

## BILLBOARDS

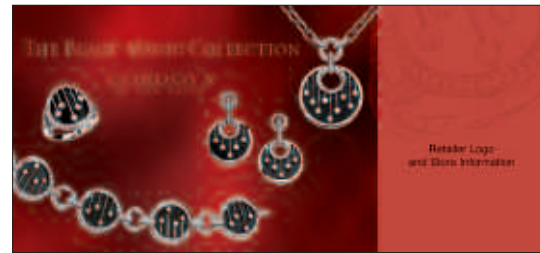
Billboards are a terrific way to build your store's brand—but location is key! Call your local outdoor advertising company (Lamar and CBS are two big ones), give them your store's location, and ask for relevant data, like traffic statistics, about billboards near your store.

Our billboards come in two standard sizes: 15' x 49' and 10' x 22'. These files are quite large and should be submitted to the billboard company on disk or uploaded to their FTP site (for which they can give you instructions). Send your store logo and location as well, and they can incorporate it into the billboard.

ALL FOUR DESIGNS ARE AVAILABLE IN BOTH SIZES



BILLBOARD 1 - BREATH TAKING BRIDAL



BILLBOARD 2 - THE BLACK MAGIC COLLECTION



BILLBOARD 3 - THE GATSBY COLLECTION

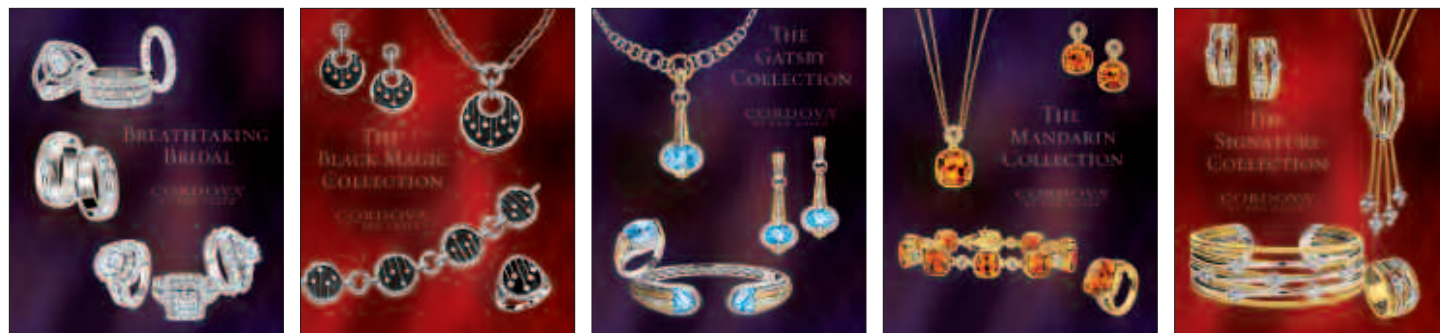


BILLBOARD 4 - THE SIGNATURE COLLECTION

## IN-STORE PROMOTIONAL MATERIALS

Posters/Duratrans: The posters on this disk come in two standard sizes—24"x36" and 20"x24", which can be provided to your local printer to be printed and mounted as either a poster or Duratrans for your store. If you'd prefer, you may order your posters or Duratrans directly from Cordova. Other sizes are available upon request. Simply contact our marketing coordinator at ext. 926.

Counter Cards: The counter cards on this disk are standard 8"x11". To order, contact our marketing coordinator at ext. 926.



POSTER 1 -  
BREATH TAKING  
BRIDAL

POSTER 2 -  
THE BLACK MAGIC  
COLLECTION

POSTER 3 -  
THE GATSBY  
COLLECTION

POSTER 4 -  
THE MANDARIN  
COLLECTION

POSTER 5 -  
THE SIGNATURE  
COLLECTION

POSTERS/DURATRANS COME IN TWO SIZES: 20" X 24" AND 24" X 36". COUNTERCARDS ARE 8" X 11".

**CORDOVA**<sup>®</sup>  
BY RON ROSEN

Tel: (888) CORDOVA, Ext. 926 Tel: (888) 267-3682, Ext. 926 Fax: (877) CORDOVA www.cordovajewelry.com

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## ELECTRONIC MARKETING DOMINATION KIT

Unleash the power of Cordova by Ron Rosen with our dazzling new collection of print advertising and promotional tools—all in convenient print-ready file formats. And remember—Cordova offers 50/50 co-op, up to 5% of your net purchases, so it's even easier to get the word out!

