

2012

# Designer Jewelry

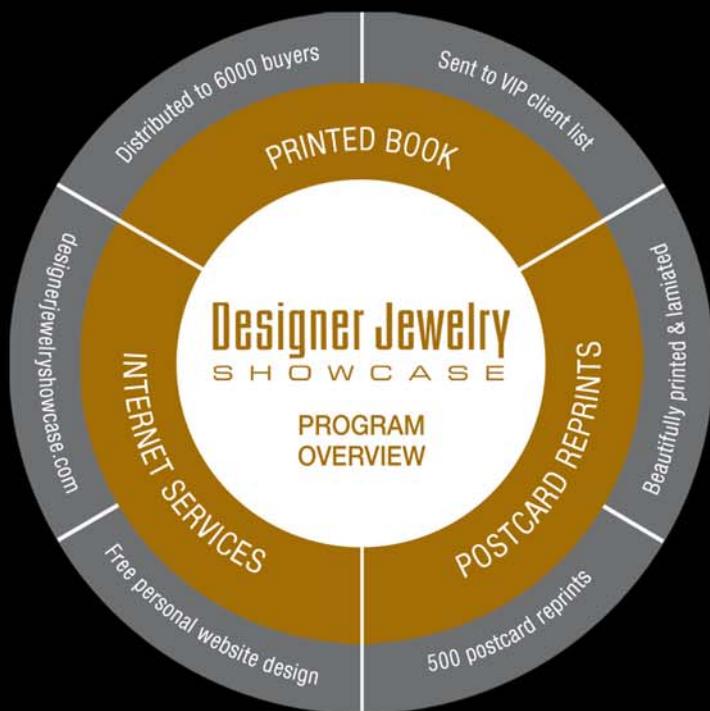
SHOWCASE

[designerjewelryshowcase.com](http://designerjewelryshowcase.com)

Targeted exposure to the stores and galleries that buy designer jewelry

"DJS is a fabulous publication for access to the many designers we need to contact. We find new designers, buy jewelry, find websites and schedule appointments for shows." — Von Bargens Jewelry





Now in its 17th year, the *Designer Jewelry Showcase* is a complete marketing program for creators of designer jewelry. On-line and in print, DJS presents your work in a beautiful, well-respected environment. A wide variety of jewelry stores, craft galleries, museum shops and boutiques depend on the *Designer Jewelry Showcase* all year long to find jewelry designers like you.

## Program Overview

### THE 2012 PROGRAM INCLUDES:

- THE BOOK**  
 Your ad will be beautifully printed in our 2012 edition (1/3rd page, full page, or two-page spread formats).
- WEB PORTFOLIO – UP TO 30 IMAGES ON-LINE**  
 As soon as you reserve you can begin to show your designs on our group web site, *designerjewelryshowcase.com*.
- POSTCARDS**  
 500 beautifully printed cards are included with every ad.
- FREE PERSONAL WEBSITE DESIGN**  
*SiteDesignWorks*, our web design and hosting division, provides web design and hosting services to our advertisers.

**Early reservation deadline – May 20    Final reservation deadline – June 29**



# What is the Designer Jewelry Showcase?



**BOOK** We send the annual *Designer Jewelry Showcase* to a qualified list of 6,000 jewelry stores, craft galleries, museum stores and boutiques that carry handmade jewelry. The retailers who receive the **book** don't always attend major jewelry and craft shows, so the book provides them with a lasting, stable venue where they can connect with active designers all year long.

