JEWELERS of AMERICA

MJSA
PROFESSIONAL EXCELLENCE IN JEWELRY MAKING & DESIGN

2027 Promotional Portfolio

for Jewelry Manufacturers, Designers, & Trade Suppliers

- Members-Only Listings & Media Opportunities
- *JA Report*
- *MJSA Journal*
- *MJSA Buyer's Guide*
- Digital Advertising
- Award Programs & Event Sponsorships

For more information about promotional opportunities, contact:

LUCY FERREIRA
Sales Director
1-508-818-0930
lucy.ferreira@mjsa.org

Jewelers of America & MJSA:

Uniting the Supply Chain as Never Before...

When Jewelers of America (JA) and Manufacturing Jewelers & Suppliers of America (MJSA) joined forces in 2025, they each brought with them more than a century of service to the jewelry industry.

By melding their individual strengths into a greater whole, they not only strengthened the industry, but also opened more opportunities for members to connect. They united all aspects of the jewelry supply chain—from raw materials, equipment, and jewelry-making supplies, to business solutions and subcontracting services, to the latest finished lines and designs—and made it easier for members to find needed resources.

Our promotional opportunities — from print to digital to sponsorships — will help you to find customers, enhance brand recognition, and drive sales.

JA & MJSA Supplier 2027 Promotional Portfolio

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Members-Only Listings & Media Opportunities

Free Listings in the Online JA Supplier Directory

This members-only online directory lists all active JA Supplier Members and serves as a tool for retailer members to find designers, wholesalers, manufacturers, and service providers.

Free Listings in the *MJSA Buyer's Guide*

The *MJSA Buyer's Guide* lists reliable vendors for hundreds of supplies and services—from alloys, components, and gemstones to tools, equipment, packaging, and subcontracting—as well as the finest finished jewelry. JA members receive free listings with full contact information.

Placement Opportunities in the *MJSA Sourcebook for New Products*

JA supplier members can submit up to three products for potential inclusion in the *MJSA Sourcebook for New Products*. Published every November, this special edition of *MJSA Journal* features supplies ranging from alloys and tools to finished jewelry, all which have been introduced over the previous 12 months. Each placement consists of a full–color image and a compact description with contact information. The *Sourcebook* reaches an expanded readership of 10,000 manufacturers, designers, and retailers.

Media Opportunities

Jewelers of America offers multiple opportunities throughout the year for JA members to send in their product images. Keep an eye on your email for calls to provide images for possible inclusion in a variety of media:

- Print, television, and digital media placements
- Online trends reports and email blasts
- Gift Guides and online jewelry galleries
- Social media posts

The JA Report

Available in both digital and print editions, the *JA Report* is a must-read for thousands of companies in the greater JA community who want to keep informed about JA's initiatives:

- Advocacy and legislative news
- Updates on JA member benefits
- News about JA networking events and celebrations
- Educational workshops and certification opportunities
- Insights into the latest trends
- Industry new

Exclusive Ad Opportunities for JA Members

Digital Edition

Distributed monthly to 7,500 readers throughout the industry, this e-newsletter offers two ad options to promote your products and services.

Leaderboard Ad

Size: 600 x 98 px

Rate, 1x: $1,050 per ad

Rate, 12x: $800 per ad (monthly)

Banner Ads (2 spaces available)

Size: 600 x 98 px

Rate, 1x: $750 per ad

Rate, 12x: $550 per ad (monthly)

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 viewers will be taken). **All ads are due five business days before the first day of a contracted month.**

**based on open rates from 10.25 to 6.26*

Print Edition

Mailed twice a year (May and October) to 3,500 readers in the greater JA community nationwide, the print edition of the *JA Report* offers half-page ads for members to showcase their offerings.

Display Ads

Size: 8.5" w x 5.5" h

Rate: $1,500 per ad

Limited number available; check with your ad representative.

Contact Your Ad Rep:

LUCY FERREIRA
Sales Director
1-508-818-0930
e-mail *lucy.ferreira@mjsa.org*

PREFERRED FILE FORMAT

Press-ready PDF files (PDF/X-1a) are preferred.

IMAGES

- High resolution—300 DPI.
- We recommend .tif or .eps format. If using JPEG, use the maximum quality setting.

COLORS

- Use only CMYK colors. Convert all other color settings (RGB, LAB, spot) to CMYK.

BLEEDS & CROPMARKS

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

FILE SUBMISSION

Please submit ads to your sales representative.

MJSA JOURNAL

The award-winning *MJSA Journal* is the premier magazine dedicated to all aspects of designing, making, and repairing jewelry. Every month, the print and digital editions of *MJSA Journal* reach a combined total of over 5,000 targeted individual readers, including the entire Jewelers of America membership. These readers range from established brand names to up-and-coming stars, from volume manufacturers to small shops and custom designers producing one-of-a-kind creations. But they all rely on the *Journal's* unparalleled editorial mix.

