AGS™
AMERICAN GEM SOCIETY
EST. 1934

# Media Kit

# 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.

The listed pricing applies to Standard Level Business Partner Members. ● Gold Level businesses receive a 10% discount and ● Diamond Level businesses receive a 20% discount.

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

# 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!



Center Spread | Inside Covers and Full Page | Half Page | Third Page | Quarter Page

## Important Dates*

### Issue 1
Materials Due:
**January 4, 2027**
Run Date:
**February 12, 2027**

### Issue 2
Materials Due:
**April 2, 2027**
Run Date:
**May 21, 2027**

### Issue 3
Materials Due:
**July 5, 2027**
Run Date:
**August 20, 2027**

### Issue 4 (Digital Only**)
Materials Due:
**October 1, 2027**
Run Date:
**November 12, 2027**

*Dates may occasionally vary; advertisers will be notified of any changes in advance.
**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" | $3,672 | $12,189 |
| Inside Front Cover | 8.25" x 12" | 8" x 11.75" | 7.5" x 11.25" | $2,448 | $8,619 |
| Inside Back Cover | 8.25" x 12" | 8" x 11.75" | 7.5" x 11.25" | $2,448 | $8,619 |
| Full Page | 8.25" x 12" | 8" x 11.75" | 7.5" x 11.25" | $1,530 | $5,539 |
| Half Page | n/a | 7" x 5.25" | n/a | $775 | $2,754 |
| Third Page | n/a | 4.5" x 5.25" or 7" x 3.415" | n/a | $510 | $1,785 |
| Quarter Page | n/a | 3.375" x 5.25" or 7" x 2.5" | n/a | $388 | $1,357 |
| Advertorial | n/a | n/a | n/a | $2,989 | - |

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.

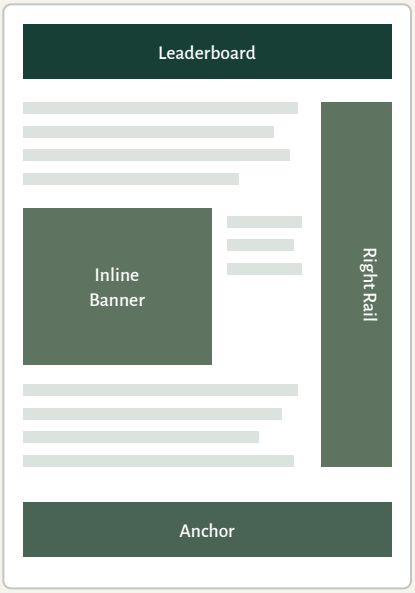
The listed pricing applies to Standard Level Business Partner Members. ● Gold Level businesses receive a 10% discount and ● Diamond Level businesses receive a 20% discount.

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# 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**

*Dates may occasionally vary; advertisers will be notified of any changes in advance.

| Position | Dimensions | File Size | One Month | Four Months | Twelve Months |
|---|---|---|---|---|---|
| **Leaderboard** | 600 x 90 px | 40k | $847 | $3,040 | $8,619 |
| **Right Rail** | 120 x 600 px | 40k | $602 | $2,173 | $6,120 |
| **Inline Banner** | 300 x 250 px | 40k | $428 | $1,540 | $4,376 |
| **Anchor** | 600 x 90 px | 40k | $275 | $1,000 | $2,754 |
| **Advertorial** | n/a | n/a | $2,989 | 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.

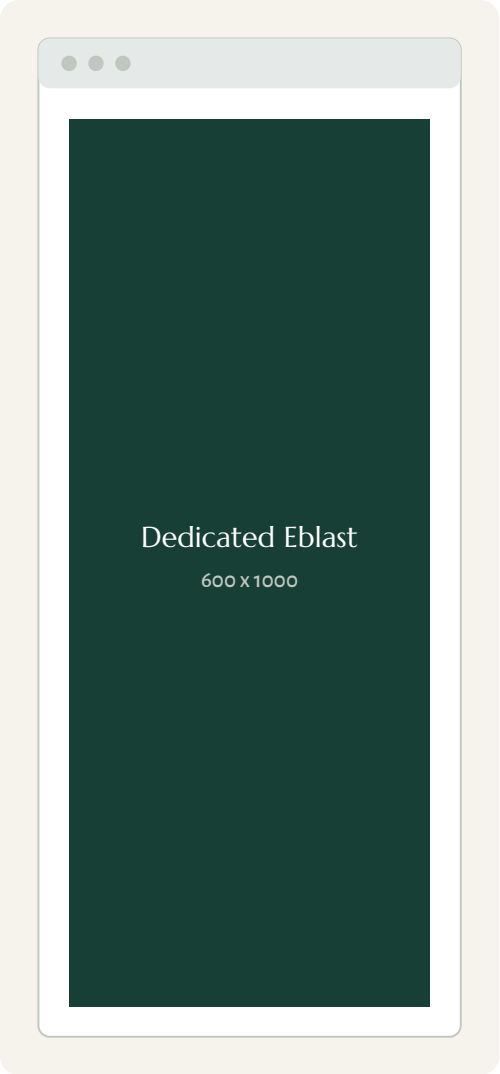
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# Your Message, Delivered Your Way

Reach up to 5,300 AGS members, or a specified target list, with a dedicated eblast sent on your behalf. It's a direct line to the AGS community for a new product or service announcement, special offers, or discounts.

