

**150,500**  
TOTAL CIRCULATION!

# 2009-10 GEM, MINERAL, FOSSIL & JEWELRY SHOW GUIDES

## ADVERTISING RATES & SPECIFICATIONS

Updated 3/4/09



**ADVERTISE IN UP TO 19 GUIDES  
DISTRIBUTED AT THE LARGEST  
GEM SHOWS IN THE U.S.**

**TUCSON, ARIZ.**

**DENVER, COLO.**

**LAS VEGAS, NEV.**

**FRANKLIN, N.C.**

**QUARTZSITE, ARIZ.**

**W. SPRINGFIELD, MASS.**

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**10% OFF** for ads provided camera-ready.

**3% OFF** for early payment made  
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**AD DESIGN & FULL COLOR INCLUDED IN RATES. 10% OFF CAMERA READY. 3% OFF EARLY PAY.**

**SHOW PROGRAM OR GUIDE**

*Distribution location / Distribution date*

You do not have to be a participating vendor, dealer or exhibitor at the show to advertise.

**SOUTHEAST AND EAST COAST SHOWS (10,000-CIRC.)**

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
MACON COUNTY GEMBOREE EZ-GUIDE™ <b>NEW!</b>	Apr. 3	5,000	\$222	\$366	\$586	\$908	\$1,225	\$1,532
<i>(SPONSORED BY THE GEM &amp; MINERAL SOCIETY OF FRANKLIN, N.C., AND AND THE FRANKLIN CHAMBER OF COMMERCE)</i>								
<i>Distributed at shows and businesses in Franklin, N.C. / May 1 - Oct. 18, 2009</i>								

EAST COAST GEM, MINERAL & FOSSIL SHOW	July 10	5,000	\$222	\$366	\$586	\$908	\$1,225	\$1,532
<i>(MARTIN ZINN EXPOSITIONS)</i>								
<i>Distributed at the Better Living Center at the Eastern States Exposition, West Springfield, Mass. / Aug. 7-9, 2009</i>								

**LAS VEGAS SHOWS (7,500-CIRC.)**

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
GLDA LAS VEGAS GEM & JEWELRY SHOW	Apr. 24	5,000	\$222	\$366	\$586	\$908	\$1,225	\$1,532
<i>Distributed at The Mirage Hotel / May 25-28, 2009</i>								

GLDA LAS VEGAS JEWELRY GIFT SHOW	July 10	2,500	\$173	\$285	\$457	\$708	\$956	\$1,195
<i>Distributed at The Mirage Hotel / Aug. 9-12, 2009</i>								

**DENVER SHOWS (25,000-CIRC.)**

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
ROCKY MOUNTAIN BEAD BAZAAR	Mar. 27	3,000	\$173	\$285	\$457	\$708	\$956	\$1,195
<i>Distributed at the Denver Merchandise Mart / Apr. 25-26, 2009</i>								

DENVER GEM & MINERAL SHOW	Aug. 14	6,000	\$246	\$406	\$650	\$1,008	\$1,360	\$1,700
<i>Distributed at the Denver Merchandise Mart / Sept. 18-20, 2009</i>								

DENVER COLISEUM MINERAL, FOSSIL, GEM & JEWELRY SHOW <b>NEW!</b>	Aug. 21	4,000	\$197	\$326	\$521	\$808	\$1,091	\$1,363
<i>Distributed at the Denver Coliseum / Sept. 15-20, 2009</i>								

INTERGEM SHOW / GREAT AMERICAN GEM & JEWELRY SALE	Aug. 21	4,000	\$197	\$326	\$521	\$808	\$1,091	\$1,363
<i>Distributed at the Denver Merchandise Mart &amp; Quality Inn / Sept. 16-20, 2009</i>								

DENVER EZ-GUIDE™ <b>ADDL. 15% OFF*</b>	Aug. 21	8,000	\$295	\$487	\$779	\$1,207	\$1,630	\$2,038
<i>Distributed at 10 Denver shows, at the Denver International Airport, and on shuttle routes / Sept. 14-20, 2009</i>								

**MORE ON NEXT PAGE**

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## ADVERTISING RATES & SPECIFICATIONS



### CHOOSE FROM 5 DISPLAY AD SIZES

#### FULL PAGE

Bleed or Non-Bleed  
4 1/2" wide X 7 1/2" tall

**1**

#### 1/2 PAGE

Horizontal  
4 1/2" wide X 3 5/8" tall

Vertical  
2 1/8" wide X 7 1/2" tall

**2**

**3**

#### 1/4 PAGE

One Size  
2 1/8" wide X 3 5/8" tall

**4**

#### 1/8 PAGE

One Size  
2 1/8" wide X 1 3/4" tall

**5**

Trim size of each program is 5 1/2" wide X 8 1/2" tall.  
Bleeds are 5 3/4" wide X 8 3/4" tall.