- Design inspiration and trends
- New manufacturing techniques
- Bench tips
- Business and marketing insights
- Tool tests
- Time-saving technologies

"More than other publications, *MJSA Journal* is oriented toward people like me: those trying to earn a living by designing and making jewelry."

—Jim Binnion

James Binnion Metal Arts, MJSA member since 2000

2027 Editorial Calendar

JANUARY

Featured Articles
- Not All Platinum Is Created Equal: Comparing Platinum Alloys
- Grillz 101: An Intro to Dental Jewelry

Trade Show Distribution
- AGTA GemFair Tucson

Deadlines
Ad Order: Nov. 24, 2026
Ad Materials: Dec. 1, 2026

FEBRUARY

Featured Articles
- Engineering for Large Stones: Considerations for Setting Oversized Stones
- Beyond the Bench: Business Skills to Build a Successful Operation

Trade Show Distribution
- AGTA GemFair Tucson
- JA New York

Deadlines
Ad Order: Dec. 28, 2026
Ad Materials: Jan. 4, 2027

MARCH

Featured Articles
- Designing for Casting Success: Tips for Preventing Defects
- Preventing Repair Intake Mistakes

Trade Show Distribution
- JA New York
- JIS

Deadlines
Ad Order: Jan. 25, 2027
Ad Materials: Feb. 1, 2027

APRIL

Featured Articles
- MythBusters: Dispelling Sustainability Myths
- Tips for Recycling Customers' Metals

Deadlines
Ad Order: Feb. 22, 2027
Ad Materials: Mar. 1, 2027

MAY

Featured Articles
- Comparing Torches, Fuels, and Soldering Techniques
- Small Changes, Big Results: A Study in Process Improvements

Trade Show Distribution
- JCK Las Vegas

Deadlines
Ad Order: Mar. 25, 2027
Ad Materials: Apr. 1, 2027

JUNE

Featured Articles
- The Price Is Right: Comparing Jewelers' Pricing Methods
- Tips for Preventing Custom Jobs from Losing Money

Trade Show Distribution
- JCK Las Vegas

Deadlines
Ad Order: Apr. 26, 2027
Ad Materials: May 3, 2027

JULY

Featured Articles
- Mystery Box Challenge: Design Inspiration from Random Materials
- Creativity Under Pricing Pressure: Exploring Alternative Materials & Methods

Deadlines
Ad Order: May 25, 2027
Ad Materials: Jun. 1, 2027

AUGUST

Featured Articles
- MythBusters: Dispelling Common Casting Misconceptions
- Repair vs. Remake: Technical, Financial, & Customer Considerations

Deadlines
Ad Order: Jun. 24, 2027
Ad Materials: Jul. 1, 2027

SEPTEMBER

Featured Articles
- Understanding Chain Manufacturing: Methods, Materials, & Techniques
- Managing Customer Expectations: Practical Strategies

Deadlines
Ad Order: Jul. 26, 2027
Ad Materials: Aug. 2, 2027

OCTOBER

Featured Articles
- Where Gold Hides: Maximizing Metal Recovery
- The Effect of Quench Timing on Nickel and Palladium White Golds

Trade Show Distribution
- JIS

Deadlines
Ad Order: Aug. 25, 2027
Ad Materials: Sep. 1, 2027

NOVEMBER

SPECIAL EDITION
MJSA Sourcebook for New Products—The Latest Tools, Equipment, & Supplies from MJSA Members

Featured Articles
- Tool Testings: Examining Joining Technologies

Trade Show Distribution
- AGTA GemFair Tucson 2028
- JA New York 2028
- JCK Las Vegas 2028

Deadlines
Ad Order: Sep. 24, 2027
Ad Materials: Oct. 1, 2027

DECEMBER

SPECIAL ISSUE
State of the Industry
- Challenges & Opportunities for Jewelry Manufacturers & Designers
- Fashion & Industry Trends
- Winner of 2027 Responsibly Sourced Design Challenge

2028 Events Calendar
A wall calendar with a month-by-month lineup of in-person and online events in the coming year. One ad package available per month.

Deadlines
Ad Order: Oct. 22, 2027
Ad Materials: Nov. 1, 2027

Issue Sponsorships

An issue sponsorship ensures you'll be remembered by readers.

- Recognition of sponsorship on cover overlay—the first thing readers see when they pick up the issue!
- Full-page, full-color ad on back of cover overlay.
- Four-page, full-color advertorial insert on special 100# stock, with complimentary writing and design assistance as needed from the MJSA editors, writers, and designers.

