



## **PARTNER GUIDELINES**

REVISED: October 2023

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## 1. INTRODUCTION AND MISSION

The Mission of the Natural Diamond Council (NDC) is to advance the integrity of the modern diamond jewelry industry and inspire, educate, and protect consumers. This document is designed to support a heightened desire for natural diamonds reflected in positive growth in diamond jewelry sales. These guidelines ensure all advertising maintains consistently high standards to reflect the position and quality of both the Natural Diamond Council and its Official Partners.

Below please find the available advertising assets and media implementation guidelines for all permitted advertising activity across the media touch-points: TV / Print / Out of Home / Digital / Radio / POS. These assets cannot be modified and must be used exclusively. All materials will be delivered via the NDC Official Partner Platform, [ndcofficialpartners.com](http://ndcofficialpartners.com). If a partner has additional requirements, creative concerns or wants to propose an alternative media implementation plan they should contact [officialpartners@naturaldiamonds.com](mailto:officialpartners@naturaldiamonds.com) or call (800) 299-5558.

### COMMUNICATION SUPPORT

Please reach out to the appropriate support team below for inquiries pertaining to the following:

◇ **NDC Retail Team:** Partnership and media commitment inquiries

- [Gabrielle@naturaldiamonds.com](mailto:Gabrielle@naturaldiamonds.com), [Grace@naturaldiamonds.com](mailto:Grace@naturaldiamonds.com)

◇ **Official Partner Support Team:** Technical inquiries regarding media plans, creative requests, platform submissions, final artwork delivery / specs

- [Partnersupport@naturaldiamonds.com](mailto:Partnersupport@naturaldiamonds.com)

◇ **Education Support Team:**

- [Grace@naturaldiamonds.com](mailto:Grace@naturaldiamonds.com)

## 2. FUNDAMENTAL PRINCIPLES

As a reminder, in being an Official Partner of the NDC and to be eligible for advertising, your business agrees to uphold the following:

- ◇ Share and demonstrate the philosophy to inspire and educate consumers through promotion of the core emotional and ethical values of natural diamonds.
- ◇ Exhibit a focus to communicate on the Sustainability and Social Responsibility practices and progress of the natural diamond sector.
- ◇ Invests regularly in the education and training of sales professionals, equipping them with tools and skills to enhance the consumer experience in selling natural diamond jewelry.



- ◇ When relevant, protect the trust and integrity of the industry by ensuring legal and proper disclosure of laboratory grown/ synthetic diamonds both in-store and online; demonstrably adhering to FTC Guidelines for advertising diamond jewelry.
- ◇ All assets must be used according to any licensing limitations specified. Legal liability for the wrongful use of assets provided by the NDC falls on the retail partner.

### **LETTER OF AGREEMENT**

- ◇ Please refer back to your Letter of Agreement for all terms including: total amount of media spend, market, and guidelines. Note that the agreement is based on a rolling year and creative submissions are based on a calendar year. If you would like to inquire about increasing your media spend, please do so in writing and contact [gabrielle@naturaldiamonds.com](mailto:gabrielle@naturaldiamonds.com).

### **3. COOP MEDIA GUIDELINES**

The guidelines are based on 3 principles. Official Partners must adhere to these when implementing the guidelines:

- ◇ **BRAND CONSISTENCY**  
The Natural Diamond Council brand identity must be consistent across all channels. Retail Partners may only use authorized official advertising materials supplied by the NDC. The 'To Treasure Now and Forever' copy under the creative cannot be customized. Retail Partners must defer to the Official Partner Platform for customization options depending on media type and creative.
- ◇ **PLACEMENT AND POSITIONING**  
All advertising should appear in suitable media environments adhering to acceptable positioning and formats. Customer data privacy must be protected and not shared with 3rd party publishers.
- ◇ **REIMBURSEMENT**  
'Unofficial' materials or artwork that has been altered in any way will not be given credit. The retail partner will be held liable for infringement of rights if invalid visuals are used.