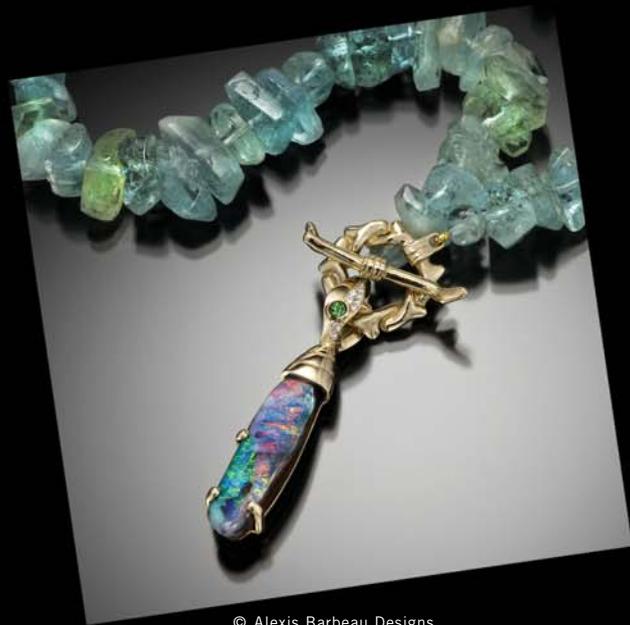
**POSTCARDS** When you advertise in the *Designer Jewelry Showcase* you will also receive 500 high-quality postcard reprints of your ad. The cards are laminated for extra shine and protection. The free **postcards** are a major benefit to your involvement in the book. They are invaluable at shows, and for direct mailings. If you run a full page ad, you may want to design it to be cut into three 4" x 6" cards. This will give you a total of 1500 postcards (500 each).

## A Complete Marketing Program

designed especially for jewelers

**INTERNET** [www.designerjewelryshowcase.com](http://www.designerjewelryshowcase.com) is the third key element of this comprehensive marketing program. Advertisers showcase individual pieces that are searchable by material, medium, style and technique. The **group website** complements the book and drives traffic to your personal website if you have one. See page 9 for details. And if you don't already have a **personal website**, let us build one for you through *SiteDesignWorks.com*, our web design and hosting division. Personal website design is free when you advertise in the *Designer Jewelry Showcase 2012*. See page 17 for details.

Targeted Exposure  
print + web



© Alexis Barbeau Designs

*Designer Jewelry Showcase* is an efficient and economical way for you to let the galleries, jewelry stores and their customers see what you have to offer, all year long, without having to travel!

As a custom jeweler, you must attend shows to build your business. *DJS* can help you generate new sales while reducing your show travel budget. Instead of attending new shows, you can spend more time creating jewelry and working in your studio.

Advertising in *DJS* is similar to having a booth at a show where more than 6,000 known buyers of designer jewelry are looking at your work. Your page will be working for you throughout 2012 and for many years to come in two important ways.

## Why Advertise?

because it works!

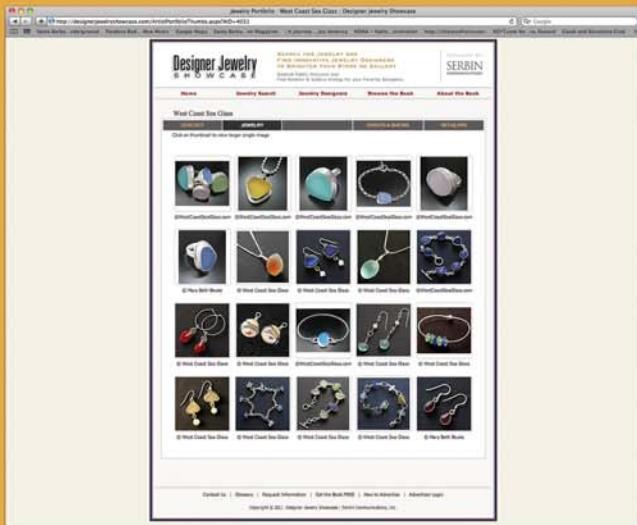
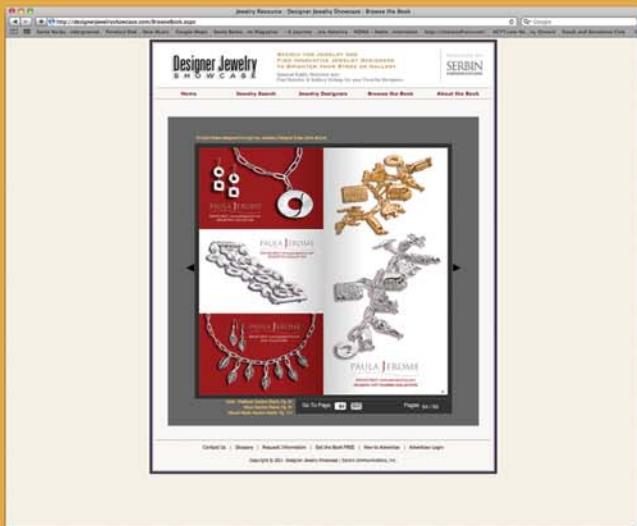
### ESTABLISH NEW ACCOUNTS

All it takes is a few new gallery or jewelry store clients to help you maintain a stable client base and promote additional sales every year.

