

## WHY

### ADVERTISE WITH IDEX

#### TARGET JEWELRY RETAILERS AND DIAMOND TRADERS WITH YOUR ADS

IDEX is a leading diamond-trading platform for professionals worldwide, featuring live supply listings, real time pricing information, unique online transactional capabilities and more.

Alongside its core function as a diamond trading platform, IDEX is a valuable resource for news, information and industry commentary, offering in-depth analysis and expertise across the whole pipeline, from mining to retailing.

IDEX's website receives more than 1 million monthly impressions. IDEX news reaches a readership of more than 65,000, and you can be part of it.



# FIND OUT MORE ABOUT OUR ADVERTISING CHANNELS



## DIAMOND TRADING NETWORK

### Put Your Ad Where The Buyers Are

Comprising more than 800,000 diamonds, the IDEX trading platform features complete supplier details, fully scanned certificates and diamond images. This is where the industry comes to do business and who better to do it with than you?



## WEEKLY NEWSLETTER

### Reach The Inboxes Of The Most Influential Players In The Industry

The IDEX Weekly newsletter recaps the week's most important news featured on idexonline.com in an easy-to-read digest. The combination of news and banners means your ad will reach the eyes of the right potential customers.



## PRICE & RESEARCH REPORTS

### Our Monthly Reports Are Followed By Diamond Buyers Worldwide, Making It Prime Real Estate For You.

Based on price changes as reflected by the global trade on IDEX'S trading platform, the report is a reliable, transparent and unbiased pricing tool and analysis of higher quality diamonds.



## MOBILE APP

### This Free Android And Apple App Allows Registered IDEX Users To Easily Search For Diamonds And Post Buy Requests On The Go.

Users can publish and edit buy requests, access the IDEX Price Report Calculator and see IDEX's news feed, making it a prime advertising spot.



# IDEX DIAMOND TRADING NETWORK



## PUT YOUR AD WHERE THE BUYERS ARE

WITH MORE THAN 1 MILLION MONTHLY IMPRESSIONS, IDEXONLINE.COM IS A GREAT ADVERTISING OPPORTUNITY. BANNER OPTIONS INCLUDE THE HEAVILY TRAFFICKED TRADING NETWORK WITH MORE THAN \$5 BILLION WORTH OF INVENTORY, AS WELL AS A THRIVING NEWSROOM AND THE INDUSTRY'S SOURCE OF DIAMOND PRICING INFORMATION.

### **Idexonline.com Homepage Premium Locations\*:**

- Top Frame on Homepage and across the website – up to 12 rotating ads: \$1,400
- Homepage Exclusive Button – 4 non-rotation spots: \$2,000
- Homepage Exclusive Top Frame – 2 non-rotation spots: \$3,800

### **Idexonline.com Special Locations\*:**

- Diamond Trading Network – up to 12 rotating ads: \$2,000
- Newsroom Exclusive – up to 4 non-rotation spots: \$1,600
- Newsroom Rotation – up to 15 rotating ads: \$950
- Diamond Trading Drop Menu Exclusive – 1 non-rotation spot: \$1,300

\*All prices are per month.

### **Directly reach IDEX's 65,000+ subscribers by sending your personalised custom email blast.**

Take advantage of this highly effective and affordable way to engage your target audience! For more information please contact [advertise@idexonline.com](mailto:advertise@idexonline.com).





# IDEX

## NEWSLETTER, PRICE REPORT & MOBILE APP



### NEWSLETTER:

THE FLAGSHIP OF THE IDEX NEWS DEPARTMENT, SENT EVERY THURSDAY AND REACHES MORE THAN 65,000 INDUSTRY PLAYERS INSTANTLY.

#### Exclusive Top banner:

2 spots available \$1600

#### Exclusive square banner:

3 spots available \$1400

**Horizontal banner:** up to 16 spots, rotating weekly \$950

### MOBILE APPLICATION

EASILY SEARCH FOR DIAMONDS AND POST BUY REQUESTS ON THE GO.