The electronic toolkit contains Print Ads, Posters, Duratrans, Countercards, and Billboards, all ready to be customized with your store's logo and contact information. If you have any difficulty with your disk, you may contact The Harmon Group at (615) 256-3393. Tell them you are a retailer working with Cordova's Electronic Marketing Toolkit.

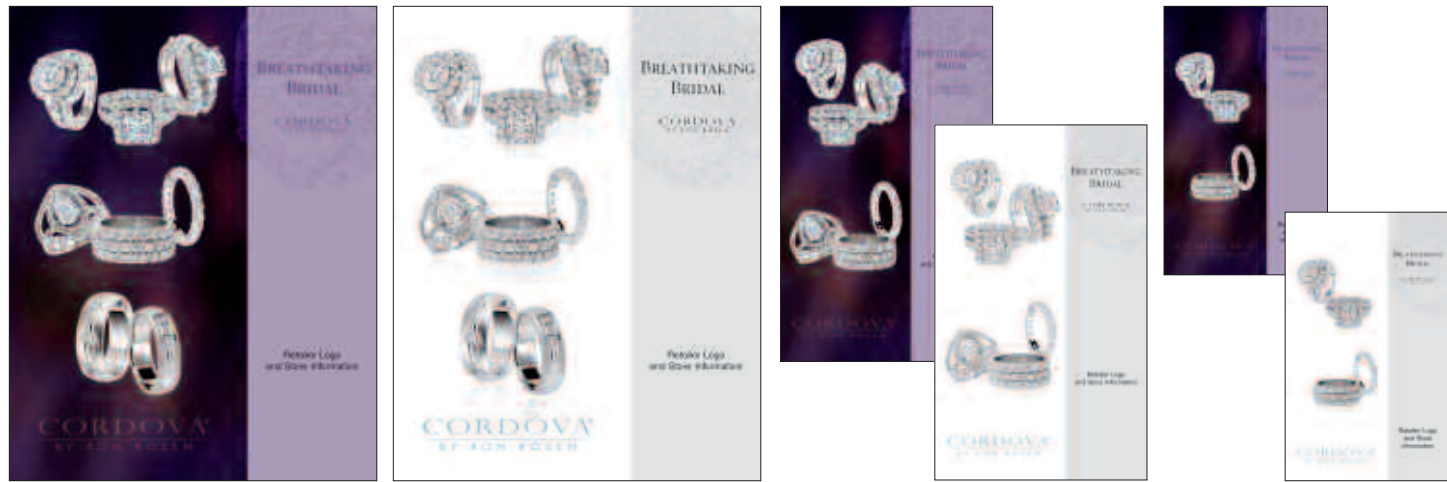
## PRINT ADVERTISING

Here's a step-by-step guide to running the ads included on this disk:

1. Call your local newspaper or magazine and ask to speak to an advertising sales representative.
2. If you're advertising in a newspaper, ask for placement above the fold or on the far right or far left columns. Be sure your ad is placed in a section that will be read by your target audience (women self-purchasers, or male gift-buyers during the holidays). If running an ad in a magazine, you want to be as near to the front cover as possible. And, of course, it's always best to run an ad that's bigger than your competitor's if your ads are running simultaneously!
3. If you're running your ad multiple times—and we highly recommend you do, since there are six different ads in the series—you should request that your ad be placed in the same position each week.
4. Each ad comes in three standard sizes: 4.25" x 7" and 5.5" x 9.25" and 8"x11"
5. If the publication you're working with offers sizes that are different from these, they should be able to adjust the PDF proportionately to fit their space requirements. All files are available in four-color and black and white.
6. Don't be afraid to negotiate your rate! Most publications will offer special discounts if you ask!
7. When you submit your PDF to the publication via email or on disk, make sure you send a high-resolution version of your store's logo, and any contact/store information you'd like to run in the ad. **We've left space on the right side of each ad, where the publication can insert your logo and information for you.**

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AD 1 - BREATHKING BRIDAL



AD 4 - THE GATSBY COLLECTION



AD 2 - THE BLACK MAGIC COLLECTION



AD 5 - THE MANDARIN COLLECTION



AD 3 - THE CELESTIAL COLLECTION



AD 6 - THE SIGNATURE COLLECTION