#### **4A. ORDERING ADVERTISING MATERIALS**

All advertising materials are ordered and delivered through the Natural Diamond Council's proprietary Official Partner Platform, [ndcofficialpartners.com](http://ndcofficialpartners.com). This includes Print / Out of Home / TV / Radio / Video / Display / Social. Once the order is placed, all advertising files are created and supplied through the platform.

This system is used to aid in the management of the advertising process: budget management, media planning, ordering materials, and delivery of final artwork. The platform must be used to give approval for advertising artwork requests.

#### **4B. MATERIAL DELIVERY DEADLINES**

◇ **PRINT / OOH / TV:**

Approved plans must be submitted 15 to 30 working days prior to delivery deadline. Urgent requests may occasionally be accommodated; however, for traditional media please allot as much time as possible for NDC review and creative development.

◇ **ONLINE DISPLAY / VIDEO / RADIO:**

Approved media plans must be submitted 15 to 30 working days prior to delivery deadline. Urgent requests may occasionally be accommodated.

◇ **SOCIAL MEDIA CREATIVE:**

Approved media plans must be submitted 15 to 30 working days prior to delivery deadline, including social media buys. Urgent requests may occasionally be accommodated; however, please consider the time required for creative development of customized assets. Certain Social assets are available for immediate download and cannot be customized whereas others require customization, such as the To Treasure Now and Forever campaign.

#### **5A. RETAIL PARTNER LOGO REQUIREMENTS**

There is a designated area for a partner's logo to appear within the NDC's creative assets. This area is a fixed size and cannot be changed. Logos may need to be altered to accommodate the artwork specs.

We ask that partners upload a print-ready logo file to our Official Partner Platform so that we can scale up and down according to the media buy.

- ◇ **Digital Requirements:** Our system requires files that have a minimum size of 500px x 500px; and accepted file types are .EPS, .ai, .psd, .jpg or .png. This should be suitable for digital/social applications. You will be notified in the system if a logo does not adhere to the specifications of the media request.



- ◇ Print: File size requirement of about 12in. x 12in. at 300 DPI resolution; and accepted file types should be set up as CMYK and be vector files, such as an .ai or .EPS file (alternatively a high resolution .psd file with a transparent background can be utilized). The larger the logo the better, in order to scale accordingly.

As certain large-scale media types are requested and developed, we may need to work directly with our partners for a much larger file. This will be dependent on the specs of the media and would be handled one-off in conjunction with artwork requests.

## **5B. LOGO PARAMETERS**

- ◇ White text logo with transparent background
- ◇ Whenever possible limit the number of lines as it relates to stores with multiple locations
- ◇ No fax numbers or email addresses
- ◇ No slogans or taglines
- ◇ No affiliation

## **6. ADVERTISING / MEDIA PLAN APPROVALS**

Retail Partners are required to submit media plans for approval in advance of media being placed in market. Advertising media plans or advertising requests that are not submitted for approval may not be credited.

Advertising media plans must respect the agreed allocated budget and contain the necessary information included on the sample media plan template shown in the Official Partner Platform. This includes specs, vehicle active dates, formats, positioning, costs, etc. The NDC will not fund media above the partner contribution unless approved via written notice.

All advertising media vehicles must be assessed qualitatively (the viewers / impressions, readership / target audience, editorial environment / location, advertising environment, reproduction quality and performance). If an advertising media vehicle does not adhere to the quality required by the NDC it will be refused. Media planning parameters are detailed later in this document.



**APPROVED MEDIA are as follows:**

- ◇ **PRINT:** Newspapers and Magazines.
- ◇ **OUTDOOR:** Selective outdoor locations and Digital Out of Home advertising.
- ◇ **TV:** Spot advertising.
- ◇ **RADIO / PODCASTS:** An approved script is available for local recordings.
- ◇ **VIDEO:** YouTube and OLV/OTT.
- ◇ **DIGITAL DISPLAY:** In-banner / Display, In-Read / Online Video / Pre-Roll.
- ◇ **SOCIAL:** Instagram, Facebook, TikTok, Twitter, LinkedIn, and Pinterest.