- 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

600 x 1000 px

(max height)

Rate

$2,989

Accepted File Formats: HTML, or a PNG or JPG graphic. Please package and send all images along with the HTML.

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# Expand Your Brand. Broaden Your Reach with Retargeting

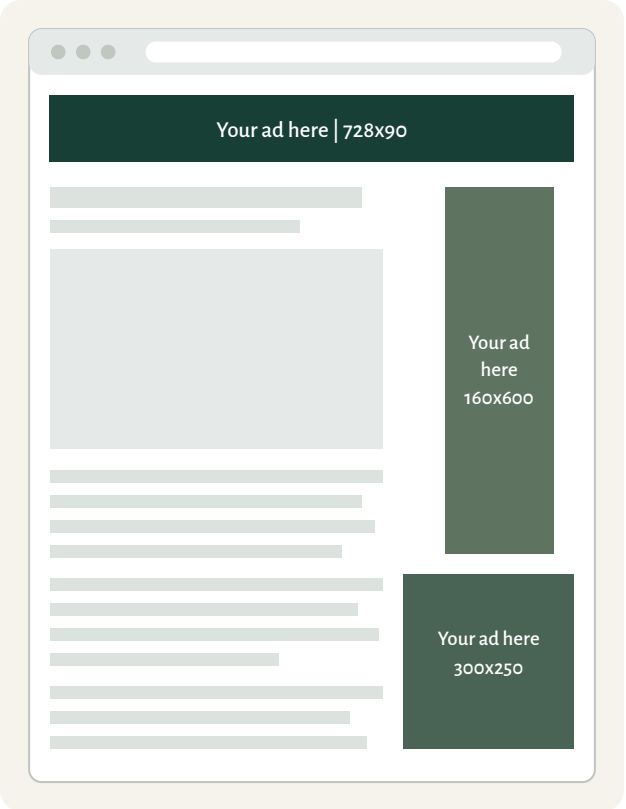
Maximize your presence with trackable and quantifiable digital exposure.

## 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.




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# Retargeting

## Choose your package:

### Large

Price

$7,171

| Duration | # of Impressions |
|---|---|
| 6 Months | 100,000 |

### Medium

Price

$5,386

| Duration | # of Impressions |
|---|---|
| 3 Months | 70,000 |

### Small

Price

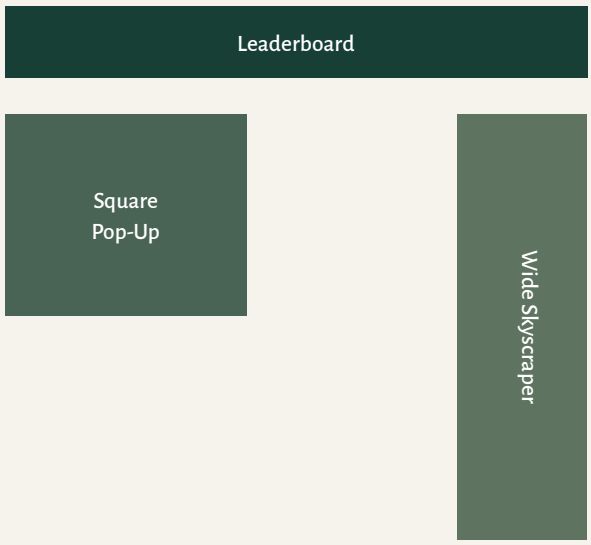
$2,989

| Duration | # of Impressions |
|---|---|
| 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 PNG static images only; no flash ads.

