

MEDIA KIT

How would you like to be able to reach all the Members of the Ganoksin Project to inform them of the wonderful array of products and services you have to offer?

Members of the Ganoksin project represent a specific niche market of more than 350,000 gem and jewelry related professionals who visit Ganoksin regularly in search of technical solutions and services, tools, materials and supplies.

The Orchid Digest Daily Newsletter

Distribution: 365 days a year.

Jewelry industry Subscribers: **13,000** and growing daily

Tips from the Jewelers Bench Newsletter

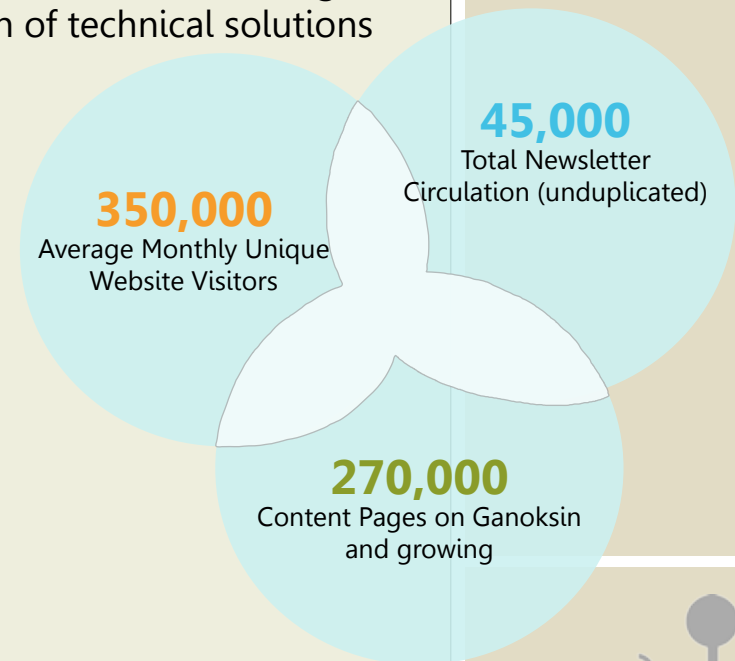
Distribution: Monthly

Jewelry Industry Subscribers: **45,000** and growing.



We've developed this media kit to be an easy way for you to learn about Ganoksin advertising services, and the proven ways we can help build your business in 2010 and beyond.

Take a look, then give us a call - We are here to help!



Ganoksin Delivers Impact and Results

The Ganoksin Project is a technical resource website for jewelers and related fields. It has the greatest content density on the net. Ganoksin contains more than 270,000 pages of resources providing technical help, supplies and tools related to the gem and jewelry industries.

The Orchid Digest Subscriber represents a perfect target market! The Orchid Digest is emailed daily to more than 13,000 gem and jewelry related subscribers 365 days a year.

In addition to the resources on Ganoksin.com, The Orchid Digest provides a contemporary exchange of technical help where participants may resolve their questions about virtually any subject relevant to the broad spectrum of the gem and jewelry industries.

Orchid is more than this however. Orchid is a comprehensive technical archive, containing more than 270,000 articles. Orchid is also a Gallery site and a blog network where forum members can display their work.

In short, it's a connection to a world of resources for the contemporary jewelry craftsperson that has shown consistent membership inline with its growth.



Who are The Members of the Orchid

Jewelers, Goldsmiths, Silversmiths, Gemologists, Lapidaries, Stone Setters, Pewter Smiths, Jewelry Consumers, Tool Makers & Suppliers, Metallurgists, Hobbyists, Teachers, Art Students, Magazine Writers, Apprentices, Jewelry Schools, Metal Artists, PMC Artists, Beaders, Wire Wrappers, Blacksmiths, Dentists, Dental Technicians, Welders, Scientists, Safety Officers, Photographers of Small objects, Craftsmen, Bead Suppliers, Bead Makers, Watch Makers, Engravers, Casting Technicians, Finishing & Polishing Technicians, Repair Technicians, Jewelry Designers, CAD/CAM Designers, Museum Staff, Jewelry Store Owners & Staff, Academics, jewelry Marketing Agencies