### BUILD NATIONAL RECOGNITION

Name recognition and branding are important factors in building your business. *DJS* supports you in this manner all year long. When buyers attend shows they will be more familiar with your work and ready to purchase.

If you are still asking yourself why you need to advertise in the *Designer Jewelry Showcase*, our answer is simple: because it works!



- Retailers can browse the pages of the book online, look for individual jewelers by name, or search for pieces by style, medium and technique.
- Your personal portfolio includes up to 30 images, with thumbnail and full-size views.
- Feature a new design or special piece from your collection.
- It's easy to add information about yourself and your designs, including show schedules and a list of stores that carry your work.

## SHOWCASE UP TO 30 IMAGES IN YOUR PERSONAL PORTFOLIO ON [designerjewelryshowcase.com](http://designerjewelryshowcase.com)

Ranked high with all the major search engines, our on-line edition supplements the printed *Designer Jewelry Showcase* book, helps you reach a broader audience, and drives traffic to your personal website. Buyers can browse the pages of the current book, view more pieces by a specific jeweler, and search for a wider variety of designs using our quick keyword search page.

When a buyer views your portfolio they'll find details about the pieces in your collection and quick links to your personal website and email. You can also include information about your upcoming events, shows and retailers who presently carry your work.

# DJS Online

## RESERVE YOUR AD BY MAY 20 TO GET TWICE AS MANY IMAGES

When you make a deposit for the 2012 edition we'll activate your on-line portfolio right away. The sooner you reserve, the sooner you can showcase your work on [designerjewelryshowcase.com](http://designerjewelryshowcase.com).

The number of free portfolio images depends on the size of your ad in *DJS 2012*. Reserve by the May 20 early deadline to double your image allotment. See page 11 for details.

## UPLOAD NOW – UPDATE ALL YEAR LONG

You'll have password-protected access to update your images, keywords, links and contact information as often as you like. Your portfolio will remain current and on-line through January, 2013 (or as long as you continue to advertise in *DJS*).

## QUICK KEYWORD SEARCHES POINT BUYERS IN THE RIGHT DIRECTION

Buyers can click on popular keywords to search for a variety of jewelry by material, medium, style, technique and other specialties. Once they see a piece they like they can click through to a jeweler's portfolio to see more from the same designer.

**Managing your portfolio is easy and fun ... and our production department is always available to help!**

## Book Distribution

The *Designer Jewelry Showcase* will be sent to 6,000 buyers of custom jewelry in late February, 2012. Distribution will be concentrated among qualified jewelry stores, galleries, museum stores and boutiques that sell designer jewelry. Every store is verified by Serbin Communications to make sure they qualify to receive the book, free of charge.

### WILL MY CURRENT CLIENTS RECEIVE THE BOOK? YES!

As an advertiser, you may provide us with up to 200 names of your VIP clients that you wish to include in our distribution. These must be jewelry stores or craft galleries in the United States. We will give you pre-printed certificates that you can sign and mail to the retailers acknowledging that we sent the book at your request. Your clients will appreciate your gift and you can be sure that they will see your ad.

### WHAT IF MY MARKET IS RETAIL, NOT WHOLESALE?

Most of the galleries and jewelry stores who receive *DJS* also share the book, in their store, with their best customers. Throughout the year, your ad will reach retail customers who are looking for designer jewelry at their favorite gallery, or while they are on vacation browsing various galleries and jewelry stores. Custom orders are often placed directly through these stores.

*DJS* can also help you place your high-end jewelry in selected galleries or jewelry stores. You may only need one or two galleries to complement your retail sales.

By adding just one or two additional outlets to your marketing program, you can increase sales on slower moving, higher priced inventory.



