

# POLYGON MEDIA KIT

— 2026 —



# 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 - Billboard Top (1140x370px)	8	\$2,000
HomePage - Billboard Bottom (1140x370px)	8	\$2,000
Direct Messages (468x60px)	6	\$1,000

SKYSCRAPER BANNERS (120x240px)	SLOTS	\$
Alerts	6	\$350
Inbox	6	\$1,000
Diamonds	8	\$500
Gemstones	6	\$350
Jewelry	8	\$350
Watches	6	\$350

TOP CLASSIC (727x90px)	SLOTS	\$
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
Jewelry Package	6	\$750
Watches Package	6	\$750
Marketplace	8	\$1,500

# BANNER TECHNICAL SPECIFICATIONS

Top Classic Banner dimensions 728p wide x 90p high	Format GIF, JPEG, PNG
Skyscraper (Tower) dimensions 120p wide x 240p high	Color Mode RGB
Home Page Billboard 1140p wide x 370p high	Resolution 72DPI
DM Banner dimensions 468p wide x 60p high	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 with in a specifc 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)

