

30,000
FULL CIRCULATION

Estimated
95,000
SHOW
ATTENDEES!

RESTAURANT GUIDE ADS



REACH **HUNGRY** SHOW ATTENDEES ALL YEAR IN DOWNTOWN DENVER!

Tradeshow or Expo	Event Location	Show Dates	Estimated Show Attendance	Xpo Press Publication(s)	Circulation of Publication(s)
Rocky Mountain Bead Society - Annual Bazaar	Denver Merchandise Mart, Expo Hall	April 28-29, 2007	7,000	1) RMBS Official Show Program	3,000
Miner's Cooperative Mineral Show	Across from Denver Merchandise Mart at 58th & Logan	Sept. 10-16, 2007	3,000	2) Denver EZ-Guide	500
Colorado Mineral & Fossil Show	Holiday Inn (I-25 & I-70)	Sept. 12-16, 2007	9,000	2) Denver EZ-Guide	1,500
Denver Expo 2007	National Western Complex	Sept. 12-16, 2007	5,000	2) Denver EZ-Guide	1,000
Great American Gem Show	Best Western (I-25 & I-70)	Sept. 12-16, 2007	6,000	2) Denver EZ-Guide / 3) GAGS Official Show Program	1,000 / 1,500
Bead Renaissance Show	Holiday Inn-DIA (I-70 & Chambers)	Sept. 13-16, 2007	7,000	2) Denver EZ-Guide / 4) BRS Official Show Program	1,000 / 3,000
International Gem & Jewelry Show	Denver Merchandise Mart, Pavilion Bldg	Sept. 13-16, 2007	8,000	2) Denver EZ-Guide / 3) IGJS Official Show Program	1,300 / 2,500
Colorado Fossil Expo	Denver Merchandise Mart, Plaza Annex	Sept. 14-16, 2007	7,000	2) Denver EZ-Guide	1,200
Denver Gem & Mineral Show	Denver Merchandise Mart, Expo Hall	Sept. 14-16, 2007	15,000	2) Denver EZ-Guide	2,500
Colorado Country Christmas Gift Show	Denver Merchandise Mart	Nov. 2-4, 2007	20,000	5) CCCGS Official Show Program	7,000
Rocky Mountain Winter Sports Market (WWSRA)	Denver Merchandise Mart	Feb. 12-14, 2008	5,000	6) WWSRA Rep Directory	2,000
Rocky Mountain Active Sports Market (WWSRA)	Denver Merchandise Mart	March 25-27, 2008	3,000	6) WWSRA Rep Directory	1,000
12 Tradeshows & Expos in Downtown Denver	Total Show Attendees:		95,000	Total Circulation:	30,000

6 Xpo Press publications distributed at 12 Denver shows—each with a restaurant guide and map:

1) **Official Show Program for the Rocky Mountain Bead Society, 3,000 circulation.**

2) **Denver EZ-Guide, 10,000 circulation, distributed at eight gem & mineral shows in September.**

3) **Combined Official Show Program for the Great American Gem Show and the International Gem & Jewelry Show, 4,000 circulation distributed at both shows.**

4) **Official Show Program for the Bead Renaissance Show, 3,000 circulation.**

5) **Official Show Program for the Colorado Country Christmas Gift Show, 7,000 circulation.**

6) **Rep Directory for the Western Winter Sports Reps Association (WWSRA), 3,000 circulation, distributed at both WWSRA Rocky Mountain Sports Markets.**

AD RATES*	1/8-PAGE	1/4-PAGE	1/2-PAGE	FULL-PAGE
FULL RATE: 6 Ads in 6 Publications	\$1217	\$1930	\$2870	\$4636
Special Restaurant Rate: CASH ONLY	\$450	\$700	\$1000	\$1700
or CASH + TRADE**	\$225 + \$225	\$350 + \$350	\$500 + \$500	\$850 + \$850

* Listing your restaurant and plotting your location on downtown Denver map are included in ad rate. Each listing is arranged alphabetically beneath a food category headline which most closely describes the type of food served in your restaurant (i.e. Italian, Mexican, etc.). Each listing will feature the name of your restaurant, address, phone number, and a dollar symbol representing the price range of your food (\$ = inexpensive, \$\$ = moderate, \$\$\$ = high, \$\$\$\$ = expensive). Only paid advertising restaurants will be listed and plotted on map.

** Trade amount would be same as cash amount, including discounts. Trade is provided to Xpo Press for any food and beverage item from restaurant's menu (preferably in gift certificates).

CHOOSE FROM 5 DISPLAY AD SIZES

FULL PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
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	One Size 2 1/8" wide X 3 5/8" tall	One Size 2 1/8" wide X 1 3/4" tall

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. Each program printed full-color on 60 lb. gloss paper.

CAMERA READY SPECIFICATIONS

Camera ready art must be provided electronically (via e-mail to xdesign@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.

YOU MAY RECEIVE AN ADDITIONAL 13% OFF! WHAT DISCOUNTS DO YOU QUALIFY FOR?

10% OFF for ads provided camera-ready.
3% OFF for full payment made within 14 days of invoicing.

TO RESERVE YOUR AD CONTACT NANCY AT XPO PRESS

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