

149,000
TOTAL CIRCULATION!

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

ADVERTISING RATES & SPECIFICATIONS

Updated 7/15/09



**ADVERTISE IN UP TO 18 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.

WHAT DISCOUNTS DO YOU QUALIFY FOR?

10% OFF for ads provided camera-ready.

3% OFF for early payment made
within 14 days of invoicing.

UP TO 15% OFF for reserving multiple ads (3% X no.
of ads reserved; ads must be within one size difference.)

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

Online www.xpopress.com

AD DESIGN (IF NEEDED) & FULL COLOR INCLUDED IN RATES.

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.

QUARTZSITE SHOWS (JANUARY-FEBRUARY)

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
TYSON WELLS ROCK & GEM SHOW / SELL-A-RAMA / ARTS & CRAFTS SHOW	Nov. 20	11,000	\$173	\$285	\$457	\$708	\$956	\$1,195

Distributed at the Tyson Wells Show facilities / Jan. 1 - Feb. 7, 2010

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
* QUARTZSITE EZ-GUIDE™	Nov. 20	25,000	\$344	\$567	\$908	\$1,407	\$1,900	\$2,375

Distributed at Quartzsite show locations and local businesses / Jan. 1 - Feb. 28, 2010

TUCSON SHOWS (FEBRUARY)

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
ARIZONA MINERAL & FOSSIL SHOW (MARTIN ZINN EXPOSITIONS)	Dec. 11	8,000	\$295	\$487	\$779	\$1,207	\$1,630	\$2,038

Distributed at AMFS locations at InnSuites, Mineral & Fossil Marketplace, Quality Inn and Ramada Ltd. / Jan. 30 - Feb. 13, 2010

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
EXECUTIVE INN GEM, MINERAL & FOSSIL SHOW	Dec. 11	4,000	\$197	\$326	\$521	\$808	\$1,091	\$1,363

Distributed at the Best Western Executive Inn Hotel / Jan. 30 - Feb. 13, 2010

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
GLDA TUCSON GEM SHOW	Dec. 11	5,000	\$222	\$366	\$586	\$908	\$1,225	\$1,532

Distributed at the Starr Pass Marriott / Feb. 1-7, 2010

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
GLOBE-X / HOWARD JOHNSON / LA QUINTA GEM & MINERAL SHOWS	Dec. 11	4,000	\$197	\$326	\$521	\$808	\$1,091	\$1,363

Distributed at Days Inn & Howard Johnson Hotels / Jan. 30 - Feb. 13, 2010

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
JEWELRY, GEM & MINERAL (JG&M) EXPO	Dec. 11	4,000	\$197	\$326	\$521	\$808	\$1,091	\$1,363

Distributed at JG&M Expos on Michigan Street and Simpson Street / Jan. 30 - Feb. 13, 2010

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
TUCSON ELECTRIC PARK GEM & MINERAL SHOW	Dec. 11	5,000	\$222	\$366	\$586	\$908	\$1,225	\$1,532

Distributed at Kino Sports Complex / Jan. 30 - Feb. 13, 2010

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers, Page 3 and Divider Pages	Back Cover
* TUCSON EZ-GUIDE™	Dec. 11	35,000	\$466	\$769	\$1,230	\$1,907	\$2,574	\$3,218

Distributed at all Tucson shows, local businesses, Tucson International Airport, and on shuttle routes / Jan. 27 - Feb. 14, 2010

DENVER (APRIL)

	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

Distributed at the Denver Merchandise Mart / Apr. 25-26, 2009

MORE ON NEXT PAGE

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

ADVERTISING RATES & SPECIFICATIONS



CHOOSE FROM 5 DISPLAY AD SIZES

FULL PAGE

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

Bleed
5 3/4" wide
X 8 3/4" 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 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.

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

Online www.xpopress.com

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.

FRANKLIN SHOWS (MAY-JULY)

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
* FRANKLIN EZ-GUIDE™ NEW!	Apr. 3/June 19	10,000	\$222	\$366	\$586	\$908	\$1,225	\$1,532

(IN ASSOCIATION WITH THE GEM & MINERAL SOCIETY OF FRANKLIN, N.C. AND AND THE FRANKLIN CHAMBER OF COMMERCE)
Distributed at shows and businesses in Franklin, N.C. / 5,000 May 10-17 and an additional 5,000 July 18-26, 2009

LAS VEGAS SHOW (MAY)

	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

Distributed at The Mirage Hotel / May 25-28, 2009

WEST SPRINGFIELD (AUGUST)

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
EAST COAST GEM, MINERAL & FOSSIL SHOW	July 10	5,000	\$222	\$366	\$586	\$908	\$1,225	\$1,532

(MARTIN ZINN EXPOSITIONS)
Distributed at the Better Living Center at the Eastern States Exposition, West Springfield, Mass. / Aug. 7-9, 2009

TUCSON SHOWS (SEPTEMBER)

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
* TUCSON EZ-GUIDE™ (FALL EDITION) NEW!	Aug. 14	7,000	\$271	\$447	\$715	\$1,108	\$1,495	\$1,869

Distributed at 5 Tucson fall shows and local gem, mineral and jewelry related businesses / Sept. 9-13, 2009

DENVER SHOWS (SEPTEMBER)

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
DENVER GEM & MINERAL SHOW	Aug. 14	6,000	\$246	\$406	\$650	\$1,008	\$1,360	\$1,700

Distributed at the Denver Merchandise Mart / Sept. 18-20, 2009

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
INTERGEM SHOW / GREAT AMERICAN GEM & JEWELRY SALE	Aug. 21	4,000	\$197	\$326	\$521	\$808	\$1,091	\$1,363

Distributed at the Denver Merchandise Mart & Quality Inn / Sept. 16-20, 2009

	Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page	Full Page	Inside Covers/Page 3	Back Cover
* DENVER EZ-GUIDE™	Aug. 21	8,000	\$295	\$487	\$779	\$1,207	\$1,630	\$2,038

Distributed at 10 Denver shows, at the Denver International Airport, and on shuttle routes / Sept. 14-20, 2009

* 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.

OTHER XPO PRESS ADVERTISING OPPORTUNITIES

CLASSIFIED LISTINGS in all of the above programs and guides. More info at www.xpopress.com/classifieds.html, or request separate ad rate sheet.
ONLINE BANNER ADS linked to your website. More info at www.xpopress.com/banners.html, or request separate ad rate sheet.