Up to 5 rotating ads: \$500

### PRICE REPORTS

EXCLUSIVE BANNER ON IDEX PRICE REPORT MAILING.

Minimum 3 consecutive months: \$2,800





# TURBO PACKAGE DEALS

## **RUN OF BANNERS**

**IN VARIOUS LOCATIONS ON  
WWW.IDEXONLINE.COM**

Including on Diamond Trading Platform,  
Diamond Prices and in Newsroom.  
A horizontal banner in the weekly  
Newsletter.

**Price per month is \$ 1,250**

## **RUN OF IDEX MEDIA**

**IN VARIOUS LOCATIONS  
ON WWW.IDEXONLINE.COM**

Including on Diamond Trading Platform,  
Diamond Prices and in Newsroom.

**Price per month is \$ 2,250**



**TURBO PACKAGE  
DEALS MUST BE  
RESERVED FOR A  
MINIMUM OF 6  
MONTHS**



# IDEX DIAMOND TRADING NETWORK



## NEWSLETTER, PRICE REPORT & MOBILE APP RATE CARD

LOCATION	COST PER MONTH	MAXIMUM ADVERTISERS	DESCRIPTION
Diamond Trading Platform (Search for Diamonds & Buy Requests)	\$2,000	10	Top frame and page bottom rotation
Homepage Top Frame	\$1,400	12	Also appears on Login, Welcome, My Account, Search & Results of News and Archive, Affiliate and Industry Links
Exclusive Top Frame	\$3,800	1	2 non-rotation spots at Homepage Top frame
Diamond Trading Drop Menu Exclusive	\$1,300	1	One non-rotation spot on drop-down menu in Diamond Trading Platform (Search for Diamonds & Buy Requests)
Homepage Exclusive Button	\$2,000	1	4 non-rotation spots above scroll line
Homepage Rotation Button	\$950	15	A button banner visible above scroll line
Newsroom	\$950	16	4 banner locations on the Newsroom main page and one in full articles
Newsroom Exclusive	\$1,600	1	Up to 4 non-rotation spots on the Newsroom main page and in full articles
Homepage Base	\$450	10	Appears at the bottom of the Homepage
Diamond Prices	\$750	10	4 spots: Price list pages, the Diamond Index page
Newsletter	\$950	16	Horizontal banner in the body of Newsletter, rotating weekly
Newsletter Exclusive Top banner	\$1,600	2	Non rotating large square banners on top of the Newsletter
Newsletter Exclusive banner	\$1,400	3	Non rotating square banners
Price Report Mailing Exclusive	\$2,800	1	Exclusive Banner on Diamond Monthly Price Report mailing
IDEX Mobile Application	\$500	5	Appears at the bottom of the Mobile App screens

The following advertising rates are valid until December 31, 2021. All rates are in US\$, excluding VAT/sales tax.



# GRAPHIC REQUIREMENTS



## INDEX TRADING NETWORK

Full Banner: 468 (w) x 60 (h)

**Exclusive Locations:**

Homepage Button Banner: 120x60

Homepage Top Frame Exclusive Banner 240x60

Newsroom Exclusive Banner 265x60

Drop-down Menu Banner 307x64

**Acceptable Formats:**

Animated GIF, PNG

## INDEX NEWSLETTER

Horizontal Banner: 756X100

Top Exclusive Banner: 371X162

2nd Row Banner: 242X162

**Acceptable Formats:**

Jpeg, GIF, Animated GIF, PNG

## INDEX MOBILE APPLICATION

Full banner: 320X50

**Acceptable formats:**

Jpeg, GIF, Animated GIF, PNG

## INDEX PRICE REPORT

Square Banner: 190X190

**Acceptable Formats:**

Jpeg, GIF, Animated GIF, PNG

## INDEX RESEARCH

Square Banner: 190X190

**Acceptable Formats:**

Jpeg, GIF, Animated GIF, PNG

# **IDEX**

**FOR MORE INFORMATION PLEASE CONTACT**  
[advertise@idexonline.com](mailto:advertise@idexonline.com)