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STANDARD DISCOUNTS

Revised October 20, 2021

3% OFF for early-payment made within 7 days of invoicing. COMBINE WITH MULTIPLE ADS*
 DISCOUNT: 5% OFF for reserving 2 Ads, 10% OFF for 3 Ads, 15% OFF for 4 Ads, 20% OFF for 5-9 Ads, and 40% OFF for 10 or more Ads. *Ad is defined as every boxed rate shown below. EZ-Guide Special Placement Ads and Front Cover Photo Ads do not qualify for Multiple Ads Discount.

2021-22 XPO PRESS ADVERTISING RATES

		FIRST SHOW OR COMPANY	ADDITIONAL SHOWS OR COMPANIES
GEM-AD MEMBERSHIP (1 YEAR PER SHOW OR COMPANY)	Required to purchase other Xpo Press advertising. Optimizes your Profile Page to include all features: Expanded Show or Company info, social media and contact info linked, photos uploaded, news articles, and much more. Also ... For Shows: Your vendor list, Google directions map of your show venue, and floorplan posted; For Vendors: Your products listed and searchable from the Vendor Search Page on Xpo Press website, and Google direction map of your shows.	\$ 100	\$ 50
Banner Ad w/ Your Listing (1 Year)	For Shows: Your banner ad is posted under your show listing on Gem Show Search page (most visited page on Xpo Press website). For Vendors: Your banner ad is posted under your vendor listing on your show's profile page.	\$ 50	\$ 25
Subtotal		\$ 150.00	\$ 75.00

TUCSON SHOWCASE MOBILE APP SPONSORSHIP (1 YEAR)	Xpo Press's Tucson Showcase Mobile App Sponsorship. Your banner ad posted on every page in the app (over 4,400 pages), and your logo posted on the opening splash page. The app received 25,309 screen views in 2019 prior to Covid shutdowns.	\$	2,500
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XPO PRESS EZ-GUIDES	Description	Circulation	14 Page	1/2 Page	Full Page	FP Special Placement*	FP Back Cover
TUCSON EZ-GUIDE (JAN-FEB. 2022)	Distributed on racks at all Tucson shows, Tucson Intl. Airport, and local hotels and restaurants in Jan. and Feb.. Also mailed to paid subscribers 2-3 wks. before start of shows.	20,000	\$ 912	\$ 1,460	\$ 2,263	\$ 3,056	\$ 3,818
DENVER EZ-GUIDE (SEPT. 2022)	Distributed at 13 Denver gem shows and select businesses during the Denver Showcase in September.	9,000	\$ 533	\$ 853	\$ 1,322	\$ 1,785	\$ 2,231

* Special placement ads include ads on the front inside cover, back inside cover, page 3 (first right hand page), the page next to the back inside cover. Exclusively in the Denver EZ-Guide, the centerspread (the two middle pages). Exclusively in the Tucson EZ-Guide, ads printed on the fronts and backs of the six heavy-gloss divider (or insert) pages and each page directly to the right or left of a divider page.

ONLINE BANNER AD SECTIONS AD RATES AND DURATION OF AD PLACEMENT ARE BI-ANNUAL: MARCH-SEPTEMBER and OCTOBER-FEBRUARY. RATES ARE NOT ADJUSTED OR PRORATED IF AD AGREEMENT IS MADE AFTER MARCH OR OCTOBER.