**7. SEARCH ENGINE ADVERTISING**

Pay Per Click (PPC) is NOT eligible for advertising reimbursement. However, the following best practices are recommended for those already participating in PPC for their stores:

- ◇ Retailers should have a mobile-friendly website.
- ◇ Partners should use several PPC optimized landing pages to increase relevance with the advertisement and keywords used. For example, having content that answers the specific search of users such as collection pages, product pages with price information and a store location page.
- ◇ Attention should be given to the clear relationship between the keyword, ad text and corresponding landing page, all while using the keyword that triggered the ad.
- ◇ The ad type should be set to standard.
- ◇ As a bidding strategy, target CPA. If left blank, Google will revert to the default of \$0.65, which is reasonable. Our recommendation would be to keep the CPA below \$1.
- ◇ Make sure you have the following ad extensions active: Dynamic structured snippet, Sitelink extension, and Callout extension.
- ◇ Ensure your audience segment has affinity, in-market segments, detailed demographics and website visitors that are relevant to your target audience, such as:

- |                              |   |                      |
|------------------------------|---|----------------------|
| ◇ Luxury Shoppers            | ◇ Returning visitors to your website from last 30 days                                | ◇ Personalized Gifts |
| ◇ Wedding Planning           | ◇ Returning visitors to your website from last 30 days who spent 60+ sec with content | ◇ Homeowners         |
| ◇ Jewelry & Watches          | ◇ Returning visitors to your website from last 30 days who had Page/Sessions>2        | ◇ Married            |
| ◇ Wedding & Engagement Rings |   | ◇ Single             |
| ◇ Handbags                   |   | ◇ In a relationship  |
| ◇ Gifts & Occasions          |   |                      |



- ◇ Use a mix of broad match and exact match keywords.
- ◇ Utilize Google Ads Insights page, which is customized for your ad groups, to keep track of what keywords are trending that you might not be targeting. This will help inform strategy, missed opportunities, and provide you with a list of new and relevant keywords.

**RECOMMENDED KEYWORDS**

+4Cs	+only +natural +diamonds	[mined diamonds]
+created +diamonds	+real +diamonds	[natural diamond council]
+diamond +4Cs		[natural diamonds]
+diamond +bands	[4Cs]	
+diamond +buying +guide +diamond	[celebrity engagement rings] [created	[only natural diamonds]
+engagement +rings +diamond	diamonds]	[real diamonds]
+jewelry	[diamond 4Cs]	[sustainable diamonds]
+diamond +necklace	[diamond bands]	[mined diamonds]
+diamond +rings	[diamond buying guide]	[natural diamond council]
+diamond +trends +engagement	[diamond engagement rings] [diamond	[natural diamonds]
+rings	facts]	[only natural diamonds]
+jewelry +trends	[diamond jewelry]	[real diamonds]
+mined +diamonds	[diamond necklace]	[sustainable diamonds]
+natural +diamond +council +natural	[diamond rings] [engagement rings]	
+diamonds	[jewelry trends]	

**8. ADVERTISING REIMBURSEMENT REQUIREMENTS**

1. Invoicing for advertising activity must be submitted to the Official Partner Platform. Typically, we require claims to be submitted within 90 days of the final live or in-market dates in order to be eligible for reimbursement; it is always best to submit claims as soon as the media has run. Only media invoices that have been paid and are substantiated by the required documentation below per media type will be processed: Pre-paid contracts, including advertising that has not run, will not be reimbursed.

2. Supporting documents are required with all invoices. All claim submissions require: an invoice for media placed, proof of media run, an invoice to the NDC outlining the total costs to be reimbursed. For each respective media type, Retail Partners must provide the following proof of appearance featuring the NDC advertising:

- ◇ **PRINT:**  
A copy of the magazine insertion or newspaper must be uploaded to the platform to track the positioning obtained and the reproduction quality (unless otherwise agreed).
- ◇ **OUT OF HOME / BILLBOARD:**  
Photographs once advertising is installed.





