



DIGITAL

Ads Rate Card & Ad Specs

Rock&Gem

Our Editorial Approach

We believe in the value of an inclusive community and the importance of life-long learning. Building on that foundation, we offer opportunities to interact with fellow members of the rockhounding community and a well-rounded mix of exclusive rockhounding, mineral collecting, and fossil dig stories, expert insight about the geological, mineralogical, and paleontological make up the world, as well as general lapidary instruction presented in an inspiring, informative, and entertaining manner.

Our primary goal is to support the rockhounding community members as they grow, explore, and enjoy their interests to the fullest.



Newsletter Advertising

728 X 90 AD

300 X 250 AD

600 X 300 AD

600 X 300 AD

600 X 300 AD

Option 1
(728X90)

Option 2
(300X250)

Option 3
(600X300)

Option 4
Advertorial
Newsletter (600x300)

Option 5
Dedicated Email
Blast (600X1200)

Prices start as low as **\$75** depending on size, location and frequency.

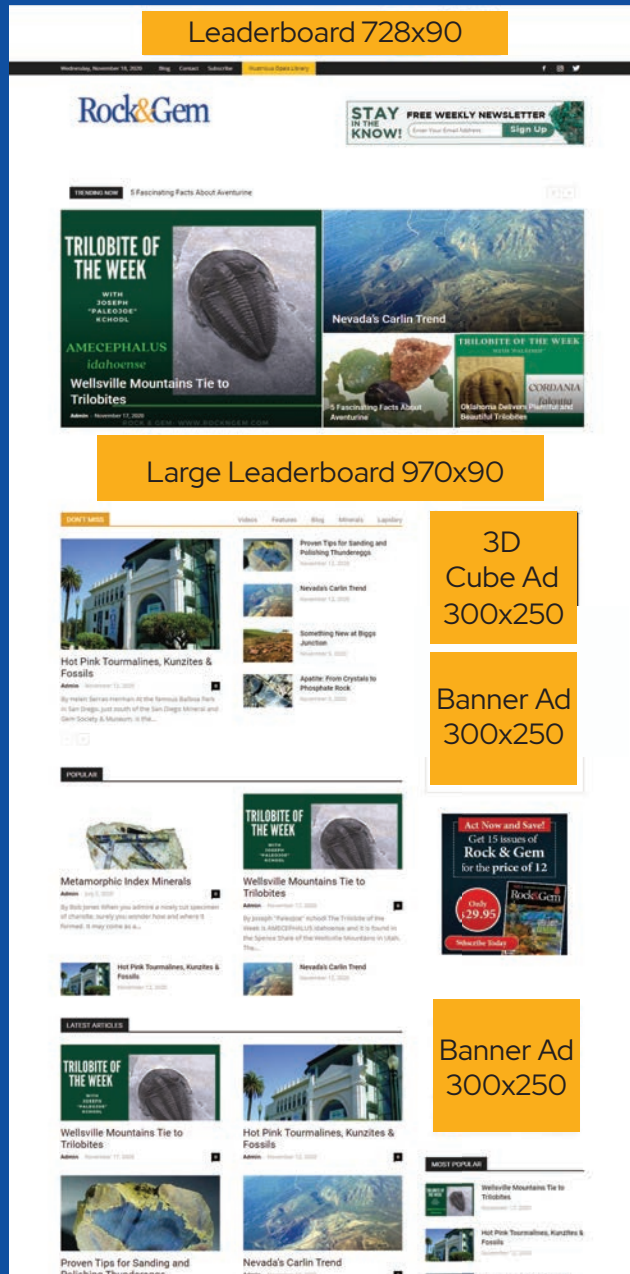
The Rock & Gem Weekly Review e-newsletter is deployed every Thursday to an audience of 7,500 and growing. Between the end of 2018 and 2020, the newsletter audience has grown by 78%.