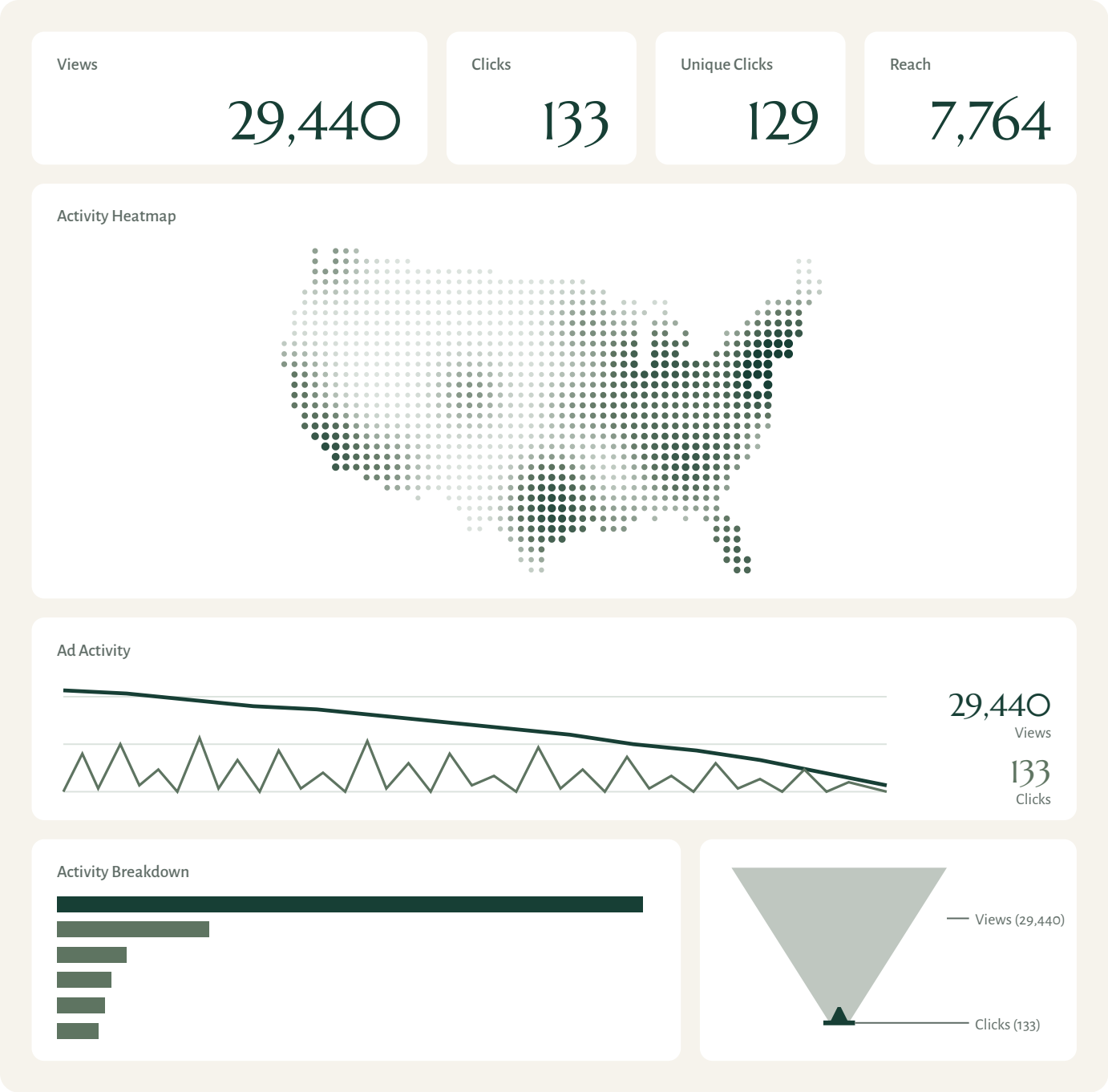



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# Quantifiable Results

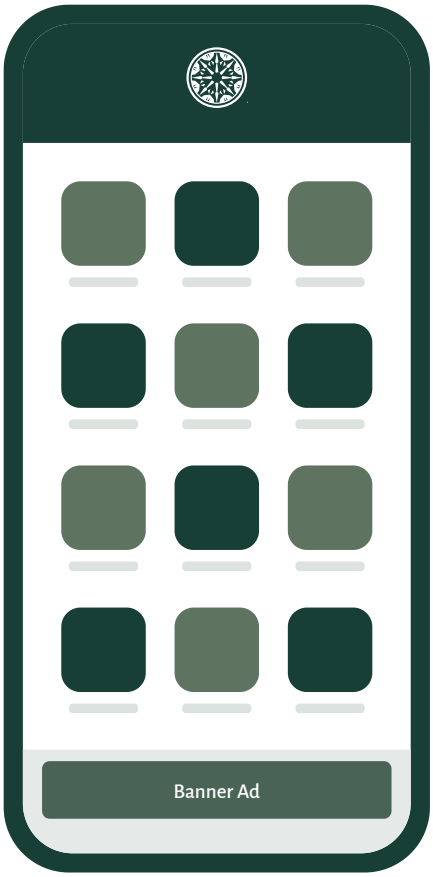
Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.



# 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 | $255 | $877 | $2,377 | - |
| Push Notification | - | - | - | $1,204 |

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

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