

TOOLS OF THE TRADE SPONSORSHIP OPPORTUNITY

The Tools of the Trade is a special section that appears in *Rock & Gem* four times a year and has become a popular inclusion.

The focus of this six-page special section is about the 'tools, equipment, and services that support' rockhounding, mineral collecting, and lapidary art efforts, as told through inspiring and informative profiles about every-day customers/clients of the sponsoring businesses.

SPONSORSHIPS

We offer two options for participating in the Tools of the Trade special section, a full sponsorship and a shared sponsorship. Below are the details about these two options.

FULL SPONSORSHIP (ALL 6 PAGES)

- Single company sponsors the entire section, which is branded with company name and logo throughout the section.
- One full-page for an advertisement — positioned at the end of the section.
- Five pages for promotion of products and services, presented through profiles of clients and customers of the sponsoring business, and written by *Rock & Gem's* managing editor.
- Tools of the Trade special section digital download provided to the sponsoring business for future use.
- Sponsoring business will be featured in *Rock & Gem's* "Evolution Of...." Column — a more in-depth profile article about the business, appearing in a later issue of *Rock & Gem*.
- Profiles will be posted to the Tools of the Trade page at www.rockngem.com.
- Promotion of each profile via *Rock & Gem's* social media feeds and the Weekly Review newsletter.

COST: \$4,500

SHARED SPONSORSHIP (THREE COMPANIES DIVIDE THE SPACE)

- Each business occupies two pages within the section, one for a full-page advertisement and the other to promote products and services through profiles of two customers/clients, written by *Rock & Gem's* managing editor.
- Profiles will be posted to the Tools of the Trade page at www.rockngem.com.
- Promotion of each profile via *Rock & Gem's* Weekly Review newsletter.

COST: \$1,500 EACH BUSINESS

*The cover date of the issue in which a shared sponsorship Tools of the Trade section appears is based on confirmation of three participating businesses.

*DIGITAL ADD ON OPTIONS

We have several ad zones available on our website available to supplement your print ad:

728X90 | 970X90 | 970X250 | 300X250 | 300X600

**Prices determined by size, placement and frequency

SCHEDULE OF TOOLS OF THE TRADE FOR 2020

- May issue = Starts to ship to subscribers and newsstands April 3 *
- August issue = Starts to ship to subscribers and newsstands July 6
- November issue = Starts to ship to subscribers and newsstands October 5th*

*Includes bonus distribution at regional conventions/shows

Get Your Business In Front of Today's GROWING *Rock & Gem* Audience

- **12,500** average monthly unique visitors; a **270%** increase YOY
- **18,500** average monthly page views; **145%** increase YOY
- **13,850+** social media likes and followers; **18%** increase YOY
- **7,000+** subscribers to the Weekly Review newsletter; **22%** increase YOY
- **15,000** print distribution each month
- Additional exposure through a new site (www.myrockhub.com), which is part of the *Rock & Gem* family.

The logo for Rock & Gem features the words "Rock" and "Gem" in a blue serif font, with an ampersand "&" in a yellow sans-serif font positioned between them.

TRACY ALVAREZ

Ad Sales Executive

Beckett Media | Entrust Global Group

Email: Talvarez@Beckett.com

Direct: 1-972-490-5212