◇ **TV / RADIO:**

Proof of appearance of spot(s) in the form of airing examples (a spot reel airing examples of our commercial appearing) along with a full transmission list with airing times.

◇ **DIGITAL DISPLAY / VIDEO:**

Ad server performance report and related costs for display banners/video advertising, and screen capture of in-situation/active campaign imagery. Please provide a report with total number of impressions, clicks and VCR (if applicable) broken out per vendor/publisher/network, ad unit and creative i.e., Vox Media - 300x250 TTNAF KV 1, 900x250 TTNAF KV 1; YouTube - :15s In-Stream video TTNAF Ad Spot; Google Display Network - TTNAF KV 1 300x50.

If possible, provide a list of partner platforms and websites where your ads ran.

Provide attention unit metrics, if applicable.

**8. ADVERTISING REIMBURSEMENT REQUIREMENTS (CONTINUED)**

◇ **SOCIAL**

Proof of ad buy via Facebook (or another provider's) business manager and performance metrics like impressions, total and type of engagements, and click-through rates.

◇ Report should be broken out by platform, ad unit and creative i.e., Facebook – Dark Post TTNAF KV 1, :15s video In-Feed; Instagram – Shopping TTNAF KV 1

◇ Report featuring the following performance metrics:

- ◇ Clarify KPI: Reach, Engagement, Clicks, Conversions, Video Engagement etc.
- ◇ Ad unit type such as Facebook Messenger, Instagram Dark Post, Instagram Shopping, TikTok Diversion Post
- ◇ Impressions

◇ Total Engagements, if applicable broken out by likes, comments, video views, shares etc.

◇ Video Views and VCR if utilizing a video

◇ CTR

◇ If applicable, please provide how many clicks led to a sale and what creative led to the sale

After receiving claim acknowledgment for reimbursement, the NDC credits the retailer directly. Generally, the turnaround time to process credits is about 4 weeks from the date of approval.



*VERIFICATION OF MEDIA PLACEMENTS & REPRODUCTION QUALITY:*

The NDC reserves the right to refuse credit for advertisements of poor reproduction quality. If the quality of reproduction is unacceptable or the media placement is not as agreed, rectification/compensation (in the form of free insertions or non-payment of advertisement) should be sought immediately.

**9. AUTHORIZED ADVERTISING PARAMETERS**

**9.1 PRINT MEDIA**

◇ **MAGAZINES**

Double Page and Single Page Spreads. Fractional sizes are not permitted.

◇ **NEWSPAPERS**

Full page, 1/2 page, and 1/4 page.

**9.2 PRINT PARAMETERS**

**MAGAZINES (including retailer magazines, catalogs, magalogs, and digital flipbooks)**

- ◇ All advertising is in color.
- ◇ Partners must request Right Hand Page positions within first 20% of publication. Premium positions are always welcomed: Outside Front Cover, Outside Back Cover (OBC), Opening Double Page Spread.
- ◇ All Single Page ads should appear opposite editorial.
- ◇ Left Hand Pages including inside front cover and inside back cover (C3) are not permitted.
- ◇ Retailer produced publications must be of a sufficient quality and advertising rates competitive to an equivalent media title.

**NEWSPAPERS:**

- ◇ Color advertising in newspapers is preferred.
- ◇ Prioritize contextually relevant sections including: Lifestyle, Arts, Travel, and Fashion.
- ◇ NDC advertisements should not appear on same page as a laboratory grown advertisement.

### **9.3 OUT OF HOME**

- ◇ BILLBOARDS
- ◇ BUS SHELTERS
- ◇ CUSTOM
- ◇ NEWSSTANDS
- ◇ TRANSPORTATION HUBS (AIRPORT/TRAIN)

### **9.4 BILLBOARD PARAMETERS**

Static and Animated billboards must be illuminated. Materials will be adapted according to format and location via animation of static print assets. Retail partners should consider the following when ordering materials:

- ◇ The type of targeted traffic: pedestrian or roadside locations.
- ◇ The viewing distance of the potential audience from the poster.
- ◇ The surrounding areas and other advertisers in the sites adjacent / close to the proposed sites.
- ◇ The proposed site must sit alongside appropriate brands.
- ◇ The number and type of other brands in the advertising loop (the fewer the better).
- ◇ Spot lengths, file sizes or animations required.

