



POLYGON
MEDIA
KIT
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Polygon

WHY ADVERTISE ON POLYGON?



Trusted by Thousands of Gem & Jewelry Professionals, Polygon is the Industry's Most Active Online Community & Trading Network Worldwide

Whether you are looking to build brand awareness, gain visibility or drive qualified traffic to your business, Polygon is a cost effective & efficient way to keep your business top of mind.

At Polygon, we've been helping our members grow their jewelry businesses for over 30 years. There is no better way to reach a targeted audience of qualified jewelers online.

Find out why Polygon advertisers renew their subscriptions year over year.

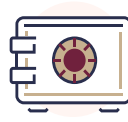
WHY ADVERTISE ON POLYGON

Key Benefits



- + Build brand awareness and interest
- + Reach your target market & create valuable impressions
- + Keep your business top of mind
- + Increase qualified leads and traffic to your inventory and website
- + Benefit from preferred placement of your products & services
- + Elevate your image through your affiliation with a trusted name in the industry
- + Promote your website or inventory listing on Polygon

Quick Facts



**34 COUNTRIES WORLDWIDE /
530,000+ INVENTORY VALUED
AT \$4.5 BILLION+ USD**

- + 15,000 Bull/Sell Requests Monthly
- + 7,500 Unique Visits Weekly Average
- + 35,500 Website Visits Weekly Average
- + 277,000 Page Views Every Week
- + 32,000 Newsletter Subscribers
- + Over 2,800 Members

POLYGON PUTS YOUR BUSINESS FRONT AND CENTER WHERE YOUR CUSTOMERS ARE LOOKING TO BUY AND SELL. OUR CONSTANTLY EVOLVING ONLINE MARKETPLACE AND REAL-TIME COMMUNITY KEEPS YOUR PROSPECTS HOOKED AND COMING BACK FOR MORE MULTIPLE TIMES DAILY.

PRODUCT LISTED ON POLYGON

Diamonds

Watches

Antiques

Jewelry

Pearls

Estate Pieces

Gemstones

Precious Metals

And more!

BOOST YOUR ONLINE VISIBILITY



Competition is fierce and spaces are limited! Reserve your media placement to get your share of the hundreds of transactions that occur daily on Polygon.

WEB ADVERTISING

SPECIAL BANNERS

	SLOTS	\$
Big Box (HomePage 300x250px)	8	\$1,500
DM (Communications 468x60px)	6	\$450

SKYSCRAPER BANNERS

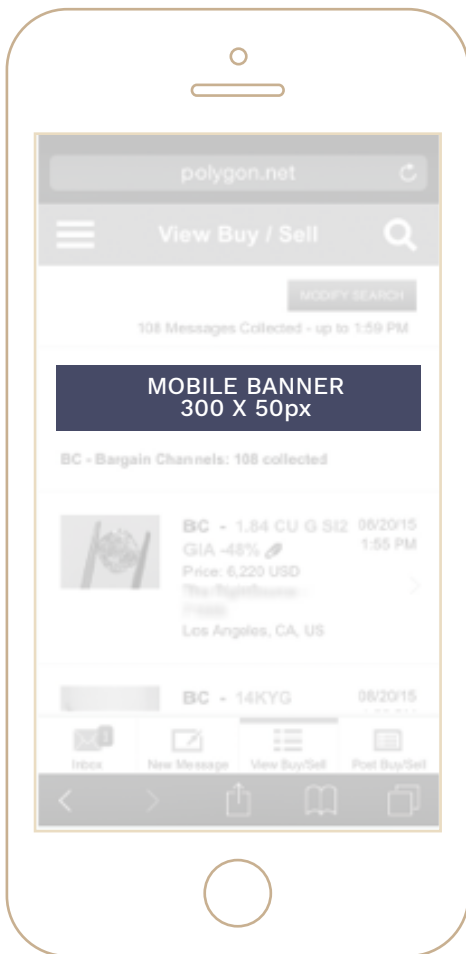
	SLOTS	\$
Alerts	6	\$250
Inbox	6	\$1,000
Diamond	8	\$450
Colored Stones	6	\$250
Jewelry	8	\$450
Watches	6	\$250

TOP CLASSIC

	SLOTS	\$
Home Page	10	\$1,000
My Account	8	\$1,000
Alerts Package	6	\$450
Community & Events	8	\$750
My Inventory	6	\$450
Member Directory	10	\$450
Diamond Package	8	\$750
Colored Stones Package	6	\$450
Jewelry Package	6	\$450
Watches Package	6	\$450
Buy/Sell - Bargain Package	10	\$750
Buy/Sell - Diamond	8	\$450
Buy/Sell - Colored Stones	6	\$450
Buy/Sell - Jewelry	6	\$450
Buy/Sell - Watches	6	\$450
Buy/Sell - Precious metals & Coins Package	4	\$250

*Prices are based on monthly advertising placement

REACH CUSTOMERS ON THE GO !



