

definitestyle

NEW MEMBERS

Definite Style invites you to register your work for inclusion in the **2008 online catalogue**

A (\$297) inc GST (you may also choose E)

Standard image package March each year

- Maintains your presence on Definite Style for the coming year
- 3-5 images of work photographed by us and published on Definite Style - choose from 5 works (1 image each) or 3 works (2 images of work on a model)
- Photoshop enhancement of each image
- CD of 3-5 Hi Res digital images of your work for personal use
- A year of promotion on Google search engine, newsletter and print materials

No annual fee for the first year (we recommend you also choose E Bookmarks)

E \$330 inc GST

Bookmark print run

- 1000 Definite Style promotional bookmarks with 4 of your images and name (we will retain 50 to help promote your work)

OPTIONS

■ Option A \$297

■ Option A & E \$627

CHECK LIST

By March 20 complete and post the following

Registration form with address / bank details / ABN / GST status

By March 31 complete and post the following

Select your Option **A** or **A&E**

Complete & sign letter of agreement

Send 3-5 works for photographing

Send Bio on CD

Complete attachment A product form 1 per work and add to your CD (download from website)

Enclose payment in full by **March 31**

CURRENT MEMBERS

Definite Style invites you to update your biographical profile and image, and add new work to the **2008 online catalogue**

B (\$220) inc GST

Annual fee

- Annual fee continues to market your presence on line through Google search engine, newsletter and print materials
- Annual fee is waived if you sold \$500 worth of work in 2007 or have been issued with a Definite Style thank you gift certificate for your assistance throughout 2007.

C (\$297) inc GST

Image update March and July each year

- 3-5 images of work photographed by us and published on the site made up of 5 works (1 image each) or 3 works (2 images of work on a model)
- Photoshop enhancement of each image
- CD of 3-5 Hi Res digital images of your work for personal use

D (\$22) per image inc GST

Individual image update package March and July

- You provide images of your work to our specifications (minimum of 3 images per update)
- 3-5 Hi Res digital tiff images at 300 dpi on a white background and Photoshop finished on CD (we cannot guarantee that we will accept your images)
- Sign Attachment B form (1 per image) and post with CD of images (download from website)
- Completed Attachment A (1 per image) and add to CD (download from website)
- Please Note: You can send more than 1 image of each work eg. (3 images of 1 work = \$66)

E \$330 inc GST

Bookmark print run

- 1000 Definite Style promotional bookmarks with 4 of your images and name (we will retain 50 to help promote your work)

OPTIONS 2008

- Option B \$220
- Option C \$297 + gift certificate
- Option B & C \$517
- Option B & E \$550
- Option B, C & E \$847
- Option B & D \$220 + number of images @\$22 each

CHECK LIST

By March 20 complete and post the following

- Updated Registration form with address / bank details / ABN / GST status for 2008

By March 31 complete and post the following

- Updated Bio paragraph and/or image on CD
- Select your Option (B) (C+ gift certificate) (B & C) (B & E) (B C & E) (B & D + number of images)
- Send 3-5 works for photographing
- Sign Attachment B form (1 per image) and post with CD of images (download from website)
- Completed Attachment A (1 per image) and add to CD (download from website)
- Enclose payment in full by **March 31**

LETTER OF AGREEMENT

Two letters of agreement will be posted to you on receipt of this registration form. Please sign both copies and keep one for your records and return the other to Definite Style. Attachments A and B forms are part of this contract. (See downloads below)

PRICING

Definite Style has used a pricing model that differs from the standard craft retail sector. Rather than asking the jeweller to set the retail price, an agreement is made on the wholesale price. This provides flexibility in setting retail prices to suit the market without affecting the price paid to the jeweller. Items are marked up 66% - 100% of wholesale price + gst (equal to a commission of 33% or 50% of retail ex gst).

Contact: info@definitestyle.com

Tel: Alice 0413 939 989 or 02 9879 3659

Fax: 02 9418 8955

Panalysis Pty Ltd trading as Definite Style

ABN: 36 096 123 821

Post to: PO BOX 149 Lane Cove, NSW 2066

Post Jewellery to: Alice Whish

PO BOX 2001 Boronia Park, NSW 2111

Download forms from www.definitestyle.com/members

- **Attachment A** product form
- **Attachment B** photographic form
- **Registration** includes: change of address / bank details / ABN / GST status

Payment

■ Mark direct deposit with Option A, B & C etc and your initials e.g. NZoptionBCE \$847

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|--|--|---|
| <p>Direct Deposit</p> <p>Bank: ANZ Branch: Annandale Account Name: Panalysis Pty Ltd BSB: 012-205 Account No: 1989-51433 SWIFT Code: ANZBAU3M</p> <p>Option: _____</p> | <p>Cheque</p> <p>Please make payable to Panalysis Pty Ltd. Post to PO Box 149 Lane Cove NSW 2066</p> <p>Option: _____</p> | <p>Credit Card</p> <p>We accept Visa, MasterCard or AMEX <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX</p> <p>_____</p> <p>Card Name: _____ Card No: _____ Expiry: _____ Signature: _____ Option: _____</p> |
|--|--|---|

Registration Form 2008

Name: _____

Home address: _____

Post code: _____

Postal address: _____

Post code: _____

Email: _____

Tel: Landline _____

Mobile: _____

Web site address _____

Indicate the option you are registering in 2008

New Member Current Member

NEW MEMBER

- Option A \$297
- Option A & E \$627

CURRENT MEMBER

- Option B \$220
- Option C \$297 + include gift certificate
- Option B & C \$517
- Option B & E \$550
- Option B, C & E \$847
- Option B & D \$220 + number of images minimum of 3 = \$66

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|----------------------------|-----|----|-----------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Are you registered for GST | Yes | No | Please write your ABN | | | | | | | | | | | | | | | | |
|----------------------------|-----|----|-----------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

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|--------------|-----------------|---------|-------------|
| Name of bank | Name of account | BSB No: | Account No: |
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