Designer Jewelry Showcase 2010 – ORDER FORM

Submit TOP 2 COPIES of this form along with your Artwork and Payment by AUGUST 6, 2009
We need this form to process your ad and properly list you in our index.

Name _____

Company _____

BILLING/POSTAL ADDRESS:

(for all correspondence, invoices and book delivery)

Is this a new address? ☐ Yes ☐ No

Street or PO Box _____

City/State/Zip _____

Country _____

Phone _____ Fax _____

E-mail _____

STREET ADDRESS *(for all press proofs and postcards)*

DO NOT provide a PO Box.

Street _____

City/State/Zip _____

Country* _____

Phone _____ Fax _____

E-mail _____

*There will be an additional charge of $100 per page or card for reprints shipped outside the U.S. or Canada

SECTION: Please confirm the appropriate section for placement of your ad in the *Designer Jewelry Showcase*:

☐ Gold/Platinum ☐ Silver ☐ Mixed Media (other metals and materials)

INDEX LISTING: Indicate exactly how you would like to be listed in the *Designer Jewelry Showcase* index:

_____ , _____
Last Name First Name

OR _____
Company Name

ADVERTISING SPACE:

☐ 1/3 page ad (horizontal)

☐ Full-page ad (please select trim option below)

☐ Two-page spread (please select trim option below)

POSTCARD TRIM OPTION (for full page ads):

☐ Single Page 6" x 12" (1000 cards)

☐ 3-Postcards, each 3-7/8" x 6" (3 x 1000 cards)

(Spread advertisers may select a different trim option for each page.)

ARTWORK/DESIGN OPTIONS (select one):

☐ **CUSTOM PAGE:**
Advertiser is responsible for all design and final layout (High res digital file or camera-ready artwork with all type in position and position stats pasted down for each image).

☐ **STANDARD TYPESETTING ($65 per page or card):**
Advertiser selects one of our standard patterns and pastes position stats on the artboard for each image, within the designated image areas. Serbin Communications will set your type in one of our 6 standard typestyles.

☐ **PAGE DESIGN SERVICE ($195 per page or card):**
Serbin Communications' designers will work with the advertiser to develop a design concept and prepare final artwork.

ADDITIONAL CHARGES

Please check all that apply:

LATE FEES: Artwork that arrives after August 7 will be subject to a late fee.

☐ 1 Week Art Extension (Aug. 8 - 14) (per advertiser)	$ 50
☐ 2 Week Art Extension (Aug. 15 - 21) (per advertiser)	$ 75

PRODUCTION FEES:

☐ Standard Pattern Typesetting (per page/card)	$ 65
☐ Page Design Service (per page/card)	$ 195
☐ Position Prints/FPOs (each)	$ 50
☐ Additional Images (4 free per page; 1 free per card) (per image)	$ 100
☐ Reverse Type (per page/card)	$ 50
☐ Black Background with Reverse (per page/card)	$ 50
☐ Process Color Background with Reverse (per page/card)	$ 50
☐ CMYK Image Background with Reverse (per page/card)	$ 50
☐ Silhouette or Vignette Image (per image)	$ 40
☐ Image Insetting (per image)	$ 50
☐ Additional Color Tints (first tint is free) (per tint)	$ 45
☐ Minimum Advertiser Change at Press Proof Stage	$ 100

Submit TOP 2 COPIES of this form along with your Artwork and Payment by AUGUST 6, 2009 to:

Serbin Communications, Inc.
Attn: DJS Production
813 Reddick Street
Santa Barbara, CA 93103

(800) 876-6425 or (805) 963-0439
Fax: (805) 560-7648

PRODUCTION QUESTIONS? CALL US TOLL-FREE AT (800) 876-6425 (x 223)