AD SECTION	Description	Number of Pages Your Ad(s) Posted On	Pre-Covid Annual Pageviews	Full-Screen / Vert. 1200 X 800 pixels	Top-Page / Horiz. 150 X 970 pixels	Lower-Page / Horiz. 400 X 800 pixels	Right Column / Square 180 X 180 pixels
SUPER TRAFFIC PAGES							
Top Entrance Pages	Most visited pages on the site— including the Gem Show Search page, Vendor-Product Search page, and Xpo Press Home Page.	6	110,525	\$ 1,950	\$ 1,268	\$ 824	\$ 536
Vendor Profile Pages	Your ad posted on every Vendor Profile page	7,296	125,319	\$ 1,950	\$ 1,268	\$ 824	\$ 536
TUCSON GEM & MINERAL SHOWCASE PAGES							
Tucson Gem & Mineral Showcase - Main Page & Show Information Pages	Your banner posted on the main Tucson Gem & Mineral Showcase page, the 2nd most visited page on the website, plus all other Tucson show information pages, like info pages for shuttle routes, show admission requirements, etc.	8	134,046	\$ 2,500	\$ 1,625	\$ 1,056	\$ 687
22nd Street & Pueblo Gem Show Pages	6 shows anchored by two of the largest shows in Tucson, the 22nd Street Show and Pueblo Gem & Mineral Show. Other pages in this section: GIGM/Globex Gem & Mineral Show, GIGM/Motel 6 Gem & Mineral Show, GIGM/Quality Inn Gem & Mineral Show, Rapa River Gem & Mineral Show.	6	24,408	\$ 955	\$ 634	\$ 415	\$ 311
Fossil & Mineral Show Pages	Tucson shows that feature fossil dealers and sell quality minerals but not high-end fine minerals: 1820 Oracle Wholesale Show, Arizona Independent Warehouse Show, Blue Moon Mineral Show, Executive Inn Mineral & Fossil Show, Fossil & Mineral Alley, Madagascar Minerals® Gem Show, Main Avenue Fossil & Mineral Show, Mineral & Fossil Co-op, Mineral & Fossil Marketplace, Mineral Habit, and Tucson Showplace.	11	20,450	\$ 955	\$ 634	\$ 415	\$ 311
G&LW & JOGS Show Pages	Three of the most visited Show Profile pages on the Xpo Press website: G&LW Tucson Gem Show/Gem Mall, G&LW Tucson Gem Show/Holidome, and JOGS Gem & Jewelry Show.	3	25,371	\$ 955	\$ 634	\$ 415	\$ 311
Jewelry & Bead Show Pages	16 shows: African Art Village, AGTA GemFair™ Tucson, American Indian Arts Exposition, Best Bead Show, Colors of the Stone, GJX Gem & Jewelry Show, Grant Gem & Jewelry Show, JCK Tucson, JG&M Expo at Michigan Street, JG&M Expo at Simpson Street, Kent's Jewelry, Lapidary, Tool & Supply Show, Silk Road Gem & Jewelry Show, Sonoran Glass Art Show, To Bead True Blue, Tucson Artisan Workshops, and the Whole Bead Show.	16	23,383	\$ 955	\$ 634	\$ 415	\$ 311
Kino & Rockhound Show Pages	5 shows anchored by the second most visited show profile page on the Xpo Press website, the Kino Gem Gem & Mineral Show. Other pages in this section: Gem & Jam Festival, Miners Co-op Rock Show, Raining Rocks on Main, and Tucson Lazy Days KOA Gem & Mineral Show.	5	20,637	\$ 955	\$ 634	\$ 415	\$ 311

