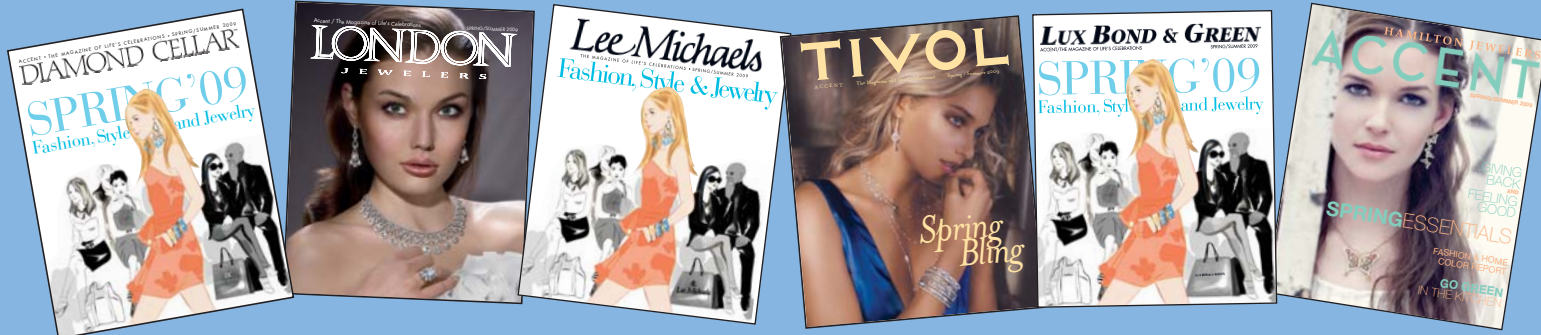


# 2010 RATE CARD ACCENT

YOUR DIRECT CONNECTION TO MORE THAN 300,000 OF AMERICA'S  
BEST CONSUMERS OF LUXURY JEWELRY, WATCHES, AND GIFTS.



**SOPHISTICATED.  
SELECTIVE.  
DESIRABLE.**

These adjectives describe the men and women who shop regularly at the nation's top independent jewelry and watch retailers. These are the same customers

you'll reach as an advertiser in Accent, the magazine published by these members of the **Luxury Jewelers Resource Group:**

- BACHENDORF'S** - DALLAS, TX
- BRUCE G. WEBER** - TULSA, OK
- DIAMOND CELLAR** - COLOMBUS, OH
- DONHO'S** - HOUSTON, TX
- FINK'S JEWELERS** - VIRGINIA AND NORTH CAROLINA
- HAMILTON JEWELERS** - NEW JERSEY AND FLORIDA
- HYDE PARK** - DENVER, LAS VEGAS AND PHOENIX
- LEE MICHAELS JEWELERS** - LOUISIANA, TEXAS AND MISSISSIPPI
- LONDON JEWELERS** - LONG ISLAND, NY
- LUX BOND & GREEN** - CONNECTICUT AND MASSACHUSETTS
- MANN'S JEWELERS** - ROCHESTER, NY
- TAPPER'S DIAMONDS AND FINE JEWELRY** - WEST BLOOMFIELD, MI
- TIVOL JEWELERS** - KANSAS CITY, MO
- TRADITIONAL JEWELERS** - NEWPORT BEACH, CA

The Accent distribution formula guarantees that, twice a year, your advertising will reach the best jewelry and watch customers in each of the marketing areas you choose. The editorial format, specifically geared to their lifestyle, as well as their local market, has proven to deliver exceptional readership and response. Each issue covers a range of topics from buying tips and style advice on jewelry and watches, to photos and features about store events and people, to features on food, travel, entertainment and fashion. All of this is surrounded by advertising from only those brands and designers deemed appropriate by member merchants. Advertising from jewelry, watch, gift and accessories vendors will appear only in the editions of those stores that carry the products.

Accent magazine is printed on the finest 80lb. coated paper stock, with a 120 lb. cover, giving each issue a luxurious feel, and providing your advertising with the finest reproduction. It's the perfect atmosphere to reinforce your image and create sales.

#### Advertisers in 1-6 Store Editions (per edition, per season)

Ad Size	Per Edition	Diamond Cellar
Full Page b/w	\$2,200	\$5,379
Full Page 4/c	\$3,080	\$7,535
1/2 Page b/w	\$1,400	\$3,424
1/2 Page 4/c	\$2,100	\$5,135

#### Advertisers in 7-11 Store Editions (per edition, per season)

Ad Size	Per Edition	Diamond Cellar
Full Page b/w	\$1,870	\$4,576
Full Page 4/c	\$2,618	\$6,405
1/2 Page b/w	\$1,188	\$2,912
1/2 Page 4/c	\$1,785	\$4,365

#### Advertisers in 12 or More Store Editions

Ad Size	Flat Rate
Full Page 4/c only	\$35,177

No additional charge for adding on more editions.

