Tips for Capturing Precious Metals, Choosing a Refiner, and Maximizing Returns

A Refined APPROACH

For more information about promotional opportunities, contact MJSA Sales Director Lucy Ferreira at 1-800-444-MJSA (6572), ext. 3020, or e-mail lucy.ferreira@mjsa.org.
Since 1903, Manufacturing Jewelers & Suppliers of America (MJSA) has been the trade alliance dedicated to professional excellence in jewelry making and design. With a worldwide membership base, MJSA is an internationally recognized leader in advancing the interests, goals, and aspirations of jewelry manufacturers, designers, custom retailers, and trade suppliers.

Through our community, we have unmatched access to renowned technical and business experts who are willing to share their knowledge. And through our print and digital publications, we share that knowledge with members and readers in all facets of the industry.
Jewelry manufacturers and designers rely on us for updates and information about the latest jewelry-making tools, supplies, techniques and technologies, as well as insights into subcontractors and how to best work with them.
Jewelry retailers look to MJSA for not just custom manufacturing and repair expertise, but also new lines and designs from MJSA members. MJSA’s content-driven approach to presenting our members’ work ensures retailers have the manufacturing and sourcing details their customers demand.
Regardless of which market you want to reach, MJSA offers a mix of print and digital promotion that drives connections to customers.

**MJSA Journal** ............... Page 6

**MJSA Sourcebook** ............ Page 9

**Issue Sponsorships** ........... Page 10

**Editorial Calendar** .......... Page 11

**Supplements & Classifieds** .. Page 13

**MJSA Buyer’s Guide** ........ Page 16

**MJSA Digital Advertising** ... Page 19

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**MJSA E-newsletters** ......... Page 22

**MJSA E-blasts** ............... Page 23

**MJSA Podcasts** .............. Page 24
Using cardboard discs to quickly achieve a high polish

In No Time Flat

To try this polishing trick, you'll need a Tau to work on platinum. To help in these situations—and it'll even go flat. Lay it out on the cutting board and use the hammer and the hole punch to make these cardboard wheels. Although able polishing wheels, they're not cheap, you can drel. While there are commercially available (or plastic cutting board, and a disc man-made.) You'll also need a 16 mm diameter piece of cardboard. It should be at least 0.05 mm thick and have a plastic film on one side of it. (Many products come pre-cut.) You'll also need a 15 mm point to get to the edges of the diamond. In this case, you just need a cardboard wheel. It's an easy and cheap way to polish on the point of a diamond.
Every month, the print and digital editions of *MJSA Journal* reach a combined total of 5,000 targeted individual readers throughout the United States and around the world. *MJSA Journal*’s readers are a hands-on group; their primary businesses include:

- **33%** Jewelry Manufacturer
- **24%** Custom Jewelry Designer
- **15%** Jewelry Designer/Artisan
- **13%** Independent Retailer

- **More than a third of readers** say that, regardless of their primary business, they do at least some work at the bench.
- **9 out of 10 readers** are interested in new products they can use in the shop.

*All statistics on this page are based on reader surveys conducted by Crescendo Consulting.*
By the Numbers

96% of readers rate MJSA Journal as good to excellent.
79% rate it very good to excellent.
95% of readers say they would recommend MJSA Journal to their colleagues.
80% of readers spend over 20 minutes with the magazine.
42% of readers spend over 40 minutes with it.

“The Journal’s in-depth info and hands-on instruction are unmatched in the industry...People that read the Journal love it—nothing else in the industry helps them to run their businesses as efficiently.”

—Teresa Fryé, TechForm Advanced Casting Technology

All statistics on this page are based on reader surveys conducted by Crescendo Consulting.
For more information about advertising, contact MJSA Sales Director Lucy Ferreira at 1-800-444-MJSA (6572), ext. 3020, or e-mail lucy.ferreira@mjsa.org.

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From its origins as a provider of premier pendant and fashion chain, the National Chain Group has grown into a leader in the manufacturing process, from raw materials to finished product, it can better manage costs, ensure competitive pricing, and deliver quality products. Creating a legacy—honoring the work of previous generations, building upon their spirit and excellence—plays an important role in the story of James A. Murphy & Son.

