

definitestyle

NEW MEMBERS

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

Deadline March 31st 2009

Currently we take new members and current member updates in groups of 3 or more individuals (up to 15 images or more in a photo shoot)

If you miss our annual intake (March 31st of each year) then we suggest you find 2 others and all send your work in at the same time for inclusion as soon as possible.

A (\$292) inc GST

Standard image package

- Maintains your presence on Definite Style for the coming year
- 3 images of work photographed by us and published on Definite Style –additional fee for each image after 3 is \$55 +GST per image
- Photoshop enhancement of each image
- CD of 3 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

OPTIONS

- Option A \$292

CHECK LIST

Complete and post the following

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

Once we have sent you the letter of agreement/contract to sign complete and post the following

- Select your Option A
- Complete & sign letter of agreement
- Send 3 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 **Prior to the Photo shoot scheduled date**

CURRENT MEMBERS

Definite Style invites you to update your biographical profile and image, and add new work to the **2009 online catalogue 31st of March**

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 2008 or have been issued with a Definite Style thank you gift certificate for your assistance throughout 2008, or you have chosen to add 3 new works to your page at \$292.

C (\$292) inc GST

Next Image update March 31 2009 and July 31 2009

- 3 images of work photographed by us and published on the site
- Photoshop enhancement of each image
- CD of 3-5 Hi Res digital images of your work for personal use

D (\$25) per image inc GST

Individual image update package through out the year

- You provide images of your work to our specifications (minimum of 3 images per update photographed by our recommended photographer Grant Hancock in Adelaide)
- 3 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) preference is given to work photographed by our photographer
- 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)

OPTIONS

- Option A \$292
- Option B \$220
- Option C \$292
- Option D \$220 + number of images @\$25 each as negotiated with Alice

CHECK LIST

Complete and post the following

- Updated Registration form with address / bank details / ABN / GST status for 2008
- 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 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 **include your credit card details on the form**

LETTER OF AGREEMENT- CONTRACT

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 1300 368 553

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 Options

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

<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>
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Registration Form

Name: _____

Home address: _____

Postal address: _____

 Post code: _____

Postal address: _____

 Post code: _____

Post code: _____

Email: _____

Tel: Landline _____

Mobile: _____ Web site address _____

Indicate the option you are registering in 2008

New Member Current Member

OPTIONS

- Option A \$292 extra for each image after 3 is \$55+GST
- Option B \$220
- Option C \$292 extra for each image after 3 is \$55+GST
- Option D \$220 + number of images @\$25 each as negotiated with Alice

Are you registered for GST Yes No Please write your ABN _____

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