© Zaffiro

## Advertising Rates

- Program includes a free on-line portfolio on [designerjewelryshowcase.com](http://designerjewelryshowcase.com)
- All advertisers qualify for free personal website design through *SiteDesignWorks*.
- A 25% deposit is required to hold your reservation. Monthly payment plans are also available to help you budget for your ad. Or, pay in full at time of reservation and receive a 5% discount.

### NEW ADVERTISERS Save 75% off the 2nd page

When you buy a full page in *DJS 2012*, the 2nd page is just \$395 (save up to \$1400).

AD SIZE	● Reserve by <b>MAY 20</b>	● Reserve by <b>JUNE 29</b>
1/3 page (1 card—includes 1 image)	● \$885 includes 10 on-line images	● \$985 includes 5 on-line images
1 page (includes up to 4 images)	● \$1695 includes 20 on-line images	● \$1795 includes 10 on-line images
2-page spread (includes up to 8 images)	● \$2090 includes 30 on-line images	● \$2190 includes 15 on-line images

### RETURNING ADVERTISERS *DJS 2010 or DJS 2011*

Save 85% off the 2nd page OR 1/3 page ad free

AD SIZE	● Reserve by <b>MAY 20</b>	● Reserve by <b>JUNE 29</b>
1/3 page (1 card—includes 1 image)	● \$785 includes 10 on-line images	● \$885 includes 5 on-line images
1 page (includes up to 4 images)	● \$1595 includes 20 on-line images	● \$1695 includes 10 on-line images
2-page spread (includes up to 8 images)	● \$1835 includes 30 on-line images	● \$1935 includes 15 on-line images

Advertisers returning from *DJS 2010* or *DJS 2011* and buying a full page in *DJS 2012* may choose one of the following **BONUS OPTIONS**:

1. Add a second page for just \$240 (save up to \$1455)
2. OR choose an extra 1/3 page ad for FREE (save up to \$885)

# Page Design & Type

**ARTWORK DUE: AUGUST 5, 2011**

## IT ALL STARTS WITH GOOD PHOTOGRAPHY

The quality of your photography is extremely important to the success of your ad. Ads that are professionally shot generally receive the best response. Each advertiser must provide professionally shot color slides, transparencies, or digital images. All images must have sharp focus. The most effective images exhibit jewelry on a simple background. Check your images carefully. We include a list of recommended jewelry photographers with artwork specifications.

## AD PRODUCTION & DESIGN SERVICES

We offer **three production options**. Complete information and artwork specifications will be sent to you once we receive your reservation.

### 1. PAGE DESIGN SERVICE \$195 PER PAGE

Our professional graphic designers can custom design your page. Just let us know before the August 5 artwork deadline if you wish to take advantage of this option.

### 2. CUSTOM PAGES

**Advertiser designs ad & provides camera-ready artwork or digital file.**

If you wish to do all the design and typesetting for your page, you will be providing us with a CUSTOM PAGE. Custom pages must be submitted as either high-resolution digital files, or camera-ready art with position stats for every image. We highly recommend that you work with a professional graphic artist to prepare custom pages.

### 3. STANDARD PAGES

**We will set your type for \$65 per page.**

**Pick one of our 5 set page patterns.**

We provide 5 standard patterns for full page advertisers who do not wish to custom design their pages. Each of our standard patterns are pre-printed on artboards and will be sent to you, free of charge, upon request. You will be required to place a color xerox or photostat of your jewelry directly on the artboard to show exact position, size and cropping. Serbin Communications will set the type. You can choose from 6 different standard type styles.

## CUSTOM PAGE EXAMPLES



Custom page - Full page trim

Etienne Perret



Custom page - 3 card trim

Zaffiro



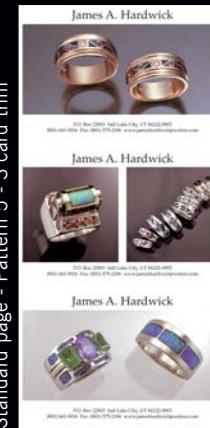
Susy Jewelry  
1/3 page (1 card)

## STANDARD PAGE EXAMPLES



Standard page - Pattern 1 - 3 card trim

Ilene Schwartz



Standard page - Pattern 5 - 3 card trim

James A. Hardwick



Standard page - Pattern 4 - Full page trim

Blair Designs

The six standard type styles are:

1. Avant Garde 2. Optima 3. Garamond 4. Palatino 5. Caslon 6. Futura



Pattern 1



Pattern 2



Pattern 3



Pattern 4



Pattern 5

# Production Details

## ARTWORK DUE: AUGUST 5, 2011

### PRESS PROOFS

Advertisers will receive one color press proof prior to printing. You will have two days to review your proofs and send them back. Press proofs will be sent via FedEx and must be returned via overnight express service.