Founded in 1963 by the husband-and-wife team of James A. Murphy and Colorado Casting, the company soon became a favorite partner for companies seeking fancy beads, which the company could customize as needed. That was especially true of its high-quality, seamless tubing, findings, and beads. Soon, businesses large and small were counting on James A. Murphy II, the company’s second-generation president, to provide the best selection of patterns and textures. The staff takes pride in their creative flexibility and the ability to create special items.

The company’s depth extends to its workforce. As with other divisions of the National Chain Group, the James A. Murphy & Son National Design Studio can handle it all. From custom metal molds to dies, sheet, wire, and solder, all created to the most exacting specifications, the National Design Studio can handle it all.

A “dock to stock” supplier, Apogee Precision Parts: A Depth of Product Selection and Talent. From custom metal molds to dies, sheet, wire, and solder, all created to the most exacting specifications, the National Design Studio can handle it all.

A recent survey by Affinity VISTA (the leading syndicated tracking service for magazine effectiveness) reported that front cover ads averaged an outstanding 78% total recall by readers. An issue sponsorship ensures you’ll be remembered by readers.

Sponsorships for each issue are available on a first-come, first-served basis. Please check with your account executive to determine availability.

For more information about advertising, contact MJSA Sales Director Lucy Ferreira at 1-800-444-MJSA (6572), ext. 3020, or e-mail lucy.ferreira@mjsa.org.
# 2022 Editorial Calendar

## January
**Featured Articles**
- Common Gemstone Issues and How They Can Be Fixed
- Help Wanted: Best Practices for Recruiting & Hiring Staff
- 2022 MJSA Responsible Design Challenge

**Special Advertising Section**
- Top Supplies & Services for the New Year—A special section devoted to jewelry-making tools, supplies, and services.
*Section will be reproduced as a separate digital publication*

*Ad Order Deadline: Nov. 24, 2021
Ad Materials Deadline: Dec. 1, 2021*

## February
**Featured Articles**
- Buying & Selling Lab-Grown Diamonds: What Jewelers Need to Know
  - Sidebars:
    - Natural Diamond Sales & Forecast
    - Diamond-Screening Tools Chart
    - Connecting with Consumers: The Best Ways to Make an Impact

**Special Advertising Section**
- Showcase: Detection Equipment for Lab-Grown Diamonds

*Ad Order Deadline: Dec. 29, 2021
Ad Materials Deadline: Jan. 5, 2022*

## March
**Featured Articles**
- Lasers in the Shop: Choosing the Right System for Your Needs
- Forecasting Design Trends: Identifying the Next Big Look

**Special Advertising Section**
- Showcase: Laser Technologies

*Ad Order Deadline: Jan. 25, 2022
Ad Materials Deadline: Feb. 1, 2022*

## April
**Featured Articles**
- Industry Update: Initiatives in Sustainability & Responsible Sourcing
- Responsible & Sustainable Sourcing: A Guide to Certifications

**Special Advertising Section**
- Showcase: Eco-Friendly Resources for Jewelry Makers & Designers

*Ad Order Deadline: Feb. 22, 2022
Ad Materials Deadline: March 1, 2022*

## May
**Featured Articles**
- Repurposing Tools from Other Industries
- Putting 3-D Scanners to Work in the Shop

**Special Advertising Section**
- Showcase: Shop Resources

*Ad Order Deadline: March 25, 2022
Ad Materials Deadline: April 1, 2022*

## June
**Featured Articles**
- Mystery Box Challenge: Design Inspiration from Random Materials
- A Guide to CAD Plug-Ins

**Special Advertising Section**
- Showcase: CAD/CAM Resources

*Ad Order Deadline: April 22, 2022
Ad Materials Deadline: May 2, 2022*

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For more information about advertising, contact MJSA Sales Director Lucy Ferreira at 1-800-444-MJSA (6572), ext. 3020, or e-mail lucy.ferreira@mjsa.org.
# 2022 Editorial Calendar

## July
**Featured Articles**
- Exploring Alternative Metals: Zirconium, Steel, Tungsten, Tantalum
- Trends in Precious Metals
- Surviving a Cyber Attack