Website Advertising

- **13,000** average monthly unique visitors; **132%** increase between the end of 2018 and the end of 2020.
- **18,500** average monthly sessions; **187%** increase between the end of 2018 and the end of 2020.
- **40%** of site visitors use mobile devices



Leaderboard 728x90

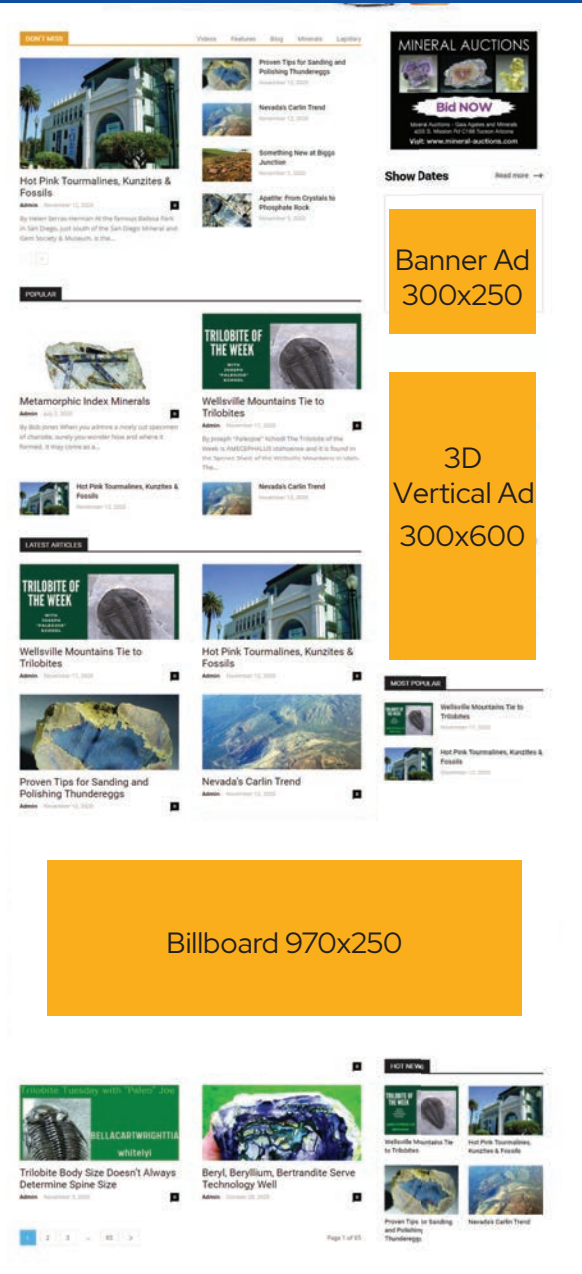


Large Leaderboard 970x90

3D
Cube Ad
300x250

Banner Ad
300x250

Banner Ad
300x250

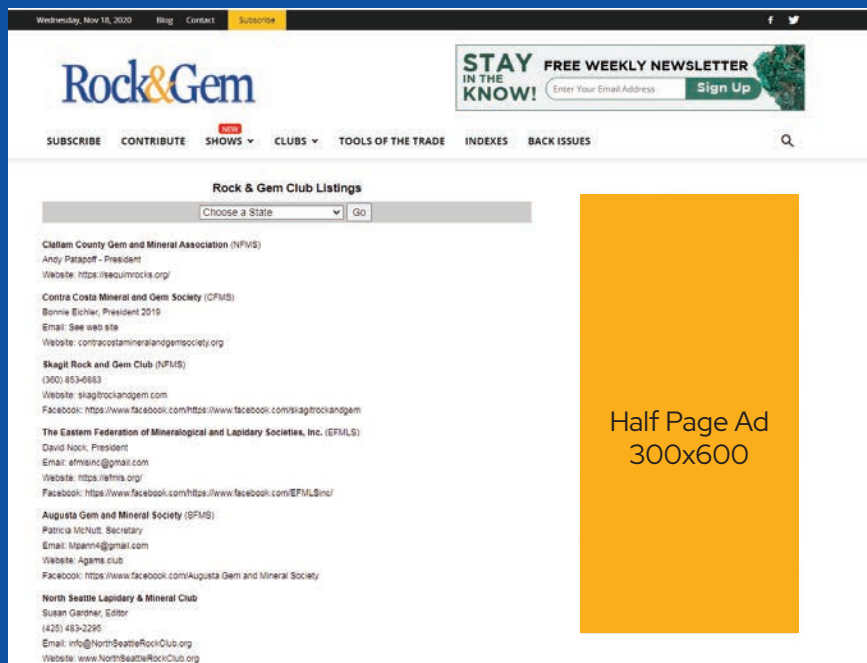
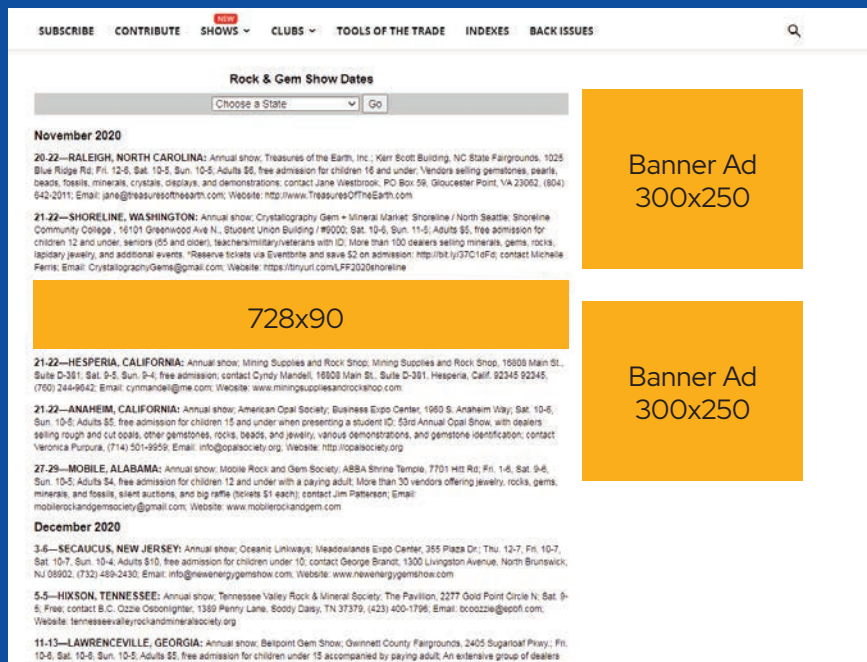
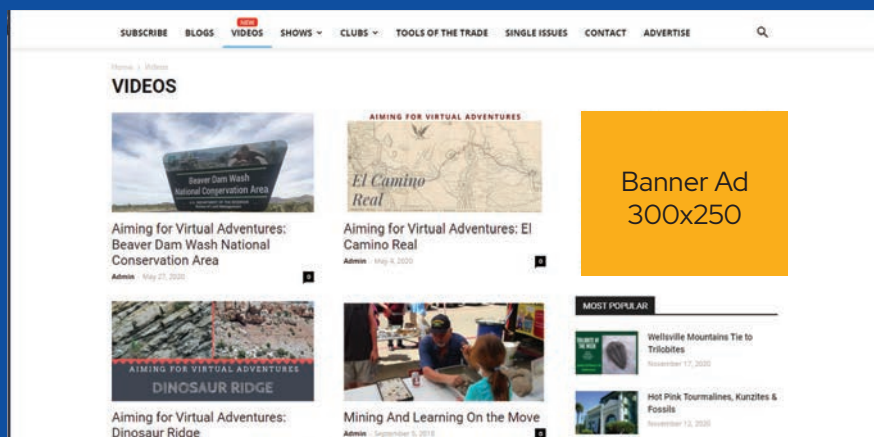
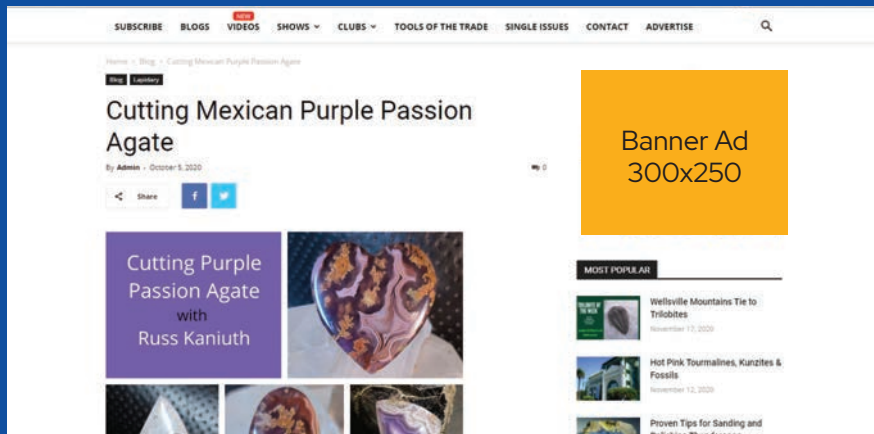
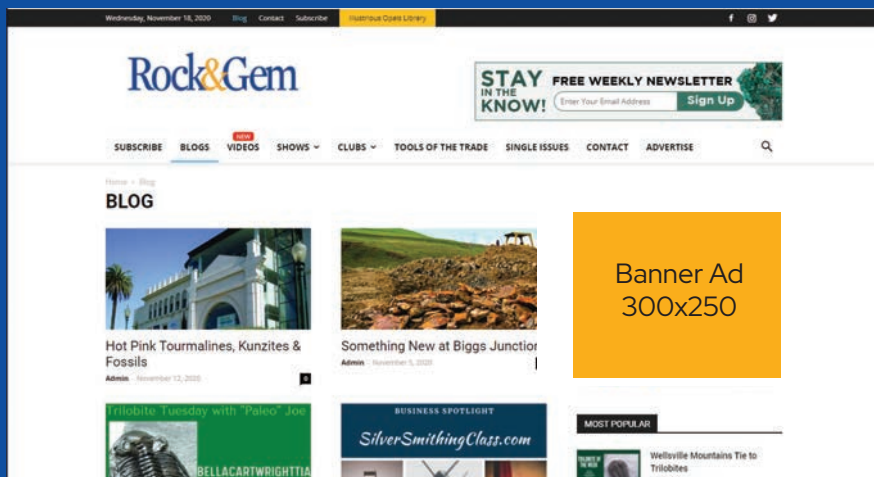