### TECHNICAL SPECIFICATIONS

Upon receipt of your reservation deposit and contract we will send you complete technical specifications.

### TRIM SIZE/BLEED

Full page trim is 6" x 12" (vertical). Three-postcard trim is 3-7/8" x 6" (horizontal). If your images bleed, you must allow 1/8" beyond the page trim, and/or 3/16" between postcards.

### DIGITAL FILES

Your graphic designer may provide a digital file for your CUSTOM page (with all high-resolution images in position). A digital file specification sheet will be included in your artboard package. If your photographer is using a digital camera, be sure the imagery is at a resolution of 350 dpi at 100%.

### SLIDES

Advertiser must provide professional quality, duplicate slides. We accept 35mm, 2-1/4 or 4 x 5 format.



© Carol Klein Jewelry

### ADDITIONAL CHARGES

Upon review of your artwork we will advise you of any additional production charges.

Standard pattern typesetting fee (per page or card)	\$65
Custom design service (per page)	\$195
Additional on-line images at designerjewelryshowcase.com (each)	\$25
Additional images in the book (4 free per page or 1 free per card) (each)	\$100
Reverse type (per page/card)	\$50
Black or colored background with reverse type (per page/card)	\$50
Silhouette or vignetting (per image)	\$40
Additional color tints (per tint, first tint is free)	\$45
Advertiser change at Press Proof Stage (minimum)	\$100

### ARTWORK EXTENSION FEE

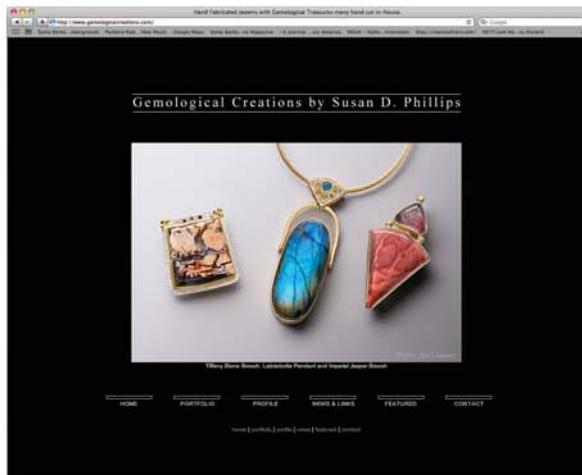
It is extremely important that your artwork reaches our office on time. Artwork that arrives after the artwork deadline of August 5 will be subject to a late fee. If you do take advantage of the artwork extension, please make sure your artwork is in our office by August 19, 2011.

1-week artwork extension fee (artwork that arrives Aug. 6 - 12)	\$50
2-week artwork extension fee (artwork that arrives Aug. 13 - 19)	\$75

### EARLY POSTCARD DELIVERY OPTION

The *Designer Jewelry Showcase 2012* book and postcards will be released in the month of February 2012. Advertisers who want to get a jump on their winter marketing may choose to make special arrangements for early postcard shipping (partial or full order - guaranteed delivery by the end of January).

Advance order of 100 postcards (1/3 page)	\$50
Advance order of 100 pages	\$60
Complete early delivery of 500 postcards (1/3 page)	\$80
Complete early delivery of 500 pages	\$140



Gemological Creations by Susan D. Phillips  
webiste design by SiteDesignWorks

## FROM SITEDESIGNWORKS.COM

When you advertise in the *Designer Jewelry Showcase 2012*, we will build your personal website at no extra cost. **Use this website as your personal on-line catalog!**

Each *DJS 2012* advertiser qualifies for complimentary website design through *SiteDesignWorks*, Serbin Communications' Internet division. Opt for a free basic design, or choose to apply a \$475 credit towards building a customized site.