### **9.5 TV/RADIO**

- ◇ **TV**  
The NDC offers a 15 second and 30 second T.V. spots. Toward the end of the spot, a partner can be tagged. "Discover our natural diamonds collections at RETAILER NAME." These assets can be requested through the NDC Official Partner Platform under the Advertising section, [ndcoofficialpartners.com](http://ndcoofficialpartners.com)
- ◇ **RADIO / PODCASTS**  
:30 and :60 second scripts are available for partners to record locally. Scripts can be utilized without modification or if preferred, talking points are provided that must be utilized (provided in priority order) in order to self-record. Radio and Podcast scripts created by the retailer utilizing talking points must be submitted for final review and approval to be eligible for coop. Please submit final scripts to



Natural Diamond Council

partnersupport@naturaldiamonds.com. Scripts are available on the NDC Partner Platform under Advertising, ndcoofficialpartners.com

## 9.6 TV/RADIO PARAMETERS

- ◇ Partners must submit media plans that include: channel selection, spot lengths, number of spots, GRP and TVR performance (if available), programming selection and allocated budgets.
- ◇ Radio scripts cannot be deviated from the original script provided. Attention must be given to the quality of the environment in which the film is broadcast.
- ◇ Channel selection should be based on the quality of the channel programming and the target audience it reaches. All advertising must appear in appropriate upscale channels and / or programming. It is essential that the advertisers within the advertising break are of appropriate quality.
- ◇ Commercials must appear as the first or last in the commercial spot in the advertising break, unless otherwise agreed upon. Cinema advertising is permitted. However, only appropriate films should be considered.

## 9.7 VIDEO

### ◇ YOUTUBE

The NDC offers a 15 second and 30 second video content, dependent on the creative campaign. Toward the end of the spot, a partner can be tagged. "Discover our natural diamonds collections at RETAILER NAME." Voiceover is not required. These assets can be requested through the NDC Official Partner Platform under the Advertising section, ndcoofficialpartners.com

### ◇ OLV/OTT

The NDC offers a 15 second and 30 second video content, dependent on the creative campaign. Toward the end of the spot, a partner can be tagged. "Discover our natural diamonds collections at RETAILER NAME." Voiceover is not required. These assets can be requested through the NDC Official Partner Platform under the Advertising section, ndcoofficialpartners.com

## 9.8 VIDEO PARAMETERS

- ◇ Official Partners can post NDC videos to their own YouTube channels.
- ◇ Ads for YouTube, OLV and OTT can be considered on a case-by-case basis. Please contact officialpartners@naturaldiamonds.com.

## **9.9 DISPLAY**

- ◇ Static
- ◇ Dynamic

## **9.10 DISPLAY PARAMETERS**

- ◇ All digital vehicles must be assessed qualitatively (target, environment, advertising environment, performance).
- ◇ Targeting: The media buy objective should be reach and impressions. The target audience for the NDC is 57% females 21-45 years old and 43% males 21-45 years old, with an average HHI of \$73K.
- ◇ Share of Voice: Retailers must use a minimum 20% share of voice amongst other advertisers. Attention should be given to other advertisers appearing on the site.
- ◇ Exclusivity Above the Fold: It is obligatory that category exclusivity must be given above the fold. 100% share of voice for the diamond category.
- ◇ Exclusivity on infinite scroll pages is possible: High impact creative formats may be repeated throughout the scroll. If smaller formats exist on the page, then these should be excluded / removed.
- ◇ Sections / Placements: All media buys should focus on the editorial sections within the site that are being used. Cultural / Lifestyle / Fashion / Arts should be prioritized.
- ◇ Available Formats: Digital display advertising can feature static imagery, In-Video banner or In- Read video.
- ◇ A video unit should be prioritized using high exposure video formats.
- ◇ Desktop units: Only the main page unit hero billboard, minimum size of 970x250 may be used or the combination of the billboard and a DMPU of 300x600, both above the fold.
- ◇ Mobile units: Full page / interscroller are priority formats. Only if these units are not available, may the 300x250 be considered.
- ◇ Always prioritize large, high-impact creative over standard display ad units

### **NOT PERMITTED:**

- ◇ Small display / in-banner formats.