Banner Ad
300x250

3D
Vertical Ad
300x600

Billboard 970x250

Home Page



3D Cubes Ad

The ad format consists of 6 alternating stages any of which can offer video. On the initial visit the ad automatically spins around in an ad unit space in the horizontal plane. On mouseover, the cube leaves its place and starts spinning showing all six faces. When you move click the Close button, the cube returns to its initial place.

Ad Size: 300x250

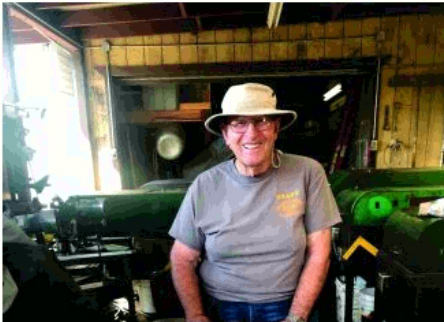
Preview URL: <https://bit.ly/2LqWv7p>

Rock&Gem

SUBSCRIBE BLOGS VIDEOS SHOWS ▾ CLUBS ▾ TOOLS OF THE TRADE SINGLE ISSUES CONTACT ADVERTISE

DON'T MISS


Videos Tools of the Trade Blog Lapidary Business Spotlight



Gladly Forming "Family" Around Rockhounding


Admin - January 11, 2021

By Antoinette Rahn Hank Cobb Yucaipa Valley Gem and Mineral Society (Mr. Cobb is an artist featured in the Tools of the Trade special section sponsored by...




Creating Sparkle and Bringing Smiles With Gemstones

December 18, 2020




Embracing In Lapidary

December



A Couple T Stays Toget


November 2



Clu Corner

Discover the Joy

January 8, 2021




Read more


Website:
<https://abqfallshow.wixsite.com/fairplay>

8-10—CARTERSVILLE, GEORGIA:
Annual show; Damian w/ Bellpoint

POPULAR



Metamorphic Index Minerals



Minerals of the Vikings

*This Holiday Season
Get More for Less!*

Three FREE Back Issues!

Get 12 + 3 issues of Rock & Gem for only \$29.95.

3D Vertical Ad

The ad format has a form of rectangular parallelepiped with 4 visible faces (front, left, right, back) any of which can offer video. On the initial visit an ad automatically spins around in a side Premium ad unit space. 3D Box can spin automatically or manually with the help of rotating buttons. If the banner initially rotated automatically, then it won't anymore if the user rotates it manually.

