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BRANDING COMMERCIALS ORDER FORM



BILLING / SHIPPING INFORMATION

Store Name: _____
 Address: _____
 City/State/Zip: _____ / _____ / _____
 Phone: _____
 Fax: _____

STORE TAG INFORMATION

Write information exactly as it should appear on tag

LOGO	
Location:	_____
City:	_____
Phone:	_____
Other:	_____

STORE INFORMATION

 Name of Jeweler(s) in Commercial:

 No. of Stores: _____
 Additional Information: (Pronunciation, reminders, etc.)

COMMERCIALS

- Holiday Promises (2009)
- Holiday Memories (2008)
- Best of Both Worlds (2008)
- IJO CEO Endorsement (2008)

- Holiday Memories
- Only at a Master IJO Jeweler
- Jeweler for the Holidays
- True Beauty Has No Boundaries
- True Service Has No Limits
- Why IJO?
- Happy Holidays
- "What Is?" Series of 5 Commercials
- IJO Values
- Brilliance You Deserve
- Master IJO Jeweler

	Television			Radio	
	Prem.	Std.	No P.	Std.	From TV
Holiday Promises (2009)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Holiday Memories (2008)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best of Both Worlds (2008)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IJO CEO Endorsement (2008)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Holiday Memories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Only at a Master IJO Jeweler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jeweler for the Holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
True Beauty Has No Boundaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
True Service Has No Limits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Why IJO?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Happy Holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"What Is?" Series of 5 Commercials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IJO Values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brilliance You Deserve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Master IJO Jeweler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TV Individual Pricing:

- Premium Personalization (\$275):** Jeweler is onscreen and does some voice over (V.O.), logo
- Premium Personalization (2nd Commercial - \$175, 3rd & Each Additional - \$125)**
- Standard Personalization (\$175):** No onscreen, Narrator does all V.O., logo
- No Personalization (\$75):** Visuals, music, generic V.O. (Personalized V.O. & logo not done)

Radio Pricing:

- Radio "What is?" Package (\$225):** Standard :60 Radio for 5 ad series
- Standard Personalization (\$75):** Narrator or Jeweler does V.O.
- Radio from TV:** Audio from :30 TV commercial is output to MP3 (N/C) or CD (\$15)

Multi-Commercial Packages:

- Complete Premium "What Is?" Package (\$700):** TV & :60 Radio for "What Is?" series
- Complete Standard "What Is?" Package (\$575):** Standard TV & :60 Radio for "What Is?" series
- Premium "What Is?" Package (\$575):** Premium Personalization for "What Is?" series (TV Only)
- Standard "What Is?" Package (\$450):** Standard Personalization for "What Is?" series (TV Only)

2009 Branding Loop w/ LCD Photoframe (\$150 - while supplies last)

LOGO / MASTER INFO

Logo

- Produce a 3D Logo (\$300)
- 3D Logo on file (N/C)
- Standard Logo on file (N/C)
- Logo inclosed (N/C)
- Sending Logo (N/C)

TV Master Format (Choose 1)

- Betacam SP
- DVD
- Mini DV
- Digital Upload

Preview Copy

- VHS
- DVD

Radio Format

- CD
- MP3

OFFICE USE ONLY

Date: _____

Bill To: _____








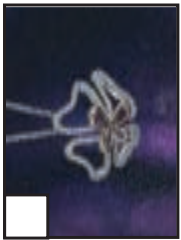




























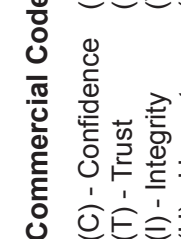
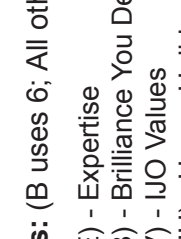
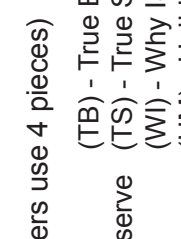
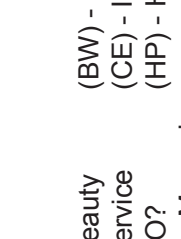


Total: _____

Billed: _____

Shipped: _____

Select the 4 or 6 pieces you would like included in your television commercial:

2009 IJO Branding Merchandise:

					
Alisa Unger 1	Alisa Unger 2	Alisa Unger 3	Alisa Unger 4	Alisa Unger 5	Alisa Unger 6
					
Berco 2	Berco 1	Berco 3	Berco 4	Berco 5	Berco 6
					
Leddell 3	Leddell 2	Leddell 1	Leddell 4	Leddell 5	Leddell 6
					
Majestic Art 2	Majestic Art 1	Majestic Art 3	Majestic Art 4	Majestic Art 5	Majestic Art 6
					
Ninacci 3	Ninacci 2	Ninacci 1	Ninacci 4	Ninacci 5	Ninacci 6
					
Simon Golub 2	Simon Golub 1	Simon Golub 3	Simon Golub 4	Simon Golub 5	Simon Golub 6
					
William Schraft 2	William Schraft 1	William Schraft 3	William Schraft 4	William Schraft 5	William Schraft 6

Commercial Codes: (B uses 6; All others use 4 pieces)

- | | | | |
|------------------|------------------------------|-------------------------|----------------------------|
| (C) - Confidence | (E) - Expertise | (TB) - True Beauty | (BW) - Best of Both Worlds |
| (T) - Trust | (B) - Brilliance You Deserve | (TS) - True Service | (CE) - IJO CEO |
| (I) - Integrity | (V) - IJO Values | (WI) - Why IJO? | (HP) - Holiday Promises |
| (H) - Honesty | (HH) - Happy Holidays | (HM) - Holiday Memories | |