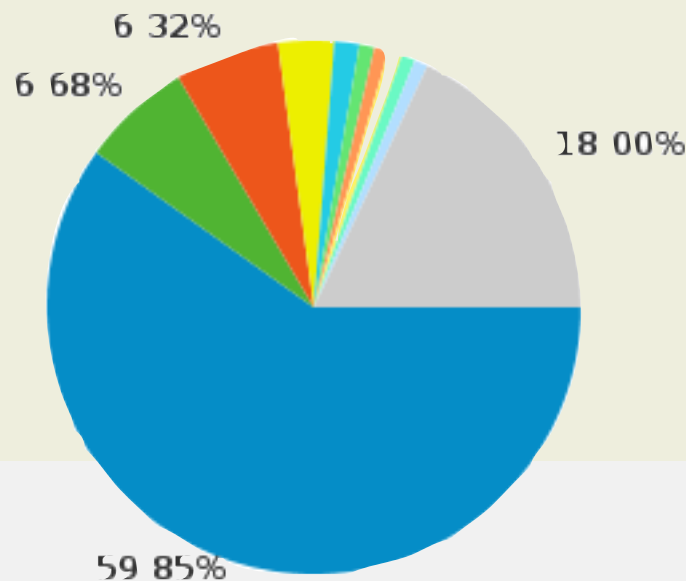


Ganoksin Reaches 224 countries/territories

United States	59.85%
United Kingdom	6.68%
Canada	6.32%
Other	18%

Male	45%
Female	55%

Age:	
18-34	24%
35-49	34%
50+	41%



We offer advertising campaigns in **FOUR** main channels

Website Banner Advertising

A graphic image and link advertising your company, products or services are displayed on every page of the Ganoksin Project website. People visiting our site see the banner when the page loads and can click on the banner directly to access your company website.

Featured Products Directory

List your product where a potential customer can access it at their own convenience when they are searching for solutions to their problems.

Email Advertising

Email marketing service distributes your advertisement via email to our members through:

- "Orchid digest" (subscribers 13,000, distribution: daily)
- "Tips from the jeweler's bench" newsletter (subscribers 45,000, distribution: monthly)

BenchTube Videos & Banners

Combining the power of video with highly targeted audience Ganoksin's BenchTube enables advertisers to generate more business and brand awareness.

For custom ad campaigns or if you have further questions please contact Us

Tel: +66 81 8998 450
(Thailand).

To set up a phone appointment please email with a contact telephone number and a convenient time and We will call you at your convenience.

Email:
service@ganoksin.com



Advertising Options - Banners

Sample Site Page



450 x 80
Pixels

125 x 125
Pixels

Sample Orchid Archive Page



450 x 22
Pixels

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Featured Products

List your product where a potential customer can access it at their own convenience when they are searching for solutions to their problems.

36% more customers are purchasing from social networking sources that they trust, when they are ready to buy, such as Ganoksin.com.

Visit the new Product Directory on Ganoksin. Each Featured New Product is also listed in The Orchid Digest daily newsletter.

100 word product description

Graphic of product or company logo

URL link to your webpage

1 year in Ganoksin Product Directory

Link for 30 days in The Orchid Digest Daily Newsletter


Keyword optimization - Google & other Search Engines will find you!

Product Directory http://www.ganoksin.com/featured_products/

GANOKSIN PRODUCT DIRECTORY
a great starting point to find the products you need to know about....

◆ **Please note:** The information in this section has been supplied by each product's manufacturer or distributor. We recommend contacting the manufacturers or distributors directly to verify or obtain additional details.

◆ **YOUR PRODUCT LISTING**



Ut volore, odiam, tem nonectate venimi, occum endiam, omniati onsequiat quis dolorum harum es estisci picium doluptas explita tiberibusam explibe rsperch illuptur? Nus alicium qui niam rest lacernatem quide ne omnim voluptatem consequ osseditium sinum ad ma si blaut ut ut iminiendis nem imporom consernat aut maio-rescim ant eiur?