Ad Size: 300x600

Preview URL: <https://bit.ly/3qoeIRQ>

Thursday, Jan 14, 2021

Blog

Contact

Subscribe

Rock&Gem

STAY IN THE KNOW! FREE WEEKLY NEWSLETTER

Enter Your Email Address

Sign Up

SUBSCRIBE

CONTRIBUTE

NEW SHOWS

CLUBS

TOOLS OF THE TRADE

INDEXES

BACK ISSUES

Rock & Gem Show Dates

Choose a State

Go

January 2021

16-17—DELAND, FLORIDA: Annual show, Tomoka Gem & Mineral Society; Volusia County Fairgrounds, 3150 E New York Ave., Tommy Lawrence Arena; Sat. 10-6, Sun. 10-5; Adults \$4, free admission for children 12 and under when accompanied by a paying adult; 50+ vendors, demos, door prizes, grand prize raffle, free parking, and activities for children; contact Mary DeJan, P. O. Box 1613, Ormond Beach, FL 32175, (386) 871-6221; Email: tomokagmsvendor@gmail.com; Website: tomokagms.org

22-24—TYLER, TEXAS: CANCELED; The East Texas Gem & Mineral Society; Tyler Rose Garden Center, 420 South Rose Park Drive; Fri. 9-5, Sat. 10-6, Sun. 10-5; Adults \$5, students and children \$1; SHOW HAS BEEN CANCELED Vendors offering uncut gemstones, gold and silver jewelry, minerals, fossils, and lapidary materials, demonstrations, raffle prizes, auctions, fluorescent mineral displays, and the Rock Food Table; contact Margaret Kilanski, P.O. Box 132532, Tyler, TX 75785, (971) 219-3361; Email: mikilanski@yahoo.com; Website: etgms.org

icicprulife.com

₹2 CRORE LIFE COVER

NOW @ JUST ₹880 P.M.¹¹

Protect Smart

Term Insurance

January 2021-February 2021

27-8—TUCSON, ARIZONA: Wholesale and retail show, JOGS International Exhibits; Tucson Expo Center, 3750 E. Irvington Rd.; daily 10-6; No children under 14 allowed on show site.; Show Hours: 10am-5pm daily, 10am-4pm on Feb. 8 (last day) Free for qualified buyers with a Tax ID/Resale certificate. On-site registration is available but it's recommend that buyers pre-register online. Public guests may purchase tickets at the Show or online: <https://jogsshow.com/account/>; contact Yelena Masenko, 650 S Hill St, Suite 513, Los Angeles, CA 90014, (213) 629-3030; Email: info@jogsshow.com; Website: jogsshow.com

27-14—TUCSON, LOUISIANA: Annual show; Eons Expos, RLLLP; 22nd Street & I-10, 600 West 22nd Street; daily 10-6, daily 10-6, daily 10-6; Free admission (no children under 14 allowed on the show site); Wholesale and retail show, 13 food trucks on-site daily, free wi-fi, on-site parking, climate-controlled, all COVID rules vigorously enforced for your safety; contact Lowell Carhart, 105 Horseguards Ave, Bossier City, LA 71111, (804) 291-6357; Email: lowellcarhart@yahoo.com; Website: <https://www.22ndstreetshow.com>

February 2021

Rock&Gem

This Holiday Season Get More for Less!

Three FREE Back Issues! Get 12 + 3 more of Rock & Gem for only \$10!

Get on the VIP list to receive the exclusive ROCK & GEM ILLUSTRIOUS OPALS DIGITAL ISSUE!

Exploring the Allure of Opal

Register for a FREE copy today!

Act Now

Pushdown Ad

The Pushdown ad appears just under the navigation bar and can expand in size. The user can expand and collapse multiple times. Available on desktop only due to size.

Ad Size: 1068x70 and 1068x250

Preview URL: <https://bit.ly/3nGvTwd>

Rock&Gem

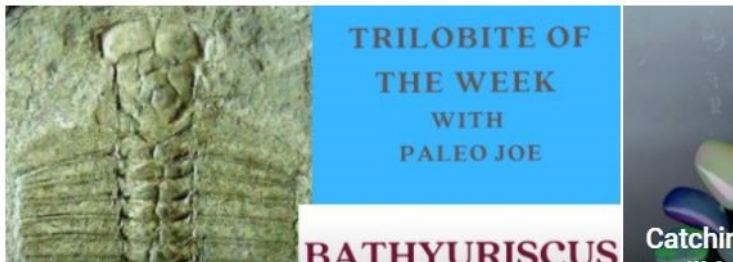


SUBSCRIBE BLOGS **NEW** VIDEOS SHOWS ▾ CLUBS ▾ TOOLS OF THE TRADE SINGLE ISSUES CONTACT ADVERTISE

**CLAUDE LEWIS ESTATE
ARTIFACT / ROCK AUCTION**
SATURDAY JUNE, 6, 2020 - TIME: 10:00 A.M., MST
Crawford Community Center, 1005 1st Street - CRAWFORD, NE

