

MEDIA KIT

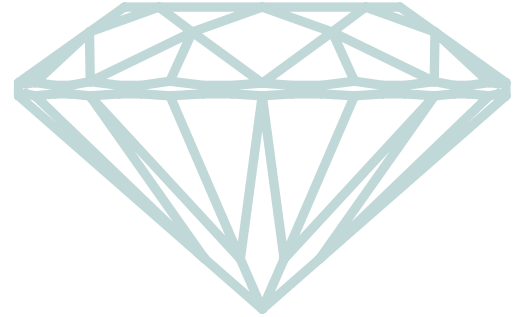


A M E R I C A N G E M
S O C I E T Y[®]

Consumer Protection Since 1934[®]

CREATE BRAND AWARENESS AT AFFORDABLE RATES

Membership in the American Gem Society (AGS) provides exclusive opportunities to reach the decision makers of AGS Retail Business members, and in some cases, the industry at large. Advertising with the AGS is a powerful way to get your message in front of this key target audience—at an affordable price.



Our audience consists of retailers, jewelry wholesalers and manufacturers, and supporting businesses who are members of the American Gem Society. It also includes top decision makers and influencers in our industry.

HIT YOUR TARGET AUDIENCE WITH *SPECTRA*

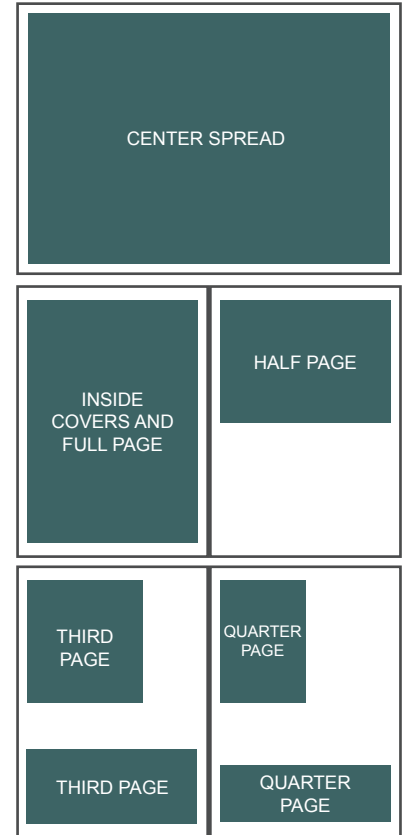
Unlock the power of connection with *Spectra*, the trusted publication of the American Gem Society (AGS). When you place an ad in *Spectra*, you gain double exposure: your message appears in the print edition—published three times a year and mailed to 1,500 business leaders—and in the digital version, reaching 5,300 engaged professionals. Our fourth issue is exclusively digital, offering additional opportunities to make a lasting impression across the AGS community.

- **Great Value:** Advertising in *Spectra* delivers incredible value at rates that are more affordable than most industry publications.
- **Dual Distribution:** Your ad reaches both print and digital audiences, maximizing your investment at no extra cost.
- **Targeted Access:** Your ad will be seen by AGS retail decision-makers who call the shots.
- **Less Noise:** Limited ad space ensures your ad gets noticed!

Important Dates

	Issue 1	Issue 2	Issue 3	Issue 4 (Digital Only*)
Materials Due:	January 5, 2026	April 3, 2026	July 6, 2026	October 2, 2026
Run Date:	February 13, 2026	May 22, 2026	August 21, 2026	November 13, 2026

*Issue 4 is a digital issue sent to the entire membership and offers expanded content.



Position	Bleed	Trim	Live	Per Issue	Four Issues
Center Spread	16.25" x 12"	16" x 11.75"	15.5" x 11.25"	\$3,600	\$11,950
Inside Front Cover	8.25" x 12"	8" x 11.75"	7.5" x 11.25"	\$2,400	\$8,450
Inside Back Cover	8.25" x 12"	8" x 11.75"	7.5" x 11.25"	\$2,400	\$8,450
Full Page	8.25" x 12"	8" x 11.75"	7.5" x 11.25"	\$1,500	\$5,430
Half Page	n/a	7" x 5.25"	n/a	\$760	\$2,700
Third Page	n/a	4.5" x 5.25" or 7" x 3.415"	n/a	\$500	\$1,750
Quarter Page	n/a	3.375" x 5.25" or 7" x 2.5"	n/a	\$380	\$1,330
Advertorial	n/a	n/a	n/a	\$2,930	-

Accepted file formats and applications for all files: TIF, EPS, AI, INDD, or JPG/ PDF. Adobe Illustrator, Photoshop, and InDesign (versions CC and lower). All supported images and fonts must be included. Image files should be a minimum of 300 dpi. Add .125" on each side for full bleeds. Advertorials may be submitted as a Microsoft Word document with a maximum word count of 600 words per page, less if you have photos.

