

# POLYGON MEDIA KIT — 2025 —



**Polygon**

powered by **mdf commerce**

# 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

Natural Diamonds	Watches	Lab-Grown Diamonds
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.

## GET MORE OUT OF YOUR ADVERTISING BUDGET!!!

QUARTERLY  
3 months

Save  
**10%**

SEMI ANNUAL  
6 months

Save  
**15%**

YEARLY  
12 months

Save  
**25%**

## WEB ADVERTISING

SPECIAL BANNERS	SLOTS	\$
HomePage - Big Box	8	\$1,500
Direct Messages (468x60px)	6	\$750

SKYSCRAPER BANNERS	SLOTS	\$
Alerts	6	\$350
Inbox	6	\$1,000
Diamonds	8	\$500
Gemstones	6	\$350
Jewelry	8	\$350
Watches	6	\$350

TOP CLASSIC	SLOTS	\$
Auction	6	\$500
Home Page	8	\$1,250
My Account	8	\$1,000
Alerts Package	6	\$500
Forums & Events	8	\$500
My Inventory	6	\$500
Member Directory	8	\$500
Diamond Package	8	\$1,250
Lab-Grown Diamonds Package	8	\$1,250
Gemstones Package	6	\$750
Jewelery Package	6	\$750
Watches Package	6	\$750
Marketplace, Favorites & Bargain Package	8	\$1,000
Buy/Sell - Diamond	8	\$500
Buy/Sell - Lab Grown Diamonds	8	\$500
Buy/Sell - Gemstones & Pearls Package	6	\$500
Buy/Sell - Jewelry & Estate Package	6	\$500
Buy/Sell - Watches	6	\$500
Buy/Sell - Coins, Metals & Other	4	\$250

\*Prices are based on monthly advertising placement

# BANNER TECHNICAL SPECIFICATIONS

**Top Classic Banner dimensions**  
728p wide x 90p high

**Skyscraper (Tower) dimensions**  
120p wide x 240p high

**Big Box dimensions**  
300p wide x 250p high

**DM Banner dimensions**  
468w x 60px high

**Format**  
GIF, JPEG, PNG

**Color Mode**  
RGB

**Resolution**  
72DPI

**Weight**  
Max. 900Kb



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We recommend a **maximum of 3 frames** from animated banners

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Advertisers must provide the **exact URL** that the banner will direct to

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**Logo design must be provided by the client**

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To avoid clutter, we do not recommend more than **2 images per frame**

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All images should be provided in **vector or high resolution format**

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Ad placements can have up to **8 banners on rotation**. Upon a page refresh, all banners within a specific placement will have an equal opportunity to appear

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**BUSINESS HOURS**

Monday to Friday: 9:30am to 7:00pm (EST)

**PHONE & CONTACT**

USA & Canada toll free: 1.800.221.4435

Canada: +1.450.449.8715

[advertising@polygon.net](mailto:advertising@polygon.net)