**Special Advertising Section**
- Showcase: The Latest Alloys

*Ad Order Deadline: May 25, 2022*
*Ad Materials Deadline: June 1, 2022*

## August
**Featured Articles**
- Top 10 CAD Tricks for Printable/Castable Models
- Working with a Contract Caster

**Special Advertising Section**
- Showcase: Casting Resources

*Ad Order Deadline: June 24, 2022*
*Ad Materials Deadline: July 1, 2022*

## September
**Featured Articles**
- Creating Modern Looks with Beads
- Step-by-Step Guide to Electroforming

**Special Advertising Section**
- Common Questions about Components
- New Chains & Findings

*Ad Order Deadline: July 25, 2022*
*Ad Materials Deadline: Aug. 1, 2022*

## October
**Featured Articles**
- A Guide to Mass Finishing: Choosing the Right Media, Machines, & Methods
- Business Transition Case Studies: From Jeweler to Trade Supplier

**Special Advertising Section**
- Guide to MJSA Member Refiners
- Showcase: Refining & Assaying Resources

*Ad Order Deadline: Aug. 25, 2022*
*Ad Materials Deadline: Sept. 1, 2022*

## November
**MJSA Sourcebook for New Products: The Latest Tools, Equipment, & Supplies**

*Ad Order Deadline: Sept. 26, 2022*
*Ad Materials Deadline: Oct. 3, 2022*

## December
**The Awards Issue**
- A celebration of the best in jewelry design.

**Special Advertising Section**
- MJSA Calendar 2023: In-person and online events in the coming year.

*Ad Order Deadline: Oct. 25, 2021*
*Ad Materials Deadline: Nov. 1, 2021*
MJSA Journal

Supplements & Classifieds

**MJSA Calendar**
Distributed with the December issue of *MJSA Journal*, the *MJSA Calendar* highlights upcoming in-person and online jewelry shows and conferences—a constant go-to resource throughout the year. Advertisers can choose to run full-page print ads or have the MISA Custom Content team develop advertorials specific to their offerings. Each month’s ad package also includes a customized *Product Connection* e-blast that can be distributed in any month the advertiser wishes.

**MJSA Journal Marketplace Advertising**
Every month, the *MJSA Journal* Marketplace offers advertisers a convenient, cost-effective way to advertise products and services in the following categories:

- Educational Opportunities
- Positions Available
- Products For Sale
- Services to the Trade

Choose from three print ad options:

- **A Standard** (2.125” x 2.04”)
- **B Display/Vertical** (2.125” x 4.4”)
- **C Display/Horizontal** (4.5” x 2.04”)

All Display Ads Also Receive the Following Online Promotion

- Ad will appear in Marketplace section of *MJSA Journal* Online.
- Company recognition, with link to online ad, in *MJSA Up to Date*.
- Ad posted on MJSA social media pages.

For more information about advertising, contact MJSA Sales Director Lucy Ferreira at 1-800-444-MJSA (6572), ext. 3020, or e-mail lucy.ferreira@mjsa.org.
**Does not include $700 member discount**

### 4 COLOR DISPLAY

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<th>3x</th>
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### ISSUE SPONSORSHIP

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### PRINTER ADVERTISING DEADLINES

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<td>2/22/2022</td>
<td>3/1/2022</td>
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<tr>
<td>May</td>
<td>3/25/2022</td>
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<tr>
<td>June</td>
<td>4/22/2022</td>
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<td>August</td>
<td>6/24/2022</td>
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</tr>
<tr>
<td>December</td>
<td>10/25/2022</td>
<td>11/1/2022</td>
</tr>
</tbody>
</table>

**GENERAL INFORMATION**

A contract period consists of 12 consecutive months, not a calendar year. The publishing company reserves the right to limit the amount of advertising and to reject any advertising that, in its opinion, does not conform to the standards of the publication. All advertisements are published upon the representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher’s acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement. Extra charge for mechanical work is not subject to agency commission. Publisher does not assume any liability for error in key numbers. When a contract for advertising at frequency rate is cancelled, the advertiser will be billed at the open rate or frequency rate applicable to the quantity of space used.

**CANCELLATIONS**

Cancellations and changes in orders must be submitted to publisher in writing. The publisher accepts no liability for verbal cancellations. Orders for all advertising space are non-cancelable 15 days prior to space closing date. Orders for cover pages and guaranteed positioning pages are non-cancelable. Supplied inserts are non-cancelable the first day of the second month preceding date of issue.

**MULTIPLE-PAGE DISCOUNTS**

Each page of a multiple-page unit or spread will be considered a separate insertion toward earning frequency discounts.

**COVERS & GUARANTEED POSITIONING**

Subject to availability; rates upon request.