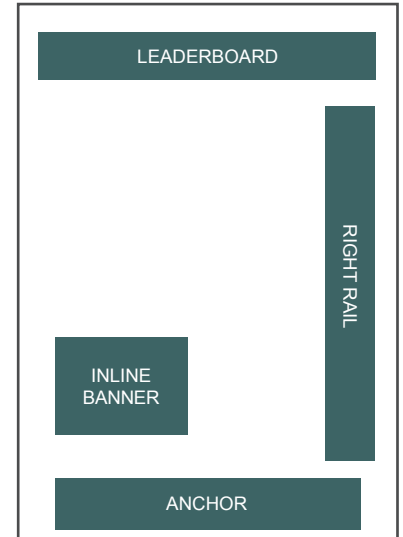
The listed pricing is for Executive level Supplier and Sustaining firms. Gold level businesses receive a 10% discount and Diamond level businesses receive a 20% discount.

To place your advertising order, visit members.americangemsociety.org/orderadvertising. Questions? Contact membership@ags.org.

BOOST YOUR VISIBILITY WITH **SPECTRA UPDATE**

Spectra Update is the semi-monthly e-newsletter of the American Gem Society reaching an audience of 5,300 members of the AGS community. Each update focuses on timely topics relevant to the AGS membership, from the latest news regarding the AGS, its benefits, events, and education to developments affecting the industry. Like the quarterly *Spectra*, *Spectra Update* features a spotlight series, which highlights different AGS Business members each month.

- Directly target the AGS community and generate quality leads
- Ads click through to a landing page of your choice with trackable results
- Ad rates that are among the most affordable in the industry
- Limited available ad space ensures that you stand out
- Runs semi-monthly, which means your ad will appear twice a month



Important Dates

Materials Due: Second Wednesday of the previous month

Run Date: First and third Thursday of each month

Position	Dimensions	File Size	One Month	Four Months	Twelve Months
Leaderboard	650 x 90 px	40k	\$830	\$2,980	\$8,450
Right Rail	120 x 600 px	40k	\$590	\$2,130	\$6,000
Inline Banner	300 x 250 px	40k	\$420	\$1,510	\$4,290
Anchor	600 x 90 px	40k	\$270	\$980	\$2,700
Advertorial	n/a	n/a	\$2,930	n/a	n/a

Accepted File Formats: JPG, PNG, or GIF with a maximum file size of 40kb. Advertorials may be submitted as a Microsoft Word document with a maximum word count of 600 words per page, less if you have photos.

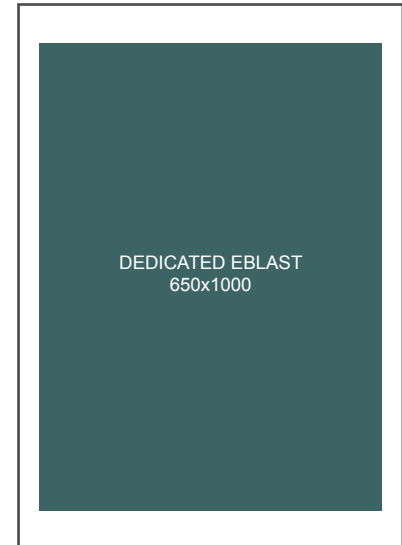
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YOUR MESSAGE, DELIVERED YOUR WAY

We are excited to offer a dedicated eblast to be sent to up to 5,300 AGS members, or a specified target list, on your behalf. If you have a new product or service announcement, special offers and discounts, or a holiday greeting to share with your fellow AGS members, we'll be happy to send it!

