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# “THE PREMIER SERIES” TELEVISION COMMERCIALS

## BILLING / SHIPPING INFORMATION

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

## STORE TAG INFORMATION

Write information exactly as it should appear on tag

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

## STORE INFORMATION

No. of Stores: \_\_\_\_\_

Additional Information: (Pronunciation, reminders, etc.)  
 \_\_\_\_\_

## 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)

- 3/4" U-Matic Qty: \_\_\_\_\_
- Betacam SP Qty: \_\_\_\_\_
- DVD Loop (In-Store Only)

### Preview Copy

- VHS
- DVD

## “PREMIER SERIES” COMMERCIALS

### COMMERCIAL 1: “OH CHRISTMAS TREE”

Remember how bright the lights seemed on your first Christmas together?... and your first as a family? This year... the lights will shine even brighter. We'll make sure the brightest light she sees this Christmas... is the one she's wearing. STORE, your master IJO jeweler.

- BRACELET “Tag”
- ROUND STUDS “Tag”
- 3 STONE NECKLACE “Tag”

### COMMERCIAL 2: “WHEN I THINK ABOUT CHRISTMAS”

The perfect gift of jewelry will show her she is the first thing on your mind and in your heart. Visit STORE in your Master IJO Jeweler.

- SOLITAIRE PENDANT “Tag”
- THREE STONE RING “Tag”
- PRINCESS STUDS “Tag”

### COMMERCIAL 3: “DON'T CHANGE”

Let her know she is perfect just the way she is, with a beautiful gift of jewelry from STORE. She'll know she is still the one. STORE your Master IJO Jeweler.

- ROUND STUDS / ENGAGEMENT RING “Tag”
- THREE STONE RING / SOLITAIRE PENDANT “Tag”
- PRINCESS STUDS / BRACELET “Tag”

### COMMERCIAL 4: “ANGEL”

#### ENGAGEMENT RING “Tag”

Now is the time to give her the diamond she's always dreamed of. From the diamond experts at STORE in TOWN .

#### ANNIVERSARY BAND “Tag”

Show her that you haven't forgotten that promise with a stunning diamond anniversary band from the diamond experts at STORE in TOWN.

#### ETERNITY BAND “Tag”

Give her a stunning diamond eternity band from the diamond experts at STORE in TOWN.

## “PREMIER SERIES” PRICING

**1 Commercial (Includes 1 tag) - \$600**

**2 Commercials (Includes 1 tag each) - \$1000**

**Additional Tags - \$50 each**

### RULES OF LICENSE AGREEMENT

The licensed music agreement dictates these commercials can be used for up to 1 year from the purchase date. Usage beyond this broadcast window is prohibited.