

# ePRISM

American Gem Trade Association

## AGTA ePRISM Advertising Rates

AGTA has been producing ePRISM internally for over a year now and it has been a huge success! We have increased the number of subscribers from 7,800 to 19,000, and have significantly decreased the advertising rates!

Check out the rates below:

| Ad Type          | New                |
|------------------|--------------------|
| Leaderboard      | \$4000 <b>SOLD</b> |
| Top Banner       | \$3000             |
| Skyscraper       | \$3000 <b>SOLD</b> |
| Skyscraper 2     | \$2000 <b>SOLD</b> |
| Skyscraper 3     | \$2000 <b>SOLD</b> |
| Product Showcase | \$2500 <b>SOLD</b> |

All pricing for 13 weeks – 90 day cycle

Life-cycle of Ads vary, please contact Lauren Hewlett, [lauren@agta.org](mailto:lauren@agta.org) for more information.

The screenshot shows the AGTA ePRISM website layout. At the top is the AGTA ePRISM logo and the American Gem Trade Association name. Below the header is a navigation bar with the slogan "Gemology Education Delivered." and the GIA logo. The main content area features several articles and product showcases. On the right side, there is a vertical "Skyscraper" ad for Stuller's "Forever One Created Moissanite".

Red boxes with arrows point to specific ad types in the screenshot:

- Leaderboard:** Points to the top banner area.
- Top Banner:** Points to the "REGISTER NOW" banner for AGTA GemFair Tucson.
- Product Showcase:** Points to the "Purple Sapphire" product showcase.
- Product Showcase:** Points to the "Happy New Year from Mayer & Watt" product showcase.
- Product Showcase:** Points to the "Step inside the Diamond Council Reading Room!" product showcase.

At the bottom of the page, there are social media links for Facebook, Instagram, Twitter, and YouTube, and a footer with contact information and a "Click here for the AGTA ePRISM Media Kit" link.

Leaderboard

Top Banner

Product Showcase

Product Showcase

Product Showcase

Skyscraper