4-Page Advertorial Insert

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

**A survey by Affinity VISTA (the leading syndicated tracking service for magazine effectiveness).*

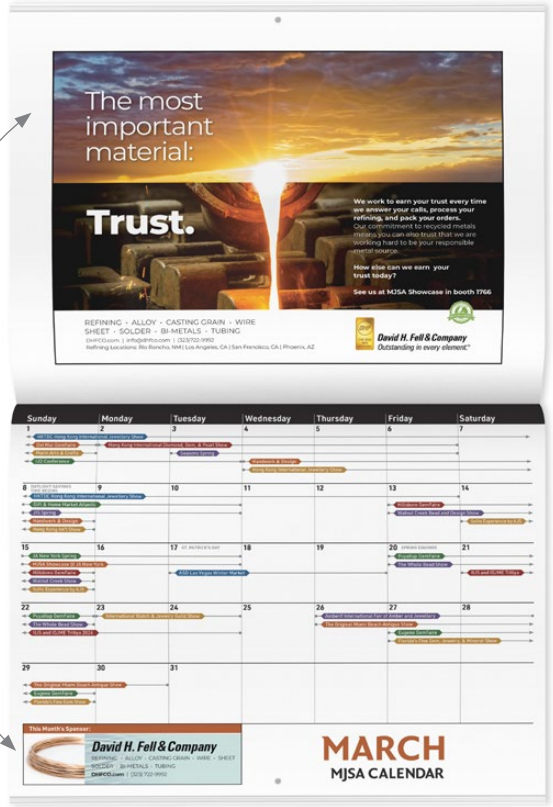
Tech Tips Sponsorship

By sponsoring an MJSA Tech Tips page, you can take advantage of the *Journal's* award-winning editorial to raise your visibility. MJSA editors will research and deliver quality content related to your business's specialty. Your full-page ad will appear across from it, creating a dramatic two-page spread.

A perfect opportunity to capture the attention of your target audience!

Events Calendar

Distributed with the December issue of *MJSA Journal*, the *MJSA Events Calendar* highlights upcoming in-person and online jewelry shows and conferences—**a constant go-to resource throughout the year.**



Prominent Positioning Guarantees Visibility

MJSA SOURCEBOOK for New Products

Think of it as our "Wish Book." A special edition of *MJSA Journal* sent out every November, the *MJSA Sourcebook* features dozens of new products offered by MJSA members—the latest tools, equipment, and supplies for jewelry-making and design, as well as recent creations from jewelry designers and manufacturers.

BONUS DISTRIBUTION

The *MJSA Sourcebook* print and digital editions reach a combined total of more than **10,000 jewelry manufacturers, designers, custom jewelers and retailers.**

- Alloys
- Bench Tools
- Business Software & Tools
- CAD/CAM
- Casting Equipment & Supplies
- Chain
- Engraving Tools & Equipment
- Findings
- Finished Jewelry
- Laser Technologies
- Metals and Plating Supplies
- Metals Analysis

Ad Rates & Deadlines

RATES *(Does not include $700 member discount)*

AD SIZE	1x	3x	6x	12x	18x
Two-Page Spread	$ 8,818	$8,231	$6,923	$6,343	$6,106
Full Page	$ 5,095	$4,854	$4,210	$3,885	$3,730
1/2 Page	$ 3,310	$3,111	$2,696	$2,544	$2,429
1/3 Page	$ 2,892	$2,723	$2,376	$2,344	$2,174
1/6 Page	$ 1,942	$1,848	$1,655	$1,582	$1,546
Premier Product	$ 1,563	n/a	n/a	n/a	n/a
Tech Tips Sponsorship	$ 3,900	n/a	n/a	n/a	n/a
4-Page Insert	$ 7,200	n/a	n/a	n/a	n/a
Cover Sponsorship	$13,900	n/a	n/a	n/a	n/a
Marketplace Standard	$ 952	n/a	n/a	n/a	n/a
Marketplace Display	$ 1,283	n/a	n/a	n/a	n/a

2027 EVENTS CALENDAR		Ad Close	Materials Due
Full Page	$ 3,350	10/25/2026	11/1/2026

(Mailed with December Issue; Includes small ad at bottom of month)

DEADLINES

2027 Issues	Ad Close	Materials Due
January	11/24/2026	12/1/2026
February	12/28/2026	1/4/2027
March	1/25/2027	2/1/2027
April	2/22/2027	3/1/2027
May	3/25/2027	4/1/2027
June	4/26/2027	5/3/2027
July	5/25/2027	6/1/2027
August	6/24/2027	7/1/2027
September	7/26/2027	8/2/2027
October	8/25/2027	9/1/2027
November	9/24/2027	10/1/2027
December	10/22/2027	11/1/2027

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.