Brazilian Agates / Nebraska Blue Agates / Fairburn Agates / Dryhead Agates
/ Cycads / Various Rough Agates / Rough Rocks / Arrowheads / Hammer
/ Stones / Grinders / Etc [Click Here for Details](#) **Expand Ad**

TRENDING NOW Molting and Moving – BATHYURISCUS fimbriatus Trilobite



Rock&Gem



SUBSCRIBE BLOGS **NEW** VIDEOS SHOWS ▾ CLUBS ▾ TOOLS OF THE TRADE SINGLE ISSUES CONTACT ADVERTISE

REVELATIONS IN STONE
40 tons of Jade to be sold!
July 25th & 26th | 9am-5pm

Featuring: British Columbia Jade,
California Jade's, Wyoming &
Siberian Jades
Learn More
Contact Mike or Joan
707-372-7274
RSVP to: im4jade@yahoo.com

Collapse Ad

TRENDING NOW Molting and Moving – BATHYURISCUS fimbriatus Trilobite



Interstitial Ad

Interstitial ads are a Premium ad format with 100% view-ability. Interstitial ads are full screen 700x400 and cover the interface of the website page on desktop and (320*420) on mobile.

Ad Size Desktop: 700x400

Ad Size Mobile: 320x420

Preview URL: www.rockngem.com

The image shows a desktop website layout for 'Rock&Gem' with a large interstitial ad overlay. The ad has a white background with teal and pink geometric accents. It features the text 'It's finally HERE!' in a teal script font, followed by 'Illustrious Opals Digital Issue #4 is available now!' in a bold, dark blue sans-serif font. A teal button with the text 'Read Now' is positioned below the headline. To the right of the text is a tablet displaying the cover of the 'Illustrious OPALS' digital issue, which features a large, colorful opal and the subtitle 'Opal Grandeur'. The background of the website, visible through the ad, includes the 'Rock&Gem' logo, a 'STAY FREE WEEKLY NEWSLETTER' sign-up box, and navigation links like 'SUBSCRIBE', 'BLOGS', and 'TRENDING NOW'.

Rock&Gem

STAY FREE WEEKLY NEWSLETTER

IN THE

Sign U

ERTISE

It's finally *HERE!*

**Illustrious Opals
Digital Issue #4 is
available now!**

Read Now

Illustrious
OPALS

Opal
Grandeur

Inspiring Collectors
and Carvers for Ages

OPALS AT AUCTION
Commemorating
Golden Milestones

CRAFTING AN
OPAL TREASURY
& a Portrait of Excellence


WIN AN OPAL
PRIZE PACK

Sticky Note Ad


Sticky Ads are always visible and anchored at the bottom of the page, until the user clicks on the close button. It is also a premium Ad Unit, size (970x90) and visible at Desktop only.

Ad Size: 970x90

Preview URL: <https://bit.ly/39ibyYY>

SUBSCRIBEBLOGSVIDEOSNEWSHOWS ▾CLUBS ▾TOOLS OF THE TRADESINGLE ISSUESCONTACTQ

ADVERTISE




TRILOBITE OF THE WEEK
WITH PALEO JOE

BATHYURISCUS fimbriatus


Molting and Moving —
BATHYURISCUS fimbriatus
Trilobite

Admin - January 5, 2021


ROCK & GEM
WWW.ROCKNGEM.COM



Catching Up With An Opal Mining Trailblazers



The Road Report: Shell Treasures at Cabrillo National Monument



Dig Day at Graves Mountain (Part 1)

CLAUDE LEWIS ESTATE
ARTIFACT / ROCK AUCTION

SATURDAY JUNE. 6, 2020 - TIME: 10:00 A.M., MST
Crawford Community Center, 1005 1st Street - CRAWFORD, NE

Brazilian Agates / Nebraska Blue Agates / Fairburn Agates / Dryhead Agates / Cycads / Various Rough Agates / Rough Rocks / Arrowheads / Hammer / Stones / Grinders / Etc [Click Here for Details](#)