MOBILE ADVERTISING

MOBILE	SLOTS	\$
Login	6	\$450
New Message - DM	6	\$250
Community & Forums	6	\$250
Buy/Sell - View	6	\$450
Buy/Sell - Post	6	\$250
Diamond Search	6	\$250
Find a Member	6	\$250
Bargain Channel	6	\$250
Buy/Sell - Diamonds	6	\$250
Colored-Stones + Pearls	6	\$250
Jewelry + Estate + Jewelry Related	6	\$150
Gold, Precious Metal + Coins	6	\$250

*Banner dimensions 320x50 pixels

GET MORE OUT OF YOUR ADVERTISING BUDGET!!!

QUARTERLY
3 months

Save
10%

Semi Annual
6 months

Save
15%

Yearly
12 months

Save
25%

BE AN INTEGRAL PART OF OUR READERS' MORNING COFFEE ROUTINE.

OVER 32,000 JEWELRY PROFESSIONALS WORLDWIDE

SUBSCRIBE TO POLYGON'S WEEKLY E-NEWSLETTER JEWELRY TIMES FOR EXPERT ADVICE, INDUSTRY NEWS, BUSINESS REPORTS AND PEER TIPS AND TRICKS.



LIVE FROM POLYGON

Crowdsourcing advice from thousands of jewelry professionals on trending topics



INDUSTRY NEWS

Compilation of the week's leading stories and breaking news in the industry




TRADE SHOW EVENTS

Find listing of upcoming events for trade professionals

NEWSLETTER ADVERTISING

NEWSLETTER	SLOTS	\$
Banner	3	\$1,000
Member Snap Shot	10	\$450
Featured Member	2	\$1,500


BANNER SPECIFICATIONS


Visit www.polygon.net | Send to an industry peer

JEWELRY TIMES

POLYGON'S SPRING CONCLAVE

MAR 23-25, 2012 | 1-800-221-4435 | info@polygon.net



HOLLYWOOD BOOMTOWN

MAR 23-25, 2012 | 1-800-221-4435 | info@polygon.net

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March 15th, 2012

Industry News

TOP STORIES

JCK Online: 9 Carat Purple-Pink Diamond to Highlight Christie's Auction of Heiress' Jewels
Christie's will auction a collection of jewels from the estate of Huguetta M. Clark, one of the heiresses of the gilded age, on April 17 in New York City.

National Jeweler: Colored diamonds to top Sotheby's HK sale
Hong Kong–Sotheby's Hong Kong will hold a spring sale of Magnificent Jewels and Jadeite here April 3, highlighted by important and rare colored diamonds.

Canadian Jeweller: Bulova Unveils Two New Pieces
During this year's BaselWorld event, Bulova Corporation is to introduce and unveil two new watches. First to be revealed is the Bulova Accutron Calibrator featuring the first and only External...

TRADE SHOW EVENTS

Polygon Spring 2012 Conclave
March 23 - 25, 2012
Marina Del Rey, Los Angeles, CA

SMART Jewelry Show
April 21 - 23, 2012
Navy Pier, Chicago, IL

JCK Las Vegas
June 1 - 4, 2012
Mandalay Bay, Las Vegas, NV

NPA Pawn Expo
July 17 - 19, 2012
The Cosmopolitan, Las Vegas, NV

JA New York 2012
July 29 - 31, 2012
The Javits Center, New York, NY

Featured Member

FEATURED MEMBER

NEWSLETTER BANNER

714 X 90px

Featured Offers

Diamonds

FOR SALE

GREAT DEAL
1.00CT - GIA MARQUISE - NATURAL FANCY LIGHT Purple/Pink - SI/VS Eye Clean Thin White Feather On The Table - Great Stone
POLY ID: 148216 / \$17,000 Net

SI/CTW MATCHED PAIR TRILLIONS - NICE PAIR - average 5.0mm tip to base by 2.2mm deep. H color, SI1 and SI2 -
POLY ID - 1269 / \$450 + Shipping

