

**112,000 ARIZONA SHOW CIRCULATION!**

# 2008 TUCSON & QUARTZSITE SHOW PROGRAMS & GUIDES

## ADVERTISING RATES & SPECIFICATIONS



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

**YOU MAY RECEIVE UP TO 28% OFF!**  
**WHAT DISCOUNTS DO YOU QUALIFY FOR?**  
**10% OFF** for ads provided camera-ready.  
**3% OFF** for early payment made within 14 days of invoicing.  
**15% OFF** for advertisers placing ads in multiple Xpo Press publications in Tucson and Quartzsite.

### CHOOSE FROM 5 DISPLAY AD SIZES

<b>FULL PAGE</b>	<b>1/2 PAGE</b>	
Bleed or Non-Bleed 4 1/2" wide X 7 1/2" tall	Horizontal 4 1/2" wide X 3 5/8" tall	Vertical 2 1/8" wide X 7 1/2" tall
<b>1/4 PAGE</b>	<b>1/8 PAGE</b>	<i>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.</i>
One Size 2 1/8" wide X 3 5/8" tall	One Size 2 1/8" wide X 1 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 for mats, no RGB or LAB. Full discount may not apply if Xpo Press needs to re-size or manipulate your ad file in any way.

### TO RESERVE YOUR AD CONTACT XPO PRESS



Mail **P. O. Box 740864, Arvada, Colorado 80006**  
 Toll Free **(877) 621-6143** Denver Area **(720) 946-2808**  
 Fax **(303) 428-5592** Email [xsupport@xpopress.com](mailto:xsupport@xpopress.com)  
 Online [www.xpopress.com](http://www.xpopress.com)

**SHOW PROGRAM OR GUIDE**      You do not have to be a participating vendor, dealer or exhibitor at the show to advertise.  
 Show-Location / Distribution Dates

#### QUARTZSITE PROGRAMS & GUIDES: 2007-08 (31,000-CIRC.)

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
<b>QUARTZSITE EZ-GUIDE</b> <i>ADDL. 15% OFF*</i> 20+ Quartzsite Locations / Jan 1 - Feb 29	Nov. 2	20,000	\$324	\$519	\$779	\$1,298	\$1,742	\$2,187

<b>TYSON WELLS SHOW</b> Gem Show & Sell-A-Rama / Jan 4-27	Nov. 2	11,000	\$298	\$479	\$718	\$1,197	\$1,478	\$1,759
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#### TUCSON SHOW: JANUARY - FEBRUARY 2008 (81,000-CIRC.)

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
<b>AAPS TUCSON FOSSIL DEALERS GUIDE</b> <i>ADDL. 15% OFF**</i> 20+ Tucson show venues / Jan 28- Feb 16	Nov. 30	10,000	\$289	\$465	\$697	\$1,162	\$1,435	\$1,708

<b>AKS GEM SHOWS</b> La Quinta & Howard Johnson / Feb. 2-16	Nov. 30	6,000	\$223	\$349	\$537	\$895	\$1,183	\$1,470
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<b>GLDA TUCSON GEM SHOW</b> Starr Pass Marriott / Feb. 5-10	Nov. 30	7,000	\$273	\$438	\$657	\$1,095	\$1,303	\$1,511
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<b>JG&amp;M EXPO</b> Michigan St. & Simpson St. shows / Feb. 2-17	Nov. 30	6,000	\$223	\$349	\$537	\$895	\$1,183	\$1,470
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<b>MARTIN ZINN-ARIZONA MINERAL &amp; FOSSIL SHOW</b> 5 AMFS show locations / Feb. 2-16	Nov. 30	8,000	\$281	\$451	\$677	\$1,128	\$1,393	\$1,658
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<b>TUCSON ELECTRIC PARK GEM &amp; MINERAL SHOW</b> Kino Sports Complex / Feb. 2-17	Nov. 30	6,000	\$223	\$349	\$537	\$895	\$1,183	\$1,470
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<b>TUCSON MINERAL &amp; FOSSIL DISTRICT VISITORS &amp; BUYERS GUIDE</b> <i>ADDL. 15% OFF**</i> 50+ Tucson locations 8 weeks before Tucson show begins / Dec 1 - Feb 16	Nov. 2	8,000	\$281	\$451	\$677	\$1,128	\$1,393	\$1,658
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<b>TUCSON EZ-GUIDE</b> <i>ADDL. 15% OFF**</i> On racks at every show, Tucson airport, and all shuttle routes / Jan 28- Feb 16	Nov. 30	30,000	\$424	\$680	\$1020	\$1700	\$2282	\$2863
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Inside Covers, Page 3 & Special Divider Pages

**\*\* Advertisers who reserve ads in two or more Xpo Press publications in Tucson and/or Quartzsite will receive 15% off of the rate of their highest priced ad. At least one ad must be in the AAPS Tucson Fossil Dealers Guide, Tucson Mineral & Fossil District Guide, Quartzsite EZ-Guide or Tucson EZ-Guide. Discount does not apply to Special Placement ads (Back Cover, Front/Back Inside Covers, Page 3, or Special Divider Pages).**