### CAMERA READY SPECIFICATIONS

Camera ready art must be provided electronically (via e-mail to Tammy Hemingway at [design@xpopress.com](mailto:design@xpopress.com) or mailed on disk) in TIFF, EPS, PDF, JPG or native Adobe Illustrator files. All fonts must be embedded. Minimum 300 dpi scans in CMYK color mode are only acceptable formats, no RGB or LAB. Full discount may not apply if Xpo Press needs to re-size or manipulate your ad file in any way.

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Online [www.xpopress.com](http://www.xpopress.com)

### SHOW PROGRAM OR GUIDE

Distribution location / Distribution date

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#### QUARTZSITE SHOWS (36,000-CIRC.)

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
<b>TYSON WELLS ROCK &amp; GEM SHOW / SELL-A-RAMA / ARTS &amp; CRAFTS SHOW</b>	Nov. 20	11,000	\$173	\$285	\$457	\$708	\$956	\$1,195
<i>Distributed at the Tyson Wells Show facilities / Jan. 1 - Feb. 7, 2010</i>								

<b>QUARTZSITE EZ-GUIDE™ ADDL. 15% OFF*</b>	Nov. 20	25,000	\$344	\$567	\$908	\$1,407	\$1,900	\$2,375
<i>Distributed at Quartzsite show locations and local businesses / Jan. 1 - Feb. 28, 2010</i>								

#### TUCSON SHOWS (72,000-CIRC.)

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
<b>TUCSON EZ-GUIDE™ (FALL EDITION) NEW!</b>	Aug. 7	7,000	\$271	\$447	\$715	\$1,108	\$1,495	\$1,869
<i>Distributed at 5 Tucson fall shows and local gem, mineral and jewelry related businesses / Sept. 2-6, 2009</i>								

<b>ARIZONA MINERAL &amp; FOSSIL SHOW (MARTIN ZINN EXPOSITIONS)</b>	Dec. 11	8,000	\$295	\$487	\$779	\$1,207	\$1,630	\$2,038
<i>Distributed at AMFS locations at InnSuites, Mineral &amp; Fossil Marketplace, Quality Inn and Ramada Ltd. / Jan. 30 - Feb. 13, 2010</i>								

<b>EXECUTIVE INN GEM, MINERAL &amp; FOSSIL SHOW</b>	Dec. 11	4,000	\$197	\$326	\$521	\$808	\$1,091	\$1,363
<i>Distributed at the Best Western Executive Inn Hotel / Jan. 30 - Feb. 13, 2010</i>								

<b>GLDA TUCSON GEM SHOW</b>	Dec. 18	5,000	\$222	\$366	\$586	\$908	\$1,225	\$1,532
<i>Distributed at the Starr Pass Marriott / Feb. 1-7, 2010</i>								

<b>GLOBE-X GEM SHOW / HOWARD JOHNSON GEM &amp; MINERAL SHOW</b>	Dec. 11	4,000	\$197	\$326	\$521	\$808	\$1,091	\$1,363
<i>Distributed at Days Inn &amp; Howard Johnson Hotels / Jan. 30 - Feb. 13, 2010</i>								

<b>JEWELRY, GEM &amp; MINERAL (JG&amp;M) EXPO</b>	Dec. 11	4,000	\$197	\$326	\$521	\$808	\$1,091	\$1,363
<i>Distributed at JG&amp;M Expos on Michigan Street and Simpson Street / Jan. 30 - Feb. 13, 2010</i>								

<b>TUCSON ELECTRIC PARK GEM &amp; MINERAL SHOW</b>	Dec. 11	5,000	\$222	\$366	\$586	\$908	\$1,225	\$1,532
<i>Distributed at Kino Sports Complex / Jan. 30 - Feb. 13, 2010</i>								

<b>TUCSON EZ-GUIDE™ ADDL. 15% OFF*</b>	Dec. 11	35,000	\$466	\$769	\$1,230	\$1,907	\$2,574	\$3,218
<i>Distributed at all Tucson shows, local businesses, Tucson International Airport, and on shuttle routes / Jan. 27 - Feb. 14, 2010</i>								

\* Xpo Press publishes a separate EZ-Guide for the gem, mineral and jewelry shows in Franklin, N.C., Denver, Quartzsite, Ariz., and for both the fall and winter Tucson shows. The EZ-Guides feature show maps, dealer listings, shuttle routes, restaurants, and other special show related articles. Xpo Press publishes the EZ-Guides for two purposes: 1. To provide show attendees with an easy-to-read alternative to other large, bulky show publications that are distributed during the shows, and, 2. To provide EZ-Guide advertisers with affordable color advertising space on which to promote their merchandise, services and show locations. The EZ-Guide is distributed at all show venues, select local businesses, and on shuttle routes and at the airports in Denver and Tucson. \*EZ-Guide advertisers receive 15% off if they place an ad in any other Xpo Press publication in the same show city. Discount taken off of EZ-Guide ad rate only. Does not apply to Special Placement EZ-Guide ads (Back Cover, Front/Back Inside Covers, Page 3, or Divider Pages).