**FREQUENCY DISCOUNTS, COMMISSIONS, PAYMENTS**

All contracts, insertion orders, and copy are subject to publisher approval. Advertising will be billed at one-time (1x) rate unless a contract has been submitted for a specific frequency rate and time period. Frequency discounts are determined by the number of insertions over a 12-month period. Contracts canceled before completion will be short-rated at the earned rate. Copy and contract regulations listed in Standard Rate & Data Service apply. Recognized advertising agencies will be given a 15% commission, if paid within 30 days of invoice date. Payment is due upon receipt of invoice. A finance charge will be added if invoice is not paid in 30 days. First-time advertisers must pay at the time of submission of the insertion order and submit a credit application if they desire credit for future insertions (AAA agencies excluded). The publisher reserves the right to cancel any contract at any time upon default in payment of bills. Advertising material is retained up to one year following use.

For more information about advertising, contact MJSA Sales Director Lucy Ferreira at 1-800-444-MJSA (6572), ext. 3020, or e-mail lucy.ferreira@mjsa.org.
Sizes are in inches. *Bleed sizes allow for 1/8" trim. Keep critical content 3/8" from trim on all sides.

**preferred file format**
High-resolution, press-ready PDF is preferred (embed fonts and images).

**images**
- High resolution—300 DPI.
- We recommend .tif or .eps format.
- .jpg format is not recommended.

**colors**
- Use only CMYK colors; convert spot colors to process.

**bleeds & cropmarks**
- Keep critical content 3/8" (375) from trim on all sides.
- When bleed is required, provide 1/8" (125) beyond the trim area.
- Trim marks should be located outside the bleed area.

**file submission**
E-mail files to: Meg Castillo, Art Director meg.castillo@mjsa.org
Jewelry-Making Tools, Equipment, Supplies, & Services

Published annually, the print MJSA Buyer’s Guide is the industry’s most in-depth resource to help jewelry manufacturers, bench jewelers, designers, and custom retailers outfit their workshops, speed up production, and expand their capabilities. It includes in-depth articles on how to make the best purchasing decisions (whether you’re buying the latest technology or hiring a cracker-jack contractor) and sorts and lists all MJSA member suppliers (with full contact information) in the following categories:

- Tools & Equipment
- Findings & Chain
- Gemstones & Beads
- Precious & Non-precious Metals
- Packaging & Displays
- Contract & Business Services

**Distribution**

- Mailed to all MJSA member companies.
- Bonus mailing to MJSA Expo attendees.
- Initial print run: 4,000 copies
- Kept and referenced year round!
Supplier Profiles
Introduce yourself to prospective customers with a custom profile developed by the MJSA Custom Content team. A Supplier Profile can bring your products and services to life, tell your company’s story, and differentiate you from competitors in a way that compels readers to learn more. Profiles appear in both the print and the online Buyer’s Guide.

Profile + Video Interview
Add to your Supplier Profile with a custom video interview that will air on all of MJSA’s social media channels, be posted to your online Buyer’s Guide profile page, and be available for download as a podcast through Apple Podcasts, Spotify, and Google Podcasts.

Advertorial Insert
Present the full story of your products and services. This four-page, full-color advertorial insert is printed on special 100# stock, ensuring it stands out, and the MJSA Custom Content team can provide complimentary writing and design assistance as needed. Price includes up to 100 reprints and the development of flipbook version that will appear with your online Buyer’s Guide profile page.
MJSA BUYER’S GUIDE
Advertising Rates & Specs

CONTACT YOUR AD REP
LUCY FERREIRA
MJSA SALES DIRECTOR
1-800-444-MJSA (6572), ext. 3020
e-mail lucy.ferreira@mjsa.org

PREFERRED FILE FORMAT
High-resolution, press-ready PDF is preferred (embed fonts and images).

IMAGES
• High resolution—300 DPI.
• We recommend .tif or .eps format.
  .jpg format is not recommended.

COLORS
• Use only CMYK colors; convert spot colors to process.

BLEEDS & CROP MARKS
• Keep critical content 3/8" (.375) from trim on all sides.
• When bleed is required, provide 1/8" (.125) beyond the trim area.
• Trim marks should be located outside the bleed area.