## **9.11 SOCIAL MEDIA ASSETS**

Creating and promoting the diamond dream is important to growing the diamond industry. Thus, Official Partners are encouraged to promote and share the Natural Diamond official content on their social media accounts. All approved social media assets can be requested (or certain content can be downloaded) from the NDC Partner Platform under the Social section of [ndcoofficialpartners.com](http://ndcoofficialpartners.com).

The official social media assets are broken down into two categories that can be used for paid or organic posts:

### ◇ **CAMPAIGN ASSETS**

Various 15 second and 30 second social media campaign assets are able to be customized, these assets can be requested through the NDC Official Partner Platform under the Advertising section, [ndcoofficialpartners.com](http://ndcoofficialpartners.com)

### ◇ **NON-CAMPAIGN ASSETS**

Non-campaign assets consist of lifestyle and educational assets that are available for paid and unpaid media. The social assets can be found under the Social section on the Official Partner Platform.

## **9.12 SOCIAL MEDIA PARAMETERS**

- ◇ Approved platforms include: Instagram, Facebook, TikTok, Twitter, LinkedIn, and Pinterest.
- ◇ We ask partners to Repin [@onlynaturaldiamonds](https://www.pinterest.com/onlynaturaldiamonds/) on Pinterest.
- ◇ Partners must use official advertising material provided by the NDC.
- ◇ All posts must link to the NDC iFrame on the partner's website if the iFrame has been implemented, or otherwise link to natural diamond content on the partner's website.
- ◇ Comments made by followers should be responded to in a quick manner. When answering questions from followers' partners should take the conversations privately whenever possible.

### **APPROVED TAGGING:**

- ◇ [@onlynaturaldiamonds](https://www.instagram.com/onlynaturaldiamonds/)
- ◇ [#ToTreasureNowAndForever](https://www.instagram.com/onlynaturaldiamonds/)
- ◇ [#onlynaturaldiamonds](https://www.instagram.com/onlynaturaldiamonds/)
- ◇ [#naturaldiamondcouncil](https://www.instagram.com/naturaldiamondcouncil/)

### **UNAPPROVED TAGGING AND COPY:**

- ◇ [#ad](#)
- ◇ Promotional language in reference to pricing



### **9.13 POS VISUALS**

POS visuals are available to all official partners through the retail partner platform under the Advertising section of [ndcofficialpartners.com](http://ndcofficialpartners.com). Print-ready files will be released directly to official partners or printers.

### **9.14 POS PARAMETERS:**

- ◇ Only stores participating in the official partner program can feature in-store visuals.
- ◇ Visuals must be placed in prominent locations within the natural diamond section of a store.
- ◇ Artwork expiration dates must be adhered to when displaying advertising artwork.
- ◇ All artwork is final and cannot be modified once delivered.

### **9.15 PRODUCTION COSTS:**

As an official partner, the NDC will cover the production layout costs from our vendor for Print / Out of Home / TV / Radio / Video / Display.