X

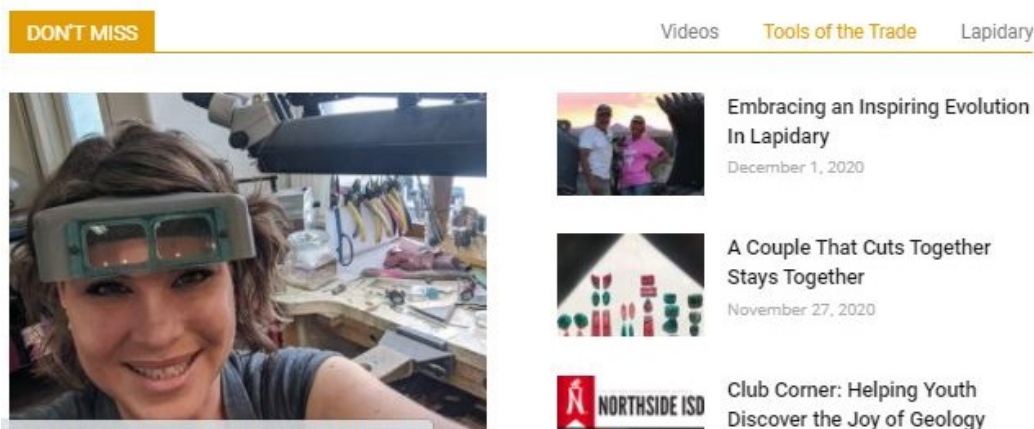
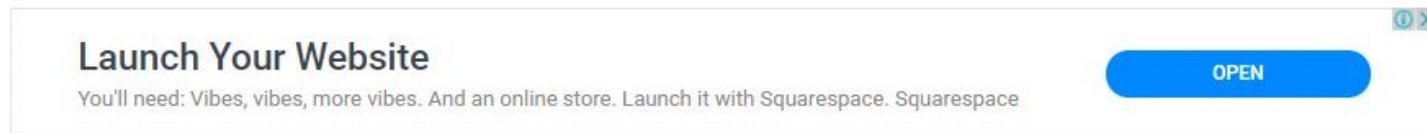
In Banner Video Ad

In Banner video ad. By default, the video plays automatically without sound. The user must click unmute for audio.

Video Dimension	-	300*250
Duration	-	15 Seconds
Max File Size	-	Up to 29 MB
Video Format	-	MP4
Landing Page URL.		

Ad Size: 300x250

Preview URL: <https://bit.ly/3nBSQAT>



Digital Ad Specs

Rates start as low as \$75 and vary by frequency, size, and location.

Ad Names	Ad Sizes (Pixels)	Formats Accepted	Max Initial File Sizes	Max Animation Time	Audio	Rich Media Option	Page Location		
Leaderboard	728x90 970x90	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes	Home	Blog	Article
Billboard	970x250	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes	Home	Blog	Article
Pushdown Ad	1068x70 & 1068x250	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user	NA	Home	Blog	Article
Interstitial Ad	700x400 <small>(web)</small> 320x420 <small>(mob)</small>	JPG, GIF	150 KB	15-sec	On user	NA	Home	Blog	Article
Sticky Note Ad	970x90	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user	NA	Home	Blog	Article
In Banner Video	300x250	MP4	29 MB	15-sec	On user click	NA	Home	Blog	Article
3D Cube Ad	300x250 300x600	JPG	150 KB	15-sec	On user click	Yes	Home	Blog	Article
Banner Ad	300x250	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes	Home	Blog	Article
Half Page Ad	300x600	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes		Club Listings	Show Dates

*We accept 3rd party click and impression trackers.

*30% extra for DMA targeting.

Social & Digital Special Sections

Make a personal connection with our audience.



Business Profile: Introduce your business to the entire Rock & Gem audience with a 3-page profile. The article appears first in print, and a few weeks after publication, it is posted to the home page of our website and finally, touted on our social media feeds and in the Weekly Review e- newsletter. Profiles are then housed permanently on the RG website.

[**View Sample Here**](#)

Tools of the Trade: A special section with a unique approach to highlighting materials and equipment sold by a sponsoring business. This six-page special section focuses on the “tools” and services that support rockhounding, mineral collection, and lapidary arts efforts, as told through inspiring and informative profiles about everyday customers/clients of the sponsoring business. The Tools of the Trade section appears in Rock & Gem print magazine four times a year and has become widely popular. Plus, every profile with sponsoring business information is posted to the Tools of the Trade page of the Rock & Gem website and housed there permanently.