FILE SUBMISSION
E-mail files to: Meg Castillo, Art Director meq.castillo@mjsa.org

RATES

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<tr>
<td>Profile</td>
<td>$3,700</td>
<td>$2,700</td>
</tr>
<tr>
<td>+ Video Interview</td>
<td>$5,700</td>
<td>$1,050</td>
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<tr>
<td>Advertorial Insert</td>
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<table>
<thead>
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<th>B&amp;W</th>
</tr>
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<tbody>
<tr>
<td>Full Page</td>
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<tr>
<td>Half Page</td>
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</table>

DISPLAY AD SIZES

Sizes are in inches. *Bleed sizes allow for 1/8” trim on all sides.

Keep critical content 3/8” from trim on all sides.

- Full Page: Trim Size: 8.375 x 10.875
  *With Bleed: 8.625 x 11.125
- 1/2 Page: 4.5 x 4.5
  2.125 x 9.125
- 1/2 Page Bleed: 4.5 x 4.5
  2.125 x 4.5
- 1/3 Square: 2.125 x 2.125
- 1/3 Vertical: 2.125 x 4.5
- 1/6 Vertical: 2.125 x 4.5
- Premier Product: 75 words of text and 4 x 4 image (300 dpi)

Please note: MJSA Buyer’s Guide print advertising opportunities are available only to MJSA members. Contact your sales representative for date when ad materials need to be supplied.
MJSA.org
MJSA’s website offers articles, videos, and other resources that can assist jewelry manufacturers and designers in all aspects of their businesses—from sourcing supplies and services to learning new techniques and identifying trends.

200,000+ page views annually throughout site
27,500 homepage views annually
70,000 users annually
108,000 sessions annually

MJSA Up to Date
This monthly e-newsletter connects readers to information about design and fashion trends, technical insights, and sales and marketing solutions, as well as updates on the initiatives of MJSA and our members.

12,000 Avg. monthly distribution
20% open rate

MJSA Product Connection E-blast
This dedicated e-blast can be targeted to a specific demographic and sent out on the date of your choice. Supply your own graphic file or let MJSA’s design and editorial team craft the blast for you.

Only two e-blasts available per month; check with your account executive for availability.

Connect with up to 12,000 prospective customers

MJSA Showcase
This monthly e-newsletter consists of product and service promotions from MJSA member companies—the perfect way to help launch a new offering or remind customers of all the premier products and services you provide.

12,000 Avg. monthly distribution
20% open rate
For more information about advertising, contact MJSA Sales Director Lucy Ferreira at 1-800-444-MJSA (6572), ext. 3020, or e-mail lucy.ferreira@mjsa.org.

 MJSA.ORG

Homepage Ad Options

Please note: MJSA.org advertising opportunities are available only to MJSA members.

A) Homepage Leaderboard ad
Appearing at the top of the homepage, this ad offers exceptional visibility.

Rate, 1x: $490 monthly.
Rate, 12x: $390 monthly.
Size: 1104 x 89 pixels.

B) Homepage Jumbo ad
This banner presents your message with maximum impact, in a prime, can’t-miss location.

Rate, 1x: $785 monthly.
Rate, 12x: $630 monthly.
Size: 1104 x 200 pixels.

C) Homepage Featured ads
These ads appear between Premier News and the Member Showcase, ensuring your products and services get the recognition they deserve.

Rate, 1x: $475 monthly.
Rate, 12x: $375 monthly.
Size: 240 x 240 pixels.

Specs & Deadlines: All ads should be submitted as .jpg, .tif, or .gif files, 72 dpi, RGB color mode. Please submit ads to your sales representative, along with the clickthrough URL (i.e., the destination site to which viewer will be taken).

All ads are due five business days before the first day of a contracted month.
MJSA.ORG

Interior Page Ad Options

Please note: MJSA.org advertising opportunities are available only to MJSA members.

**A Leaderboard ad**

Applying at the top of the homepage, this ad offers exceptional visibility.

Rate, 1x: $490 monthly.
Rate, 12x: $390 monthly.
Size: 1104 x 89 pixels.

**B Billboard ads**

These ads command attention when they appear at the top of a page. Check with your sales representative about availability of pages that specifically relate to your target audience.

Rate, 1x: $360 monthly.
Rate, 12x: $250 monthly.
Size: 1100 x 250 pixels

**C MJSA Journal Online Article Sponsorship**

Guarantee your message reaches a very targeted audience. Sponsors receive both a Billboard Ad and an in-text banner ad on every page of the article—and the ads remain with the article when it moves to the MJSA Article & Video Library. (Ads on library articles can be updated on a periodic basis.)

