

TUCSON RESTAURANTS, HOTELS & ATTRACTIONS (RHA) AD PACKAGE

Local restaurants, hotels, and attractions receive 50% off the Xpo Press ad rates and the remaining balance paid 50% cash + 50% trade for food, lodging, admission, or tickets to advertiser's establishment.

Standard discounts additionally apply to Ad Package discounts (**7% off Tucson Early Pay and 3% off Standard Early Pay discount**). Refer to "2023-24 Xpo Press Advertising Rates" PDF for more details.



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Restaurants



Hotels



Attractions



EXCLUSIVE AD BENEFITS

Here's what you get FREE ...

<p>TGS Mobile App Ad 720 X 128 pixels ad posted on min. 8 pgs. of Tucson Gem Show mobile app.</p> <p>✓ \$754 value</p>	<p>Your Profile Page Xpo Press will create a web page for your establishment on Xpo Press website with photos, menus, and a direction map.</p> <p>✓ \$150 value</p>	<p>1st Online Banner Ad 800 X 400 pixels ad posted on min. 8 Tucson show pages with min. 9,000 annual views.</p> <p>✓ \$1,006 value</p>	<p>Designated RHA Page Your establishment listed on Tucson RHA page on Xpo website and linked to your profile page.</p> <p>✓ Included in ad rates</p>	<p>2nd Online Banner Ad 180 X 180 pixels ad posted on designated Tucson RHA page on Xpo website.</p> <p>✓ Included in ad rates</p>	<p>Free Online & App Ads All of the online and mobile app advertising explained in this row is free for RHAs.</p> <p>✓ \$1,910 value</p>
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Here's what you pay for ...

<p>Tucson EZ-Guide Ad Your full-color 1/4, 1/2, or full-page ad placed in the Tucson EZ-Guide, and your establishment plotted on Tucson map.</p> <p>✓ \$912 to \$2,263 value</p>	<p>Local Map & Listing Your location plotted on a Tucson map and your establishment listed in the Tucson EZ-Guide.</p> <p>✓ Included in ad rates</p>	<p>50% Off EZ-Guide Ad The cost of the RHA package is 50% off the full Tucson EZ-Guide ad rate, paid in cash and trade.</p> <p>✓ \$456 to \$1,131 discount</p>	<p>Another 50% Off The cash amount RHAs pay is 50% off the already discounted EZ-Guide rate.</p> <p>✓ You pay between \$228 to \$566</p>	<p>Trade For Your Product The other amount RHAs "pay" is in trade for the products you sell, i.e. food, lodging, admission, etc.</p> <p>✓ Trade amount is between \$228 to \$566</p>	<p>Your Total Savings The RHA ad package is over 83% off the full value of Xpo Press's ad rates!</p> <p>✓ \$2,822 to \$4,173 full value</p>
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THREE AD RATE OPTIONS

OPTION 1	OPTION 2	OPTION 3
All of the RHA Exclusive Ad Benefits with 1/4-page ad in the Tucson EZ-Guide	All of the RHA Exclusive Ad Benefits with 1/2-page ad in the Tucson EZ-Guide	All of the RHA Exclusive Ad Benefits with Full-page ad in the Tucson EZ-Guide
\$228 cash + \$228 trade	\$365 cash + \$365 trade	\$566 cash + \$566 trade

OVERVIEW OF XPO PRESS MULTIMEDIA ADVERTISING

TUCSON EZ-GUIDE - 35,000 circ., mailed to paid subscribers and distributed on racks at all Tucson shows, Tucson International Airport, and select Tucson establishments in Jan-Feb. The EZ-Guide is the indispensable "official" guide of the annual Tucson Gem & Mineral Showcase.

XPO PRESS WEBSITE - The most visited Tucson Gem & Mineral Showcase website in the internet world — www.xpopress.com — is visited annually by 446,000 viewers who logged over 579,000 sessions. It is the most visited site in the online world by audiences who want updated and accurate information about the Tucson Gem & Mineral Showcase.

XPO PRESS'S TUCSON GEM SHOW MOBILE APP - Available on Google Play or Apple Store. The receives an average of 33,738 screen views annually, dramatically peaking in January and February, before, during, and after the annual Tucson Gem & Mineral Showcase.

For Ad Sizes & Specifications and Xpo Press Ad Rates scan this QR code.