TGMS® & Fine Mineral Show Pages	Anchored by the Tucson Gem & Mineral Show® this section includes shows that feature high-end fine mineral specimens — 1801 Oracle-Mineral Village Show, Fine Minerals International Show, Granada Gallery, Granada Show, Just Minerals Event, Mineral City Show, Tucson Fine Mineral Gallery, Tucson's Hidden Gem Show, and Westward Look Mineral Show.	10	19,759	\$ 955	\$ 634	\$ 415	\$ 311
SHOWCASE PAGES	Description	Number of Pages Your Ad(s) Posted On	Pre-Covid Annual Pageviews	Full-Screen / Vert. 1200 X 800 pixels	Top-Page / Horiz. 150 X 970 pixels	Lower-Page / Horiz. 400 X 800 pixels	Right Column / Square 180 X 180 pixels
Denver Gem & Mineral Showcase Pages	The main Denver Showcase page plus the 13 shows of the Denver Gem & Mineral Showcase in September	14	93,094	\$ 1,750	\$ 1,138	\$ 739	\$ 481
Quartzsite Showcase & Swapmeet Pages	The main Quartzsite Showcase page plus the 10 shows of the Quartzsite Showcase & Swapmeet in January and February	11	57,159	\$ 1,250	\$ 813	\$ 528	\$ 343
Franklin Gem & Mineral Showcase Pages	The main Franklin Showcase page plus the 9 shows of the Franklin, N.C., Gem & Mineral Showcase in May and July	10	47,194	\$ 1,100	\$ 715	\$ 465	\$ 302
Las Vegas Jewelry Week Showcase Pages	The main Las Vegas Showcase page plus the 7 shows of the Las Vegas Jewelry Week Showcase in August	8	14,686	\$ 900	\$ 585	\$ 380	\$ 247
Tucson Fall Gem Showcase Pages	The main Tucson Fall Showcase page plus the 8 shows of the Tucson Fall Gem Showcase in September	9	7,966	\$ 700	\$ 455	\$ 296	\$ 192
REGIONAL SHOW PAGES	Description	Number of Pages Your Ad(s) Posted On	Pre-Covid Annual Pageviews	Full-Screen / Vert. 1200 X 800 pixels	Top-Page / Horiz. 150 X 970 pixels	Lower-Page / Horiz. 400 X 800 pixels	Right Column / Square 180 X 180 pixels
Atlantic Northeast States Show Pages	The main Atlantic Northeast Region page plus the 103 shows in Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, Pennsylvania, New Hampshire, New Jersey, New York, Rhode Island, and Vermont	104	86,857	\$ 1,250	\$ 813	\$ 528	\$ 343
California-Hawaii-Nevada Show Pages	The main California-Hawaii-Nevada Region page plus the 92 shows in California, Hawaii, and Nevada	93	50,882	\$ 1,100	\$ 715	\$ 465	\$ 302
Southwest States Show Pages	The main Southwest Region page plus the 71 shows in Arizona, Arkansas, New Mexico, Oklahoma, and Texas	72	31,890	\$ 900	\$ 585	\$ 380	\$ 247
Rocky Mountain States Show Pages	The main Rocky Mountain Region page plus the 50 shows in Colorado, Idaho, Montana, Utah, and Wyoming	51	32,173	\$ 900	\$ 585	\$ 380	\$ 247
South Atlantic States Show Pages	The main South Atlantic Region page plus the 49 shows in Georgia, North Carolina, South Carolina, and Virginia	50	32,969	\$ 900	\$ 585	\$ 380	\$ 247
South Gulf States Show Pages	The main South Gulf Region page plus the 50 shows in Alabama, Florida, Louisiana, and Mississippi	51	35,612	\$ 900	\$ 585	\$ 380	\$ 247
Mid-America East States Show Pages	The main Mid-America East Region page plus the 59 shows in Indiana, Kentucky, Michigan, Ohio, Tennessee, and West Virginia	60	45,869	\$ 900	\$ 585	\$ 380	\$ 247
Mid-America West States Show Pages	The main Mid-America West Region page plus the 60 shows in Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin	61	35,677	\$ 900	\$ 585	\$ 380	\$ 247
Pacific Northwest States Show Pages	The main Pacific Northwest Region page plus the 58 shows in Oregon, Washington, and Alaska	59	22,762	\$ 900	\$ 585	\$ 380	\$ 247
Canada West Provinces Show Pages	The main Canada West Region page plus the 48 shows in Alberta, British Columbia, Manitoba, Northwest Territories, Nunavut, Saskatchewan, and Yukon	49	5,291	\$ 700	\$ 455	\$ 296	\$ 192
Canada East Provinces Show Pages	The main Canada East Region page plus the 25 shows in New Brunswick, Newfoundland & Labrador, Nova Scotia, Ontario, Prince Edward Island, and Quebec	26	8,705	\$ 700	\$ 455	\$ 296	\$ 192

Total No. of Pages	Pre-Covid Total Annual Pageviews
8,089	1,112,684
	October 2020 - October 2021 Pageviews
	839,306