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August 1st-4th, 2010

National Harbor, MD

BILLING / SHIPPING INFORMATION

Store Name: _____

Address: _____

City/State/Zip: _____ / _____ / _____

Phone: _____

Email: _____

SHOW COMMERCIALS

New Commercials - National Harbor 2010

- | | |
|---|--|
| <input type="checkbox"/> Bull's-Eye | <input type="checkbox"/> A Bigger Diamond* |
| <input type="checkbox"/> Colors of Christmas | <input type="checkbox"/> Don't Buy Online* |
| <input type="checkbox"/> Diamonds Baby | <input type="checkbox"/> Winter Sale † |
| <input type="checkbox"/> Charm/Bead Bracelets | <input type="checkbox"/> Oh Christmas Tree "Premier" |

New Commercials

- Practice Makes Perfect
- Your Jeweler*
- Celebrate Each Moment
- Earring Sale †
- Mother Knows Best
- TV Giveaway †
- Dangler: DMS & CMS
- Gold Buying You Can Trust
- Gold Buying "Hype Version"
- Christmas Dignity
- Holiday Promises*
- Ring of Her Dreams
- Valentine Heart
- Lucky 1%
- It is Time
- Love Business
- Be Her Hero
- Store Anniversary
- Love Starts Here
- Romance Stimulus Package

Holiday Commercials

- Perfect Christmas Gift
- Holiday Memories*
- Holiday Choices
- Mistletoe
- Christmas Noir
- Holiday Recipe
- 'Tis The Season
- Holiday Heat
- Secret Santa
- Better Than A Sweater
- Think Again! (Christmas)
- Christmas Heist
- Valentine Basics
- Valentine Opportunity
- Valentine Saint
- Graduation
- Mother's Day
- Let It Snow

Diamond Commercials

- Phantom Dia Syndrome
- The 4Cs
- Diamond Test Drive
- Diamond Trends
- Chance
- A Glimpse of Beauty
- Unequaled
- Memorable Moments
- Popping The Questions
- Diamond Chemistry
- Q & A
- Ice On Fire
- Proposals
- Fall in Love Again
- Closer Encounters
- The Meaning of Love
- Diamond Experts
- Training Day
- Frantic
- Frustration
- Eternal Diamond Guarantee

Year Round Commercials

- Cash, Credit, or Repair
- Best of Both Worlds*
- When I Think of You
- Pride
- Bad to the Bone
- Count on Us
- High Definition Jewelry
- Commitment
- Once in a While
- American Heroes
- Design Innovations
- Afternoon To Forget
- Evening To Remember
- Because You Love Her
- Make Her Day
- Laser Welder
- Remounting
- Getting the Hint
- Trouble in Paradise
- Repair

TAG INFORMATION

Write information exactly as it should appear on tag

Location: _____

City: _____

Phone: _____

Other: _____

LOGO / MASTER

Logo

- New 3D Logo (\$300)
- 3D Logo on file
- Standard Logo on file
- Logo enclosed
- Sending Logo

Preview Copy

- Online (Provide email)
- DVD

Master

- Betacam SP
- Mini DV
- DVD
- Digital Upload

1 master is included with each order.
 Additional masters are \$25 each.

PRICING

TV Commercials

- 1 Commercial \$275
- 2 Commercials \$450
- Additional \$125 each
- Graphics Only 50% Off
- 3D Logo \$300
- Addit. Narration \$50
- Premier Series \$600 each

Radio Ads

- With TV Com \$25 each
- Radio Ad Only \$75 each

Jewelry Shooting

- \$35 per piece (min 10)
- \$30 per piece (50+)

STORE INFORMATION

Name of Jeweler(s) appearing in commercial:

No. of Stores: _____

Additional Information: (Pronunciation, website, etc.)

PLEASE READ

Orders are completed based on the order that payment is received. Full payment is required before orders will ship. Your order will be sent within 2 weeks of payment. You can pay by check, VISA, Mastercard, or American Express. If the commercials or 3D Logo are unsatisfactory they may be returned for changes or a full refund. To have changes made or receive a refund you must inform AVP within 30 days of receipt of the online or DVD proof. Additional changes made after the 30 day period will be billed. If you choose to alter the script, you will void the refund policy. All commercials are copyrighted, and can not be altered in any way without written approval. By signing this form, I agree to these terms and conditions.

Signature: _____ Date: _____

* Qualifies for "IJO Branding" Co-Op
 † Additional narration may be required