____           |
| <input type="checkbox"/> Left Rectangle  | \$200        | _____           |
| STORE LOCATOR .....                      |              |                 |
| <input type="checkbox"/> Left Rectangle  | \$150        | _____           |

**TOTAL:** \_\_\_\_\_

## INSERTION ORDER & PAYMENT FORM

### PAYMENT:

#### Acceptable forms of payment:

**Credit card** — To pay by credit card, please complete the information below and submit through fax.  
562-622-4649 ATTN: Rossana Aguilar

**Check** — To pay by check, reservations will be made once the first round of checks are received and approved.  
Please mail to: [theCaratDiet.com](http://theCaratDiet.com) 8540 Firestone Blvd., Suite 248 Downey, CA 90241

### CREDIT CARD AUTHORIZATION FORM: (complete only if paying by credit card)

\*All Fields Are Required.

Cardholder Name: \_\_\_\_\_

#### Card Type:

Visa       MasterCard       American Express

#### Card Number:

\_\_\_\_\_

Expiration Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_      CVV Number: \_\_\_\_\_ (3-4 digit security number)

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_      Zip/Postal Code: \_\_\_\_\_

Phone Number: (      )

E-Mail Address: \_\_\_\_\_

Authorized Amount to Charge: \$ \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

X \_\_\_\_\_

\_\_\_\_\_

*By signing this document, you authorize California Jewelers Association to charge your credit card listed with the approved total amount of the insertion order.*