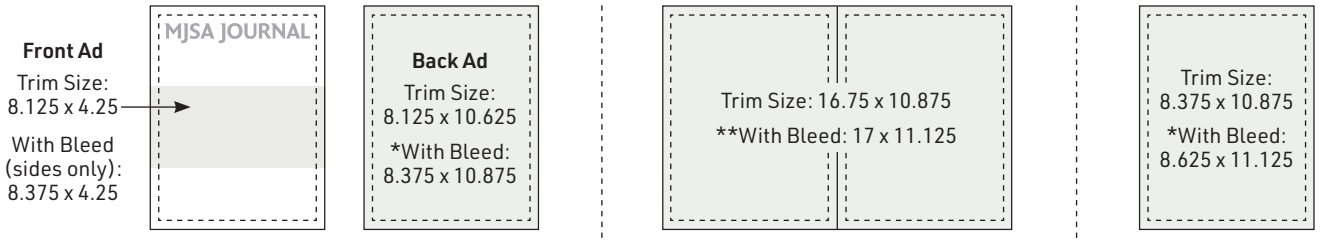
COVERS & GUARANTEED POSITIONING
Subject to availability; rates upon request.

FREQUENCY DISCOUNTS & COMMISSIONS
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.

PAYMENTS
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.

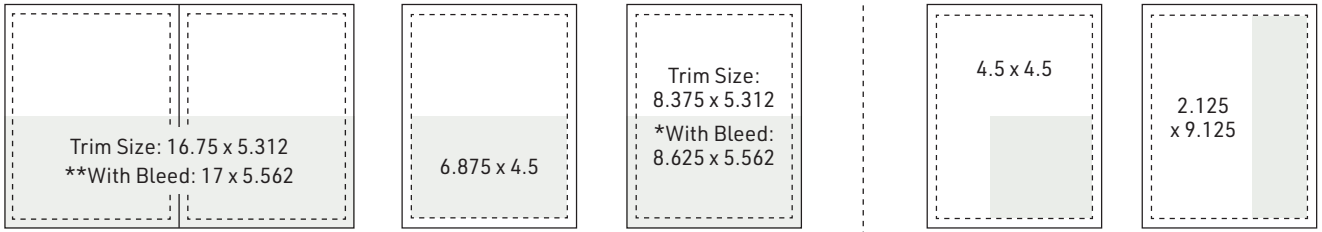
Advertising Specs



Front Cover Overlay
(Cover ad space with full page ad on back)

2-Page Spread

Full Page



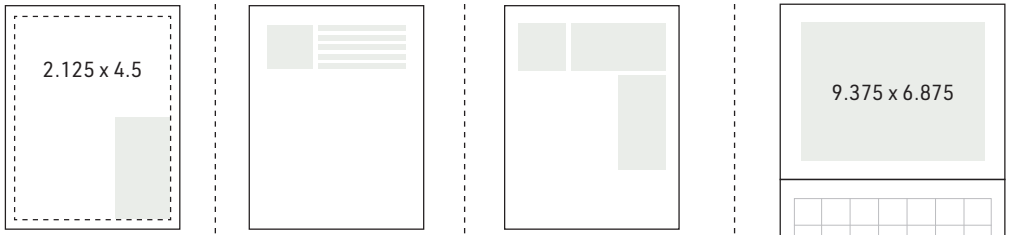
1/2 Page Spread

1/2 Page

1/2 Page Bleed

1/3 Square

1/3 Vertical



1/6 Vertical

Premier Product
75 words of text and
2.125 x 2.125 image
(300 dpi)

Classifieds
Standard 2.125 x 2.04
Display Vert. 2.125 x 4.4
Display Horiz. 4.5 x 2.04

MJSA Calendar

Magazine trim size:
8.375" x 10.875"

Bleed sizes add 1/8" (.125) trim. Keep critical content 3/8" (.375) from trim on all sides.

****Spread ads with bleed: Keep critical content 3/8" (.375) from trim and gutter line.***

Contact Your Ad Rep:

LUCY FERREIRA
Sales Director
1-508-818-0930
e-mail *lucy.ferreira@mjsa.org*

PREFERRED FILE FORMAT

Press-ready PDF files (PDF/X-1a) are preferred.

IMAGES

- High resolution—300 DPI.
- We recommend .tif or .eps format. If using JPEG, use the maximum quality setting.