[Get your product listed](#)

The Gem & Jewelry World's foremost Resource on



BenchTube Videos & Banners



MORE THAN 40,000 VIEWERS PER MONTH

Your video demo displayed 365 days per year.

Video may be replaced up to 12 times per year.

Banner ads can be included on video screen at beginning, middle, or end of each video.

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Advertising Options – Email Blasts



The Orchid Digest newsletter is emailed daily to more than 13,000 subscribers – 365 days per year!

30 word ad copy with URL link to your website landing page. New ads may be submitted up to 12 times per year.

OR

The Tips from the Jeweler's bench newsletter is emailed to more than 45,000 subscribers.

You can purchase a onetime email blast of 30 word ad copy with URL link to your website landing page.

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Advertising Campaigns

Silver Sponsor - \$1,250 / Year

- 125 x 125 Pixels Banner – Right location, run-of-site on more than 270,000 web pages of Ganoksin, 365 days of the year. New banners (125 x 125) may be submitted up to 12 times during the year. Approximately 50,000 impressions per month.

Gold Sponsor - \$2,500 / Year

- 450 x 80 Pixels Banner - top location, run-of-site on more than 270,000 web pages of Ganoksin. Banners (450 x 80) may be changed up to 12 times during the year. Approximately 25,000 impressions per month.
- 125 x 125 Pixels Banner – Right location, run-of-site on more than 270,000 web pages of Ganoksin, 365 days of the year. New banners (125 x 125) may be submitted up to 12 times during the year. Approximately 50,000 impressions per month.

CPM

As Low As \$2

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Gold Sponsor 1 - \$3,000 / Year

- 450 x 80 Pixels Banner - top location, run-of-site on more than 270,000 web pages of Ganoksin. Banners (450 x 80) may be changed up to 12 times during the year. Approximately 25,000 impressions per month.
- 125 x 125 Pixels Banner – Right location, run-of-site on more than 270,000 web pages of Ganoksin, 365 days of the year. New banners (125 x 125) may be submitted up to 12 times during the year. Approximately 50,000 impressions per month.
- Text Ad - Emailed to more than 13,000 subscribers of the Daily Orchid Digest – 365 days per year. 30 word ad copy with URL link to your website landing page. New ads may be inserted up to 12 times per year.

CPM

As Low As \$2

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Gold Sponsor 2 - \$4,900 / Year

- 450 x 80 Pixels Banner - top location, run-of-site on more than 270,000 web pages of Ganoksin. Banners (450 x 80) may be changed up to 12 times during the year. Approximately 25,000 impressions per month.
- 125 x 125 Pixels Banner – Right location, run-of-site on more than 270,000 web pages of Ganoksin, 365 days of the year. New banners (125 x 125) may be submitted up to 12 times during the year. Approximately 50,000 impressions per month.
- Text Ad - Emailed to more than 13,000 subscribers of the Daily Orchid Digest – 365 days per year. 30 word ad copy with URL link to your website landing page. New ads may be inserted up to 12 times per year.
- 450 x 22 Pixels Banner – Your linked logo. plus company tagline, on every page of the very popular Ganoksin Orchid archives.

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Platinum @ 8,500\$ / Year and Premium @ 9,900 / Year - Call for options

CPM As Low As \$2

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Email Blast Campaigns

One year ad on the Orchid digest - \$1,250 / Year

Text Ad - Emailed to more than 13,000 subscribers of the Daily Orchid Digest – 365 days per year. 30 word ad copy with URL link to your website landing page. New ads may be inserted up to 12 times per year.

Sample newsletter:

<http://www.ganoksin.com/orchid-digest>

Text Ad+ Logo on the monthly TIPS FROM THE JEWELERS BENCH (*)

TEXT newsletter emailed to 45,000 subscribers

Sample newsletter:

<http://www.ganoksin.com/newsletter/>

Rates:

1 Issue: \$ 300

2 Issues: \$ 500

4 Issues: \$ 1,000

6 Issues: \$ 1,400

12 Issues: \$ 2,500

* Available as as add-on option for website banner accounts.

CPM As Low As \$2

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