SiteDesignWorks will build you an on-line "catalog" where potential buyers can immediately access more information about you and your jewelry line.

## Free Personal Web Design

The *Designer Jewelry Showcase* is a powerful marketing tool that will drive traffic to the Internet. So if you don't yet have a personal website, or if you are interested in upgrading an existing site, let *SiteDesignWorks* help you make an impact on the web. Many of our advertisers have already taken advantage of this valuable option.

**If you don't need a new website, you are welcome to give your web design credit to a friend!**

**All websites will be hosted by Serbin Communications starting at \$22 per month.**

View sample sites and more information at [SiteDesignWorks.com](http://SiteDesignWorks.com)



# Rave Reviews for DJS

Each year we ask retailers to tell us their opinion of the *Designer Jewelry Showcase* and let us know how they use the book. After 17 editions we are still overwhelmed by their responses and would like to share just a few of them with you...

"New and inspired designs are always welcome in our store. We love this publication."

**Neff Jewelers**

"Every year, I look forward to receiving the new issue. When I first opened my gallery, some of my initial artists came from the pages of Designer Jewelry Showcase. Each year I seem to find new artists without even leaving home. Thanks so much for the service you provide."

**The Jeweler's Workbench**

"I have often found new jewelers from your publication."

**PS:Gallery**

"We are always looking for new artists that fit our specifications so this is a nice reference to have."

**PISMO Gallery**

"I have found and worked with many of the jewelers in your Showcase over the years! Thank you so much for an outstanding guide for our industry."

**Earthworks Galleries**

"I find new lines for my store and see what's new and upcoming in trends. Fun to look at."

**Sawyer's Jewelry**

"It's a fabulous way to discover new lines."

**Shorelines Gallery**

"The DJS layout is excellent. It helps us see what is currently in style, and decide what vendors to buy from."

**Stuart Kingston Jewelers**

"We refer to the book for designers and order from them - a lot of our artists are represented. It is very nicely done - an easy reference and resource."

**Elements, Ltd.**

"It is Fabulous - I find artists that I don't see at most shows."

**Eco Galleria**

"We use DJS to research new companies and to be aware of design trends. It's Excellent."

**Summerwind Jewelers**

"An excellent way to find new designers."

**La Femme Jolie**

"We use DJS to prep for shows and look for new and interesting designers - it's a great overview of what is new. 3 thumbs up!!! Excellent graphics and quality."

**Leight Jewelers**

Brochure Design: Theil Shelton Design

## PAYMENT/PUBLICATION SCHEDULE

Reservation Deposit	May 20 or June 29, 2011 (25% due)*
Artwork & Second Payment	August 5, 2011 (25% due)
Third Payment	September 6, 2011 (25% due)
Press Proofs	October 2011
Final Payment	October 5, 2011 (Balance due)
DJS Book Distribution	Late February 2012
SiteDesignWorks Material Due	September 15, 2011

\* monthly payment plans also available



## Important Dates

The *Designer Jewelry Showcase* is produced and distributed by:

**SERBIN COMMUNICATIONS, INC.**

813 Reddick Street, Santa Barbara, CA 93103

Toll-free in the U.S. & Canada: 800-876-6425

International: 805-963-0439

www.serbin.com • info@serbin.com

### PUBLISHERS OF PRINT + WEB RESOURCES FOR ILLUSTRATORS

Directory of Illustration • [directoryofillustration.com](http://directoryofillustration.com)

Medical Illustration Source Book • [medillsb.com](http://medillsb.com)

PLAY! Illustration for Toys and Interactive Games • [playillustration.com](http://playillustration.com)

### PUBLISHERS OF PRINT + WEB RESOURCES FOR PHOTOGRAPHERS

AtEdge Marketing Program • [at-edge.com](http://at-edge.com)

Photographer's Forum Magazine • [pfmagazine.com](http://pfmagazine.com)

Best of College Photography Annual

Best of Photography Annual

### OTHER ARTIST RESOURCES

SiteDesignWorks.com • web design & hosting for artists

Designer Jewelry Showcase • [designerjewelryshowcase.com](http://designerjewelryshowcase.com)

### FINE ART PHOTOGRAPHY

Verso Limited Editions • [versoeditions.com](http://versoeditions.com)