**All full page ads include bleed - no extra charge for bleed.**

- Back Cover** - 35% added to space & color
- Inside front cover, pages 1-9** - 30% added to space & color
- Inside Back cover** - 15% added to space & color

#### CLOSING DATES:

Fall 2010 (mailed October 15th)  
Ad Closing - July 1st  
Materials Due - July 15th

	Dimensions (inches)
<b>Full Page:</b>	
<b>Bleed:</b> 9 x 11, trims to	.8 3/4 x 10 3/4
<b>Non-bleed</b>	.7 1/2 x 9 3/4
<b>1/2 page</b>	.7 1/2 x 4 3/4
<b>2 page bleed spread:</b> 18 x 11, trims to	.17 1/2 x 10 3/4

**To Reserve Space Call Michelle Brown @ 212-710-7413**

# IMPORTANT ADVERTISING GUIDELINES

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Accent retailers have requested that the following guidelines be observed in preparation of your advertising. Ad materials that do not meet these guidelines may be altered or rejected.

***Do not include showroom addresses, phone numbers, website or e-mail addresses within the ad.***

***Accent merchants mail to consumers within their trading area who know to come to the store for information.***

***Do not mention or tag the names of stores outside the Luxury Jewelers Resource Group within your advertising.***

***If any of the above text is displayed in your advertising, it will be removed and you will be charged for the work.***

## TERMS AND CONDITIONS

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***Cancellations will not be accepted after the advertising space closing date.***

Prepayment of the first advertisement is required for all agencies, accounts and foreign advertisers who have not established credit with the publisher. Payment otherwise due within 30 days of billing. Agency commission 15 percent. Production charges are non-commissionable. If contract is not fulfilled within 12 months, advertiser is short-rated to the frequency rate for the number of ads run. If invoice is paid within 10 days of billing date, 2 percent may be deducted from amount due. A delinquency charge of 1-1/2 percent per month shall be added to any amount in arrears if not received prior to the next monthly billing date, and thereafter to all amounts 30 days or more in arrears until paid in full.

Advertisers with accounts more than 90 days past due will forfeit right to publication of any further advertising until satisfactory payment is made. Agency commission will also be forfeited. Advertisers sent for collections are responsible for all legal and collection costs.

Accent magazine will discard advertising materials one year after month of publication.

Publisher has the right to reject inappropriate advertising without explanation.

- Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the standards of the publication.
- Customer understands that this publication is one of many different available alternate advertising sources and that occasional errors or omission or commission occur and can not be corrected until the next issue. The customer agrees that potential harm from an error of omission or commission is speculative in nature and that the rates offered by the company reflect value to each individual advertiser notwithstanding the fact that occasional errors may occur. For these reasons, the customer agrees that Business Journals Inc.'s liability for damages arising from errors or omissions in the making up or printing of its publications shall be limited to the amount to be charged for such advertising.

The limitations of liability to Business Journals Inc., any authorized sales agent, all employees of the company and any affiliated companies, including any vendors contracted by the company and applies to claims in contract, tort, strict liability and specifically limit any claims for loss of business, profits, and additional consequential damages.

# ACCENT

Advertising & Editorial Offices

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Karen Alberg Grossman - Editor 212-710-7422 [karena@busjour.com](mailto:karena@busjour.com)

# ADVERTISING ORDER FORM

# ACCENT

YOUR DIRECT CONNECTION TO MORE THAN 400,000 OF AMERICA'S  
BEST CONSUMERS OF LUXURY JEWELRY, WATCHES, AND GIFTS.

Please reserve \_\_\_\_\_ space in the  Spring/  Fall 2010 issue of Accent.

(Note: ads with bleed and/or color will be charged at the appropriate rate, even if not specifically ordered)

Your Name \_\_\_\_\_

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

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please include me in the following editions:

- BACHENDORF'S** - DALLAS, TX
- BRUCE G. WEBER** - TULSA, OK
- FINK'S JEWELERS** - VIRGINIA AND NORTH CAROLINA
- DIAMOND CELLAR** - COLUMBUS, OH
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**Total number of editions per ad** \_\_\_\_\_.

**Total gross cost per ad \$** \_\_\_\_\_.

Cancellations will not be accepted after the publishing closing date.

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A Business Journals Publication