- Increase your reach and exposure to new clients with proven engagement
- Flexibility to define targeting based on member type and region
- Tracking results (opens, clicks) included in the price



Dimensions	Rate
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650 x 1000 px
(max height)

\$2,930

Accepted File Formats: HTML. Please package and send all images along with the HTML.

EXPAND YOUR BRAND. BROADEN YOUR REACH WITH RETARGETING

Maximize your presence with trackable and quantifiable digital exposure.

WHY RETARGETING

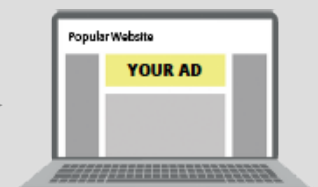
Our audience becomes your audience with retargeting. Get exclusive direct access to the American Gem Society website traffic and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

QUALITY AUDIENCE

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out to the American Gem Society's uniquely qualified audience that will showcase your business to those who need you the most.



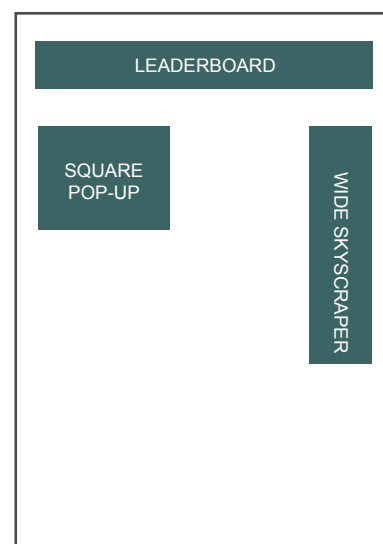
Your ads will appear on multiple major websites and mobile apps, following the American Gem Society's audience wherever they go.



RETARGETING

Choose your package:

Package	Price	Duration	# of Impressions
Large	\$7,030	6 Months	100,000
Medium	\$5,280	3 Months	70,000
Small	\$2,930	1 Month	35,000



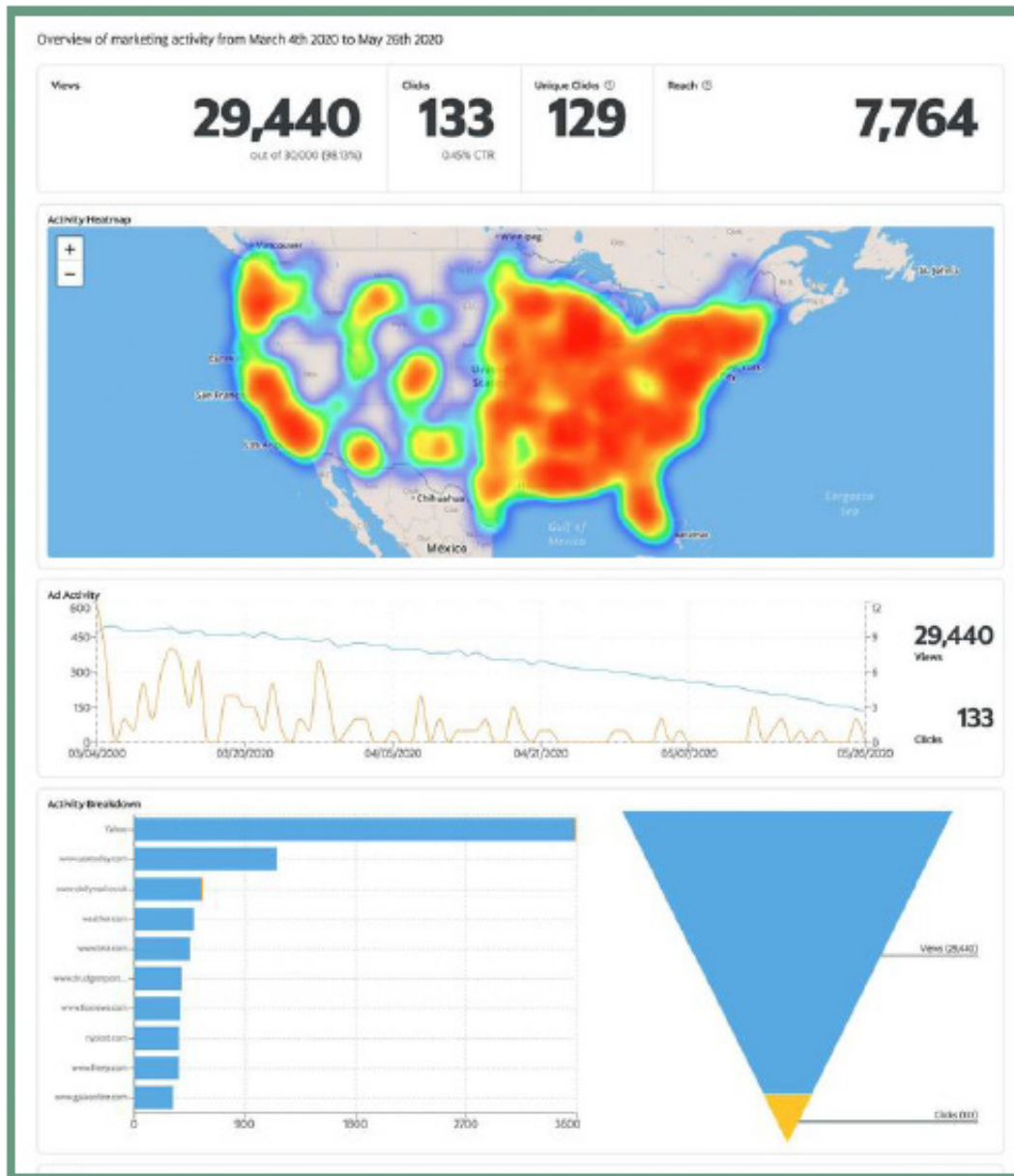
Contact us for specialized packages.