COLORS

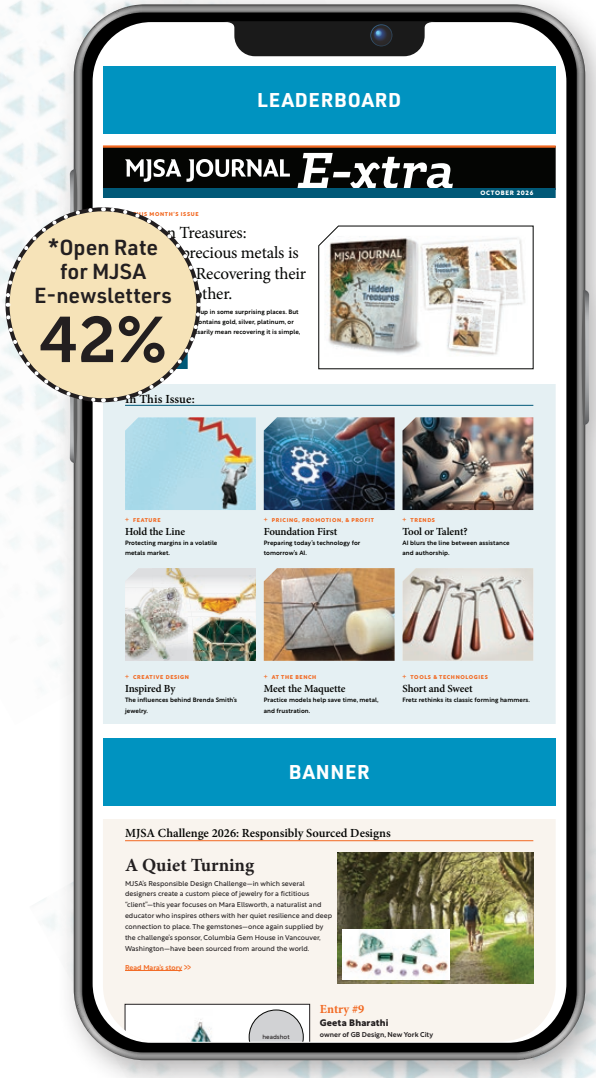
- Use only CMYK colors. Convert all other color settings (RGB, LAB, spot) to CMYK.

BLEEDS & CROPMARKS

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

FILE SUBMISSION

E-mail: *meg.castillo@mjsa.org*
Meg Castillo, Art Director



*Open Rate for MJSA E-newsletters 42%

MJSA JOURNAL *E-xtra*

This monthly e-newsletter connects readers not only with featured articles from the latest issue of *MJSA Journal,* but also with bonus articles available only online. It also contains the latest MJSA-related news, from design contest entries to educational initiatives and programs.

Distributed to 10,000+ readers, *MJSA Journal E-xtra* offers several advertising opportunities. *JA members receive a $700 discount.*

Leaderboard ad

Positioned at the top of the page for immediate impact.

Size: 600 x 98 px

Rate, 1x: $1,750 per ad

Rate, 12x: $1,500 per ad (monthly)

Banner ads

These ads appear between e-newsletter articles and sections.

Size: 600 x 98 px

Rate, 1x: $1,450 per ad

Rate, 12x: $1,250 per ad (monthly)

Product Showcase Ads

These mini-advertorials are the perfect format to introduce new offerings, alert customers of product updates and improvements, or simply remind them of all the premier products and services you provide.

Can be bundled with an MJSA Journal *Premier Product ad for a special rate—contact your sales representative for details.*

75 words of text + image

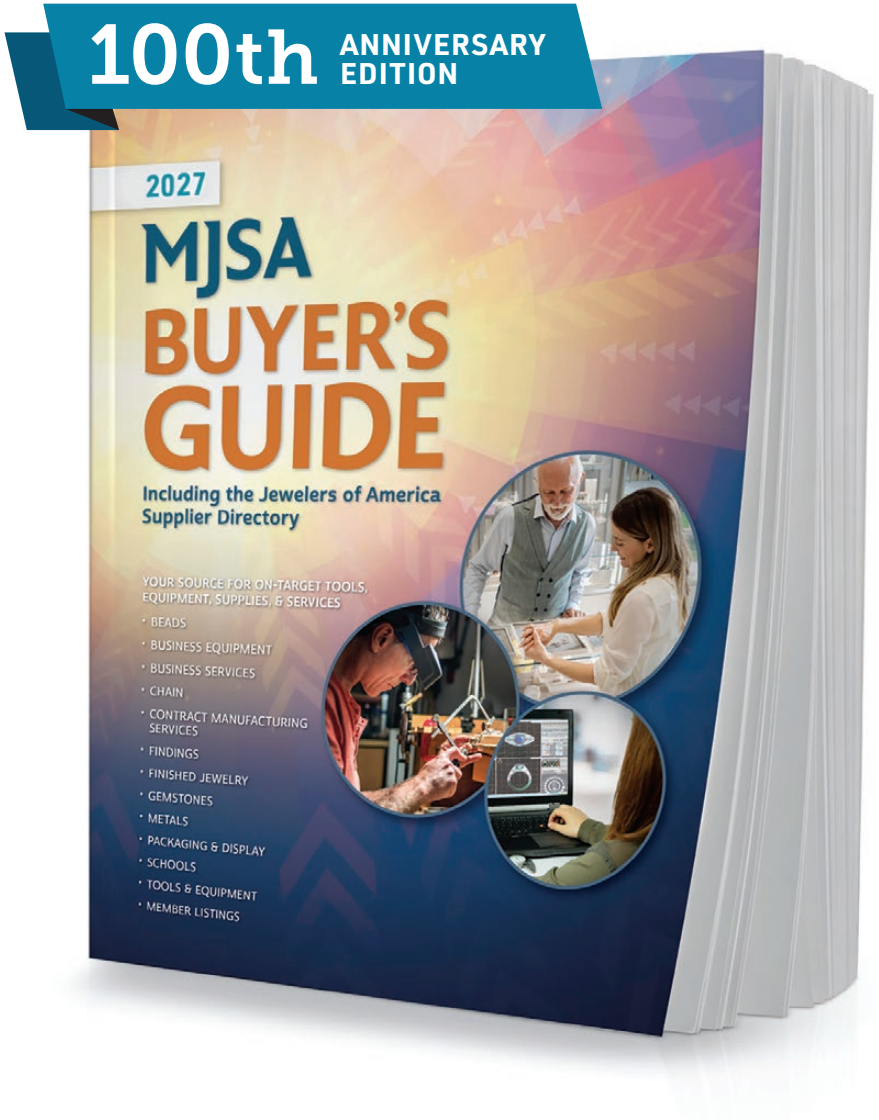
(.jpg or .tif, 384 x 384 px)