### **9.16 CONDITIONS AND RESTRICTIONS:**

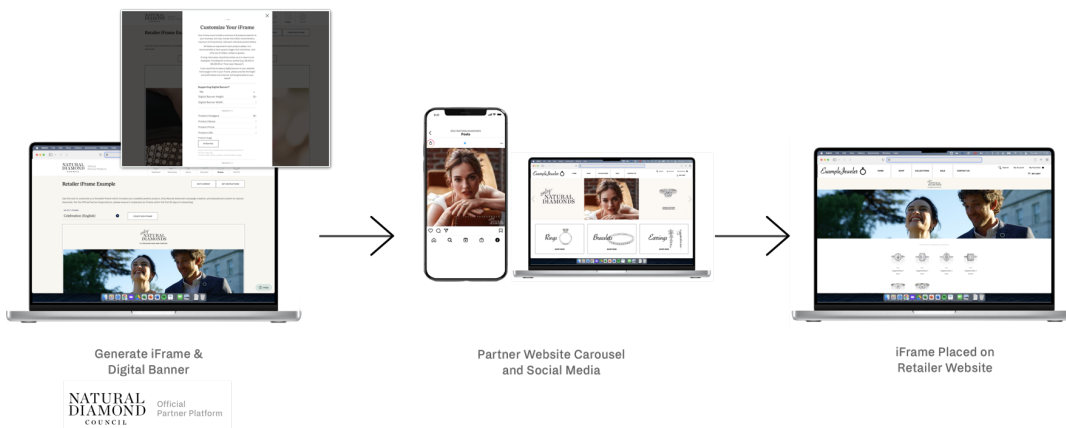
In participating in the Official Partner Program, you agree to use the creative assets strictly in accordance with the guidelines outlined in this document, as well as any trademark, brand features, or other guidelines, policies and/or procedures published or provided by the NDC.

- ◇ Use of Assets exclusively in conjunction with the promotion of natural diamonds.
- ◇ Remove and cease usage of the Assets at the expiry of the term.
- ◇ Not to use assets in association with stores and / or websites other than those listed in the partner agreement. Rights are non-transferable.

**10. IFRAME GUIDELINES**

Co-branded iFrames are available for selection and development via the iFrame section of ndcofficialpartners.com. Use this tool to customize a co-branded iFrame which includes your available jewelry product, Only Natural Diamond’s campaign creative, and educational content on natural diamonds.

- ◇ Your iFrame must adhere to campaign key visuals that are featured by the NDC. Dates will be provided in advance of their release to update the key visuals in unison of the campaign cadence.
- ◇ Your iFrame must include a minimum of 6 products specific to your business, but may include more (NDC recommends a maximum of 24 products).
- ◇ All fields are required for each product added. It is recommended to have square images (1x1 orientation), with a file size of 442px x 442px or greater.
- ◇ Pricing information should be written as it is meant to be displayed, including the currency symbol (e.g., \$8,000 or \$8,999.99 or ‘Price Upon Request’).
- ◇ If the iFrame has been implemented, our recommendation is that all complimentary social posts are linked. The NDC recommends utilizing a digital banner on the carousel of the retailer’s website home page that directly links to the iFrame. Please provide the height and width via the iFrame customization window and a banner will be generated on your behalf. See example below:







**11. EDUCATION AND TOOLS:**

**11.1 LMS TRACKING ON EDUCATION**

Various educational assets and tools are available via the Education section on [ndofficialpartners.com](http://ndofficialpartners.com). Access to these tools is available for all retail partners as well as the partner's staff. These lessons can be reviewed in order to learn more about the Natural Diamond Council, the natural diamond industry, and more. Reporting available by request.

**11.2 ACCESS FOR JEWELRY PROFESSIONALS**

In participating in the Official Partner Program, you are automatically able to review all educational tools via the Education section of [ndofficialpartners.com](http://ndofficialpartners.com).

As a valued partner of the NDC Official Partner Program, retail partners are granted complimentary access to the NDC Education Program. Retail partners will be sent a unique URL with access to our Education Platform in their onboarding kit. This link should be shared with all jewelry professionals who will need access to the NDC Education Program. This link is unique and should not be shared outside of your organization. The link should be used to onboard all current jewelry professionals, and can be used for future hires. If there are jewelry professionals that should no longer have access to the platform, please email the names / email addresses to the NDC Retail Team. If/when requested, NDC Retail Team will share LMS reporting for Retail Partner to assess jewelry professional completion of education program. Retailers and jewelry professionals can log into the platform via [naturaldiamonds.com/current-retail-partners/](http://naturaldiamonds.com/current-retail-partners/)