

*The "Original" Classic*  
**International Gem & Jewelry Show, Inc.®**  
**GEMS & JEWELRY<sup>SM</sup>**  
**KEYSTONE MARKETING CATALOGUE**  
 120 Derwood Circle • Rockville, MD 20850 • PHONE (301)294-1640 • FAX (301)294-0034  
**ADVERTISING CONTRACT**

All advertisements for Gems & Jewelry<sup>SM</sup> Keystone Marketing Catalogue are accepted and published by The "Original" Classic International Gem & Jewelry Show, Inc.® on the representation that the advertiser is authorized to publish the entire contents and subject matter thereof. The advertiser will defend, indemnify and hold the magazine and the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits of libel, violation of right or privacy or publicity, plagiarism, copyright or trademark infringement and any other claims that may arise out of publication of such advertisement or the contents thereof. Gems & Jewelry<sup>SM</sup> Keystone Marketing Catalogue reserves the right to reject or exclude any advertising copy, including that which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to the public interest or otherwise inappropriate or incompatible with the character of Gems & Jewelry<sup>SM</sup> Keystone Marketing Catalogue. On advertising copy which simulates editorial layout and appearance, Publisher reserves the right to print the words "Paid Advertisement" above the ad. Publisher is not liable for delays in delivery or non-delivery including such resulting from Acts of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot,

explosion, embargo, strikes whether legal or illegal, labor or materials shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the Publisher affecting production or delivery in any manner. Terms: Accounts are due and payable upon receipt of invoice. A late charge of 1.5% per month will be assessed for late payment. Please pay in U.S. funds drawn from U.S. banks only. In the absence of specific instructions from the advertiser, Publisher will adhere to the schedule as written and signed.

All manuscripts, photographs or other materials submitted to Gems & Jewelry<sup>SM</sup> Keystone Marketing Catalogue will be conclusively presumed to be submitted for publication unless accompanied by a written explanation of the purpose of submission. Once accepted by Publisher, all submitted materials become the sole property of Gems & Jewelry<sup>SM</sup> Keystone Marketing Catalogue, who has the unconditional right to edit or change material. The "Original" Classic International Gem & Jewelry Show, Inc.®, Gems & Jewelry<sup>SM</sup> Keystone Marketing Catalogue is not responsible for any liability arising from any errors, omissions or mistakes contained in the magazine.

**ADVERTISING RATES**  
(SPACE ONLY)

BLACK & WHITE	SIZE	1 TIME	2 TIMES (ea.)	FRONT COVER RATE
Full Page	7 3/4" x 10 1/2"	\$ 865	\$ 690	Front Cover Rate with double editorial spread includes one color and one Black & White spread (package) net..... \$ 3,000 This includes one separation (cover) and all typesetting. The picture must be supplied by advertiser.  A typesetting charge will apply for each change made.  Publisher is not responsible for typesetting after issue deadline. Color separations and all typesetting will be billed separately from the advertising rate.
1/2 Page	3 3/4" x 10 1/4"	520	425	
1/2 Page	7 3/4" x 5"	520	425	
1/4 Page	3 3/4" x 5"	320	260	
<b>4-COLOR</b>				<b>MECHANICAL REQUIREMENTS</b> Supplied negatives (right rearing, emulsion side down), 133 Line Screen; "Camera Ready" art.
Full Page	7 3/4" x 10 1/2"	\$1,510	\$1,200	
1/2 Page	7 3/4" x 5"	1,110	890	

Any mechanical work done by Publisher will be billed to advertiser. This includes typesetting, paste-up, photography, artwork, color separations, etc.

Gems & Jewelry<sup>SM</sup> Keystone Marketing Catalogue is authorized to reserve the following space for our advertisement at the indicated cost and subject to the terms and conditions of this Advertising Contract.

Issue - Spring/Fall	Year	Size	Color	Cost
				\$
				\$

Name \_\_\_\_\_ Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

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

Sign and return all copies. A contract exists when an executed copy is returned to you. Make checks payable to: "Keystone Marketing Catalogue" Accepted & Agreed: Gems & Jewelry<sup>SM</sup> Keystone Marketing Catalogue, International Gem & Jewelry Show, Inc.®

Roxane B. Duke, Vice President

Date \_\_\_\_\_