Rate, 1x: $1,450 per placement

Rate, 12x: $1,250 per placement

**based on open rates for MJSA Journal E-xtra and its precursor, MJSA Up to Date, from 8.25 to 7.26.*

All banner ads and images should be submitted as .jpg, .tif, or .gif files, 72 dpi, RGB color mode. Premier Product text should be submitted as a Word file. Please submit ads to your sales representative, along with the clickthrough URL (i.e., the destination site to which viewers will be taken). **All ads are due five business days before the first day of a contracted month.**



MJSA BUYER'S GUIDE

- **Listings of All JA Supplier Members**
- **In-Depth Articles—Tool Testings, Trend Forecasts, and Jewelers' Favorite Purchases Revealed**
- **Exclusive Ad Opportunities for JA Members**

Launched in 1927, the *MJSA Buyer's Guide* quickly became the go-to source for trusted vendors of the finest finished jewelry and reliable manufacturing equipment, supplies, and services. A century later, the *MJSA Buyer's Guide* is still the go-to source for retailers, manufacturers, and designers seeking everything they need for both shop and showcase.

- Tools & Equipment
- Findings & Chain
- Loose Gemstones & Beads
- Precious & Nonprecious Metals
- Packaging & Displays
- Contract Manufacturing Services
- Business Technologies & Services
- Finished Jewelry (Men, Women, and Children)
- Diamond, Colored Stone, & Pearl Jewelry
- Bridal Jewelry
- Religious Jewelry
- Specialty Jewelry
- Watches & Accessories

Sent to 4,000 readers who keep and reference the *Buyer's Guide* throughout the year.

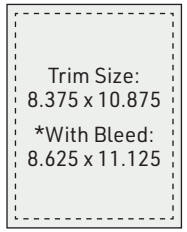
Advertising Rates & Specs

Each supplier will also receive free listings detailing the products and services they offer, **with boldface "See Our Ad" icons next to each listing, directing readers to the ad pages.**

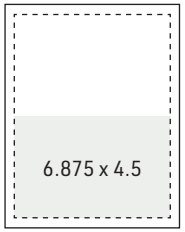
Please note: *MJSA Buyer's Guide* print advertising opportunities are available only to MJSA members. Contact your sales representative for date when ad materials need to be supplied.

AD SIZE	RATE
Full Page	$2,900
1/2 Page	$2,100
1/3 Page	$2,000
1/6 Page	$ 700
Premier Product	$ 650

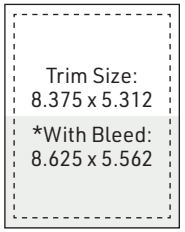
AD SPECS



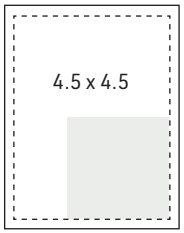
Full Page



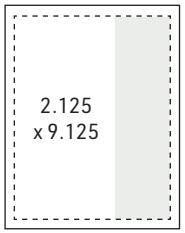
1/2 Page



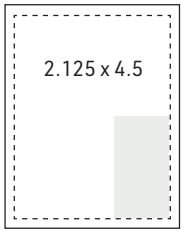
1/2 Page Bleed



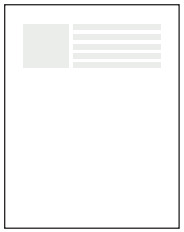
1/3 Square



1/3 Vertical



1/6 Vertical



Premier Product
75 words of text and
2.125 x 2.125 image
(300 dpi)

Magazine trim size: 8.375" x 10.875"

Bleed sizes add 1/8" (.125) trim. Keep critical content 3/8" (.375) from trim on all sides.