GREAT DEAL
1.36CT - HEART SHAPE - COLOR D/P - SI2 CLARITY -

Jewelry

FOR SALE

NEW 14KYG TANZANITE & 34TW DIAMOND BRACELET
New from liquidation, 14KYG bracelet weighs 15.5 grams. Set with 18 PS tanzanites, approx 4ctw (approx 4x3mm each) they are accented by 34ctw of VS2-I1 (face nicer though) hd cuts - pretty feminine look, substantial (weight) will hold up over time. 7" long, hidden flat clasp with safety, 5.9mm wide.
POLY ID - 1059 / \$636 + stamp / SOLD

2.25TDW 14KT YG W/ SAPPHIRES RING - MADE WITH 14KT yellow gold - The center diamond is 0.75ct old European cut IOI H according to GIA standards - (See attached appraisal. See pictures for more details.) -

option at agreed time less 10 percent
POLY ID : 99423 / \$250 + post

VINTAGE ESTATE BULOVA WATCH WITH A WESTERN STERLING SILVER bracelet set with turquoise and coral and has a snake coil design through out bracelet watch has a off set stem with a red second hand weight is 35.83 grams this is a very nice vintage western watch.
POLY ID : 49382 / \$200 + shipping

WANTED

IM NEEDING 2 YELLOW GOLD WATCH BRACELETS - Old and cool
POLY ID : 151920

LOOKING FOR VINTAGE ENGAGEMENT RINGS SET WITH DIAMONDS. 1 from .25 and up SI+ clarity and as low as J color
POLY ID : 88185

POLY ID : 3457 / \$55 TOTAL + shipping & ins

GREAT DEAL
KILLER DEAL ON AKOYA PEARLS - AKOYA JAPANESE CULTURED PEARLS, SIZE: 7-7.5MM - 100% round, each strand will be 16" long once knotted and finished with a clasp, very nice luster, 98% blemish free - only 6 more strands left in this quality.
POLY ID : 4986 / \$ 255 EACH

WANTED

8.5 x 12.5 TEAR DROP PEARL BLACK - looking for black tear drop shaped pearls, approx 9.5x12.5
POLY ID : 49002

NEED PRICING ON 30 ROUND 2MM - 1/2 PEARLS FOR PRUNES (CU) IN HALF
POLY ID : 67316

Member Snapshot

MEMBER SNAPSHOT

Newsletter Banner

NEWSLETTER BANNER

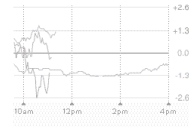
714 X 90px

Member Snapshot

MEMBER SNAPSHOT

Key Indicators

Precious Metal Stocks



- Rio Tinto AS54.93 ▼ 0.37 (-0.57%)
- Zale Corporation 3.30 ▼ 0.04 (-1.20%)
- BHP Billiton 74.28 ▲ 0.92 (1.25%)
- Agnico-Eagle CAS33.26 ▼ 0.13 (-0.39%)
- Birta & Mayors 1.04 0.00 (0.00%)
- Alamos Gold CAS16.16 0.00 (0.00%)
- AngloGold Ashanti 38.49 ▲ 0.54 (1.42%)
- Barrick Gold CAS43.30 ▲ 0.42 (0.98%)
- Fossil Inc. 126.48 ▼ 1.92 (-1.50%)
- Harry Winston D CAS13.80 ▼ 0.04 (-0.29%)
- Diamonds North R CAS0.06 0.00 (0.00%)
- Palladium Ltd. 2.00 ▼ 0.03 (-1.14%)
- Platinum Group CAS1.49 ▲ 0.04 (2.76%)
- Tiffany & Co. 59.07 ▼ 1.12 (-1.60%)
- Wal-Mart Stores Inc. 60.92 ▼ 0.16 (-0.26%)
- Signet Jewelers 49.31 ▼ 0.66 (-1.32%)


Metal Prices

Mar 15, 2012 at 11:15 New York Time	Price	Change	High	Low
Gold	▲ 1648.20	+4.40	1652.70	1638.70
Silver	▲ 32.25	+0.10	32.73	31.94
Platinum	▲ 1675.00	+3.00	1696.00	1669.00
Palladium	▲ 697.00	+1.00	708.00	687.00

SPOT PRICE www.kitco.com

Currency Rates

1 USD



Industry Report

In today's global market, business intelligence is vital to your company's success. These reports are just what you need to give you a strong feel for the market.

- Diamond Price - March 15th, 2012
- Popular Diamond - February 2012
- Metal Prices - March 15th, 2012

Share Your Ideas

If you want to contribute to this Newsletter or would like to share some news with us, please contact us at info@polygon.net

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