Position	Dimensions
Leaderboard	728 x 90 px
Wide Skyscraper	160 x 600 px
Square Pop-Up	300 x 250 px

Accepted File Formats: JPG or GIF static images only; no flash ads.

QUANTIFIABLE RESULTS

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.



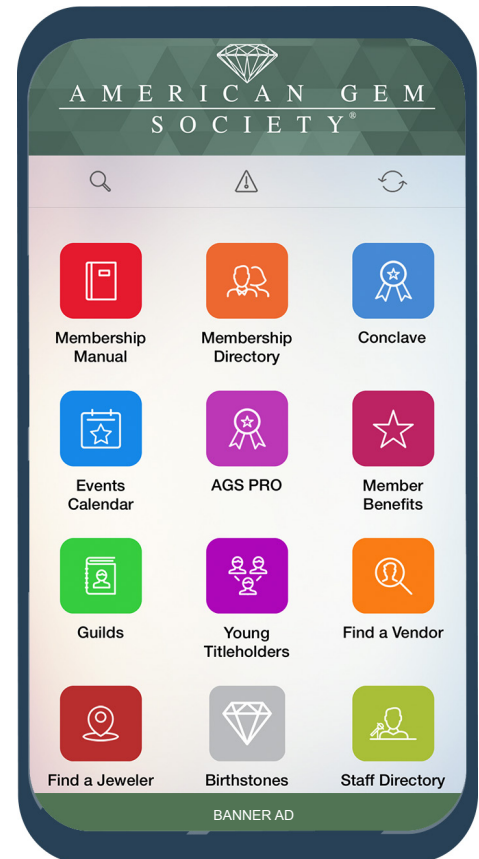
GROW YOUR AUDIENCE WITH AGS GO

Place your ad in the hands of your target market...literally. AGS Go, the mobile app from AGS, is an easy and convenient way to reach your target in the one place they check frequently: their phone!

AGS Go offers banner ads that will increase your exposure within the community. Monthly banner ads and push notifications are also available.

Banner Ad Required Sizes:

Phone	Tablet
480 x 90 px	1536 x 132 px
640 x 100 px	1600 x 200 px
800 x 120 px	2048 x 132 px
1080 x 160 px	2560 x 200 px
1440 x 160 px	2560 x 220 px
1125 x 100 px	



Position	One Month	Four Months	Twelve Months	One-time Rate
Banner Ads	\$250	\$860	\$2,330	-
Push Notification	-	-	-	\$1,180

Accepted File Formats: PNG with maximum size of 600kb.

TO PLACE YOUR ADVERTISING ORDER, VISIT
MEMBERS.AMERICANGEMSOCIETY.ORG/ORDERADVERTISING



QUESTIONS? CONTACT MEMBERSHIP@AGS.ORG



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