Contact Your Ad Rep:

LUCY FERREIRA
Sales Director
1-508-818-0930
e-mail *lucy.ferreira@mjsa.org*

PREFERRED FILE FORMAT

Press-ready PDF files (PDF/X-1a) are preferred.

IMAGES

- High resolution—300 DPI.
- We recommend .tif or .eps format. If using JPEG, use the maximum quality setting.

COLORS

- Use only CMYK colors. Convert all other color settings (RGB, LAB, spot) to CMYK.

BLEEDS & CROPMARKS

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

FILE SUBMISSION

E-mail: *meg.castillo@mjsa.org*
Meg Castillo, Art Director

Digital Advertising

In addition to the ad opportunities in our two e-newsletters, the *JA Report* (p. 5) and *MJSA Journal E-xtra* (p. 13), JA offers additional digital advertising to help you gain recognition and spread the word about your offerings. **Exclusive to JA members.**

Dedicated Email Blast

Send your message directly to the inboxes of your customers. Sold on a first-come, first-served basis, one email blast is available per week on Tuesday, Wednesday, or Thursday. Choose from two distribution options:

Blast to JA Members Only

4,500 contacts at 3,500 JA member companies

Rate, 1x: $2,500

Rate, 12x or more: $2,000 per blast

Full Subscriber List

10,000+ Distribution

Rate, 1x: $3,700

Rate, 12x: $2,900 per blast

Materials are due two weeks before send date. Send creative (HTML or PDF/JPG/GIF, 600 px wide by up to 1,000 px long); destination URL; desired subject line (to be approved by JA); and email address for test email. *Recommendations: include tracking URLs and use at least 12pt font size for easy reading.*

Website Advertising

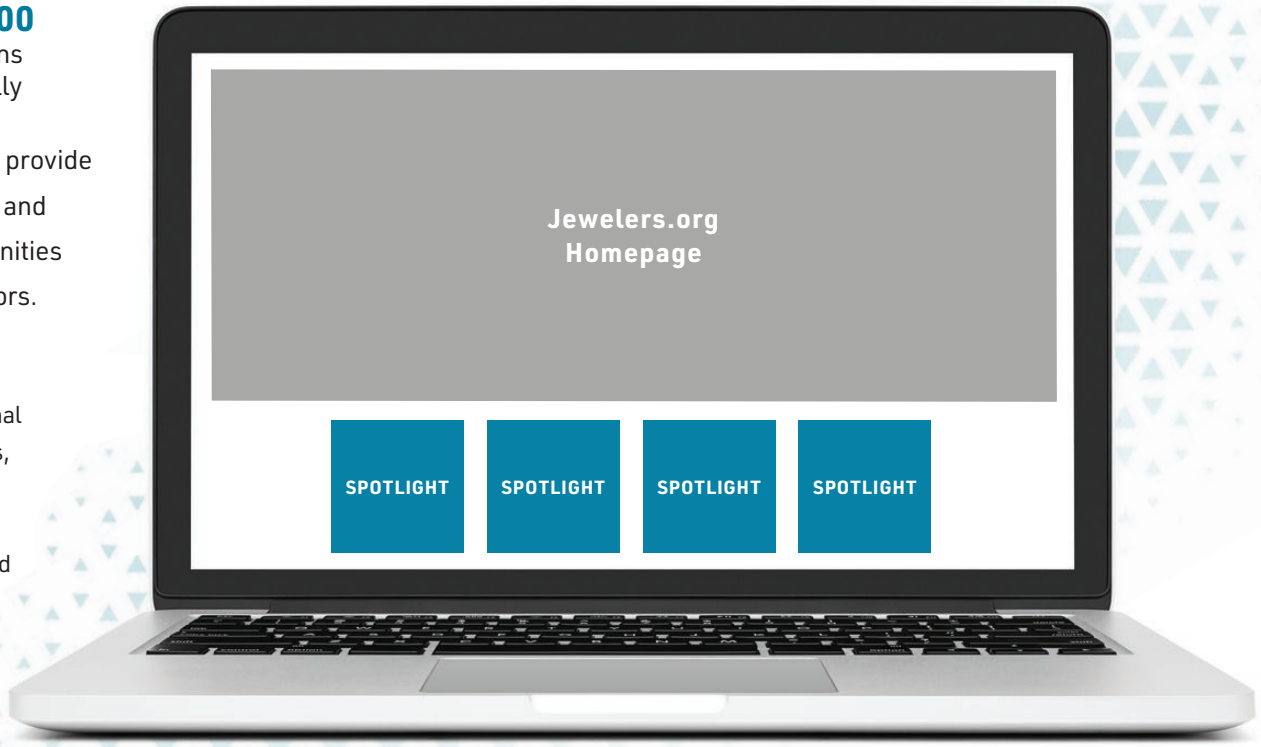
JA's website has long been a prime destination in the jewelry industry:

489,000 page views annually throughout site

217,000 users annually

269,000 sessions annually

Reimagined and combined with MJSA's resources to provide more content and tools for retailers, manufacturers, and designers alike, the site now offers multiple opportunities for suppliers to deliver their messages to those visitors.