Rate, 1x: $475 monthly.
Rate, 12x: $375 monthly.
Size: 1100 x 250 pixels for Interior Billboard Ad, 1100 x 125 pixels for In-Text Banner Ad.

**D Global ads**

These ads appear next to editorial copy on every page throughout the site.

Rate, 1x: $460 monthly.
Rate, 12x: $360 monthly.
Size: 240 x 350 pixels.

**Specs & Deadlines:** All ads should be submitted as .jpg, .tif, or .gif files, 72 dpi, RGB color mode. Please submit ads to your sales representative, along with the clickthrough URL (i.e., the destination site to which viewer will be taken).

All ads are due five business days before the first day of a contracted month.
For more information about advertising, contact MJSA Sales Director Lucy Ferreira at 1-800-444-MJSA (6572), ext. 3020, or e-mail lucy.ferreira@mjsa.org.
E-blasts

Whether you’re launching a new product or service, announcing a special offer, or simply highlighting your company’s capabilities, this customizable, stand-alone blast delivers your message when you want it, where you want it, and with authority.

Tailor Your Blast

Each e-blast can reach up to 14,000 prospective customers, and you can tailor the reach and timing to your needs:

Select your audience: Choose the number of prospects you want to reach from among our targeted audience of manufacturers, designers, custom jewelers, and retailers.

Craft your message: Work with MJSA’s Custom Content team of designers and writers to create an e-mail that reflects your brand, engages readers, and compels them to take action.

Choose your timing: Select the day of the month when you would like the blast to be sent. (Note: Only two e-blasts are available per month. Please check with your account executive for availability.)

Pricing Options

Base rate is $1,250 for up to 5,000 readers.
Add $350 for every additional 1,000 readers.

Material Specifications and Due Dates

Please supply images (including logo) as .jpg, .tif, or .gif files, 72 dpi, RGB color mode. All text should be sent as .doc or .docx files. All materials due at least one month prior to distribution date.

For more information about advertising, contact MJSA Sales Director Lucy Ferreira at 1-800-444-MJSA (6572), ext. 3020, or e-mail lucy.ferreira@mjsa.org.
MJSA Video Podcasts enable you to create deeper connections with customers. As with all our media, these podcasts uniquely target a core audience—jewelry manufacturers and designers, custom jewelers, and bench jewelers—and explore the challenges and opportunities they face in today’s market.

**MJSA Podcast Sponsorship Options**

**Single Episode Sponsorship**
- 15-second sponsor recognition in pre-roll
- 45-second sponsor promotion in mid-roll
- Thank you in outro
- Recognition on MJSA social media posts
- Recognition in episode announcement in MJSA Up to Date
- Recognition on MJSA.org page with episode

**Cost:** $350 per episode

**Package Rate (Sponsorship of 12 Podcasts)**
$3,000 ($250 per episode)

**Custom Podcasts**
MJSA can work with sponsors to develop customized podcast programs and series. Contact us about rates.

For more information about advertising, contact MJSA Sales Director Lucy Ferreira at 1-800-444-MJSA (6572), ext. 3020, or e-mail lucy.ferreira@mjsa.org.
Since its incorporation as a trade association in 1903, MJSA has followed the same essential mission: to provide the information and support needed by jewelry makers, designers, and related suppliers to achieve professional excellence and maintain a competitive edge. Our member companies, which combined employ nearly 35,000 skilled workers, range from high-volume manufacturers to artisans and custom jewelers; from single-person trade shops to global suppliers of tools and equipment. All, however, share a common goal: to run thriving businesses and to participate in a community dedicated to premier jewelry making and design.

By joining and supporting MJSA, they ensure they do just that.

MJSA provides access to technical, sales, and business expertise unavailable elsewhere. We also offer practical compliance guides so our members can more easily meet federal, state, and industry standards.

In addition, MJSA connects members with their customers. Through our publications, trade shows, and thousands of individual referrals, we connect jewelry makers with providers of tools, supplies, and services, as well as with retail customers seeking new finished-jewelry designs and lines.

MJSA also works to ensure a healthy environment for the continued vitality of jewelry making and design. Through our non-profit MJSA Education Foundation, we offer scholarships, seminars, and guides to training and degree programs, to enhance the skills of current workers and develop the next generation of jewelry makers and designers.

For more about the benefits of MJSA membership, please contact us at 1-800-444-MJSA (6572), e-mail info@mjsa.org, or visit us at MJSA.org.