[**View Sample Here**](#)

Limited Edition Themed Series: The digital/print hybrid series provides an unmatched multi-media platform for sponsoring businesses to appear before the Rock & Gem audience. Each series focuses on a singular topic and includes three 32-page digital issues available to download for free at the Rock & Gem website, set in a staggered release for five months. Also, during the series schedule, the themed series is represented in a multi-page column in print issues of Rock & Gem. Sponsoring businesses are promoted and represented throughout the series. Check out the most recent series, Illustrious Opals, as a reference.

[**View Sample Here**](#)

Rock & Gem’s 50th Anniversary Celebration: Join us as we celebrate 50 years! 2021 marks the 50th anniversary of Rock & Gem, and we are planning a special 116-page 50th-anniversary limited edition commemorative issue of Rock & Gem available at the end of June/beginning of July 2021. *This is a bonus issue – it’s the 13th issue of Rock & Gem planned for 2021. Don’t miss this opportunity to be a part of our history.

Social & Digital Sponsorships

What Do You See? The post, which appears every Thursday on Rock & Gem social media feeds, features a macro-view photograph of a rock or mineral, to which people respond with what they see in the photo. A corresponding column appears in every other print issue of Rock & Gem.

Mineral of the Week/Mineral Monday: Weekly blog post appearing on the Rock & Gem website and social media feeds showcasing a specific mineral with mineralogical details and photos of mineral examples.

Shop/Club Shout-Out: Regular post appearing on Rock & Gem social media feeds and the Weekly Review e-newsletter, featuring shops or clubs that advertise with RG or sell copies of the magazine

Show & Tell Friday: One of the most popular Rock & Gem weekly social media posts. With this post, we ask people to respond to the post by sharing photos and details about a rock, mineral, gemstone, fossil, or item of lapidary art or jewelry they've discovered, purchased or used to create something.

Fossil Friday: Weekly post appearing on our social media feeds showcasing a specific fossil or species of fossil family.

Tumbling Talk: New column, appearing every other month as a blog post on the Rock & Gem website and quarterly in the print magazine. The column focuses on the experiences, equipment, rough stones, activities, and techniques of those involved in the rock-tumbling hobby.

Social Media Rate Card

Shout outs starting as low as **\$50** depending on platform and frequency.

All in 1 social media combo available as low as **\$125.**

16,000+ social media likes and followers; a **40%** increase from the end of 2018 through the end of 2020.



/RandG_official



/RockandGem



/RockandGem

Social Media Packages

Rock & Gem Online Social Media Shout-Out Program:

As we continue to connect with members of the rock, gem, mineral, fossil, and lapidary community where they are, the online space is a happening hub of activity.

We offer a Shout-Out Program with:

- Two days of sponsored posts about your company and products/or services
- Posts will appear on our Facebook, Twitter, and Instagram accounts on two different days

Cost per campaign: 1 campaign = 2 days
1 campaign - 2 days **\$150**
2 campaigns - 2 days each **\$275**

Rock & Gem All-Inclusive Online Promo Program:

Introduce your business or event to our online audience through unique posts on our website, social media feeds, and the Weekly Review newsletter (deployed every Thursday). The program involves six days of posts, including:

The program includes six days of posts, including:

- Blog post written by our editorial team about your business/event/products and posted to our website.
- Post promoting the blog your business/event will appear on our Facebook feed.
- Post appears on our Twitter (different post, but the same concept).
- Post appears on our Instagram feed (different post, but the same concept).
- Blurb about the blog post about your business will appear in our e-newsletter.
- Original Facebook post is pinned to the top of the feed for one day.
- If you have a social media account, it will be tagged in the posts.

Cost per campaign: 1 campaign = 6 days
1 campaign - 6 days **\$350**
2 campaigns - 6 days each **\$550**

[**VIEW DEMO**](#)

Our Advertising Approach: Our approach to supporting advertisers is through tailored, innovative, engaging, and multimedia promotional strategies.

**ALEX
SORIANO**

Account Executive

Beckett Media | Entrust Global Group

Email: alex@Beckett.com

Direct: 619-392-5299