Jewelers.org Ads

With an expansive range of offerings, from professional and career development programs to legislative news, trend updates, and guides to JA-member stores, the *Jewelers.org* website draws thousands of retailers, suppliers, and consumers in search of fine jewelry and related resources.

Spotlight Ads (4 Available)

These ads appear in a row on all pages of the Jewelers.org site.

Size: 240 x 240 px

Rate, 1x: $1,250 per ad

Rate, 12x: $950 per ad (monthly)

MJSAJournal.Online Microsite Ads

MJSA Journal is dedicated to helping jewelry manufacturers and designers achieve professional excellence and profitability, and the *MJSAJournal.Online* microsite extends that mission with news about the latest jewelry-making techniques, tools, technologies, and trends.

Leaderboard Ad

Appearing at the top of every page on the MJSA Journal *site, this ad offers exceptional visibility.*

Size: 1440 x 250 px

Rate, 1x: $ 500 per ad

Rate, 12x: $400 per ad (monthly)

Featured Banner Ad (1 available)

This ad appears prominently through the MJSA Journal *site.*

Size: 970 x 250 px

Rate, 1x: $490 per ad

Rate, 12x: $390 per ad (monthly)

Spotlight Ads (4 Available)

These ads appear on all pages of the microsite.

Size: 240 x 240 px

Rate, 1x: $475 per ad

Rate, 12x: $375 per ad (monthly)

Billboard Ads (Interior Pages Only)

These ads appear near the tops of pages within the microsite. Ask your sales representative about packages available for each section.

Size: 970 x 250 px

Rate, 1x: $360 per ad

Rate, 12x: $260 per ad (monthly)

Award Programs & Event Sponsorships

Gem Awards

Every year, the leading jewelry, gem, and watch industry professionals join Jewelers of America to honor the recipients of the GEM Awards. Held at the legendary Cipriani 42nd Street in New York City, the celebration delivers a magical evening drawing a diverse mix of industry leaders, influencers, celebrities, designers, and media luminaries. It is an industry event like no other.

GEM Awards sponsorships deliver opportunities and benefits that are unparalleled:

- Show your support for the GEM Awards Honorees.
- Enhance your brand visibility to a captive, targeted audience.
- Be included in Jewelers of America event marketing, social media, and public relations initiatives.
- Leverage your investment with the opportunity for new partnerships beyond the event.

For more information about sponsorship packages, as in the Gem Awards journal, or tickets, visit *gemawards.jewelers.org* or email *events@jewelers.org*.

Case Awards

Jewelers of America's national design competition—the CASE Awards—honors the jewelers who create jewelry pieces with the highest levels of creativity, artistry, skills, and excellence in quality and style. Sponsorships provide recognition for your brand during the call-for-entry and winner promotions. Choose either of two levels:

$5,000 Sponsorships:

Name recognition and logo on all promotions, opportunity to serve as a judge.

$10,000 Sponsorship:

Name recognition and logo on all promotions, opportunity to serve as a judge, plus a dedicated email blast and social media post.

Award Programs & Event Sponsorships

Knowledge & Networking Sponsorships

The regional Knowledge & Networking events offer prime opportunities for targeted networking and personalized promotion. Two sponsorship levels are available:

$5,000 Sponsorship: Name recognition and logo on all promotions, plus an exhibit table at the event.

$10,000 Sponsorship: All of the above, plus a speaking opportunity.

TV Media Tour Sponsorship

Jewelers of America spokesperson Amanda Gizzi appears on morning shows nationwide to showcase top jewelry gifts—with jewelry from JA Supplier members—and promote shopping in a JA member store. Media Tour sponsors will receive name recognition and one piece displayed on-air, as well as a dedicated email blast and social media post to JA's consumer audience.

Sponsorship: $5,000

Webinar Sponsorship

JA's new webinar series will feature industry experts tackling topics that range from business, marketing, and sales strategies to practical guidance on design, production, and the latest time-saving tools and technologies.

Single Webinar Sponsorship:

- Recognition, with name and logo shown, at beginning and end of webinar
- Recognition, with logo, in *National Jeweler* and *MJSA Journal* ads promoting the webinar (minimum of 3)
- Complimentary full-page ad in *MJSA Journal* for sponsor's own use
- Recognition in all promotions in JA Report, *MJSA Journal E-xtra*, and social media posts (minimum of 3 each)
- Complimentary social media post for sponsor's own use

Rate per webinar: $7,500

Package Rate: $15,000 for three sponsorships

All webinars will be stored in the JA Knowledge Vault on *jewelers.org*, ensuring ongoing recognition.