



CHINA RESEARCH CATALOG PHASE II
FROM CENTURION AND FRANK & LABEL, SHENZHEN
TO RAMP UP ENGAGEMENT AMONG CHINESE RETAILERS
WITH EXPANDED DESIGNER PRODUCT EXPOSURE

May 17, 2013,

Dear Brand Manager,



We asked you last year to participate in our new China Research Catalog and we appreciate the strong participation from 60 great designers who have a strong interest in the China market!

The results of the 2012 effort were very promising. Centurion published the 126-page catalog in September 2012 and shipped it to Frank & Label in Shenzhen, China, who in turn had its six salespeople travel to meet with well over 200 better jewelry stores in 13 cities in China. The meetings were impressive, where the salesperson would sit with the store owner, who would go through the book spread by spread and give an opinion on every designer presentation relative to his or her interest

level. **There was a lot of interest** in the participating brands, with each designer receiving between 10 and 57 “interested” marks from the retailers we met with. And this is a market where every lead is a potential new account!

What’s next? In September 2013 Centurion and Frank & label will publish the **CHINA RESEARCH CATALOG PHASE II**, where we will present each participant in **two consecutive two-page spreads** (additional spreads can be purchased optionally). The strategy is to ensure we get across the excitement

of not only the brand but the kind of merchandise the retailer can purvey for his or her store. In that regard, we will give you input from Frank & Label as to what each designer should present and how to elicit the highest possible interest levels. We will also include this year a **detailed price sheet** (FOB Hong Kong). As an option (at extra cost), **Frank & Label will fulfill transactions** that may come about for you with retailers via its Hong Kong offices.

In addition to the **CHINA RESEARCH CATALOG PHASE II**, Frank & Label and Centurion are now in the planning process of a **Hotel-based show in Hangzhou, China in December** of this year for retailers and VIP consumers. Details on this exciting adjunct opportunity will be sent to you shortly.

To participate in the **CHINA RESEARCH CATALOG PHASE II**, please complete the accompanying Reservation and Credit card forms and email to info@centurionjewelry.com or fax to +413-683-1333 or +516-377-5871. For questions, feel free to call us at +516-377-5909.

Reservation and material deadline is **June 25, 2013**.

Many thanks for your kind consideration of this outstanding opportunity.

Warmest regards,

CENTURION

A handwritten signature in black ink, appearing to read 'Howard Hauben', written in a cursive style.

Howard Hauben
President



CHINA RESEARCH CATALOG PHASE II, publishing September 2013
ADVERTISING ORDER FORM

(Please complete and email form to info@centurionjewelry.com or fax to 413-683-1333)

Company: _____ **Contact:** _____

Address: _____

City/State/Zip: _____

Email: _____ **Phone:** _____

- **EACH ADVERTISER RECEIVES TWO SPREADS IN THE CATALOG IN ALPHABETICAL ORDER**—Right hand side of first spread will be your Full Page AD and left hand side will be company contact information and a description in both English and Chinese. The second spread will be a product presentation with your logo prominent on each of the two pages.
- **PRICING** - \$2000.00; Cost per optional additional spread, \$925.00.

MATERIAL SPECS:

- **Right Hand Page and second spread(s)** – Fully composed ad, 300 dpi PDF or JPG file. Bleed Size—6 1/4” wide X 9 1/4” high; trim size, 6” wide X 9” high; keep all actual “live” ad content within an area 5 1/4” wide X 8 1/2” high, with ad background (and content you wish to bleed off the page) extending to the bleed dimensions. For the second spread, design your left and right hand pages to extend to the bleed dimensions above, but keep your “live material” within 5 1/4” wide x 8 1/2” high on each page. **Be sure your second spread layout makes a beautiful product presentation to give more of an idea of the breadth of your collection. Additional spreads may be purchased to get across these points.**
- **Copy for Left Hand Page**—Company name as you wish it to appear; 100-word maximum company “story” detailing what makes your products really unique (this will be translated into Chinese); contact information including address, city, state, province, postal code, phone, fax, email, web site, and the name of the principal contact. **Optional image for left hand page** (2” x 2” 300 dpi JPG photo of designer).

Reservation Deadline: June 25, 2013

Material Deadline—Please email your files to info@centurionjewelry.com no later than **June 25, 2013**

Authorization (Please complete, sign and date below):

Name: _____ Title: _____

Signature: _____ Date: _____



**THE CHINA RESEARCH CATALOG PHASE II
ADVERTISING CREDIT CARD PAYMENT FORM**

(Please complete and email form to info@centurionjewelry.com or fax to 413-683-1333 W/Order Form)

Name of Company _____

I am ordering (please choose one):

Standard two-spread package for \$2,000

Three spreads for \$2,925

Four spreads for \$3,850

Five spreads for \$4775

Which Card? AMEX, Visa, Master Card (circle one)

Name On Card _____

Card Number _____

Expiration Date Of Card _____

Security Number:

Master/Visa (3 digits on back) _____ **AMEX (4 digits on front)** _____

Amount To Be Put On Card \$ _____ (to be charged upon publication)

Today's Date _____

Billing Street Address: _____

City _____

State _____ **Zip Code** _____

Authorized Signature _____ **Date** _____