

# 2023-24 XPO PRESS ADVERTISING RATES

## WHAT DISCOUNTS DO YOU QUALIFY FOR?

TUCSON EARLY PAY Offered only during the Tucson Showcase in February	7% off	Multiple Ads Discount	
		STANDARD EARLY PAY	3% off
MULTIPLE ADS	5% - 40% off	3 Ads / 10% off	
		4 Ads / 15% off	
		5-9 Ads / 20% off	
		10 or more Ads / 40% off	



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## GEM-AD MEMBERSHIP

GEM-AD MEMBERSHIP (Gem Expo Marketing & Advertising Directive)		One-year optional renewal
Your Show or Company Profile Web Page + Online Banner Ad on Xpo Press Website	Required to purchase other Xpo Press advertising. Activates 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. Also ... For Shows: Your banner ad is posted under your show listing on Gem Show Search page. For Vendors: Your banner ad is posted under your vendor listing on your show's profile page.	\$150*
Additional Shows/Vendors	50% OFF for additional GEM-AD memberships. Max. \$300, after which all memberships are FREE.	\$75.00 ea.*

\* This Ad does not qualify for Multiple Ads Discount and is NOT counted toward the number of Ads that apply toward the Multiple Ads Discount.

**LISTING BANNER AD SIZES & SPECIFICATIONS** Show Listing = Horizontal / 430 X 90 pixels Vendor Listing = Horizontal 180 X 90 pixels

All files must be created as a static .png, .gif, or .jpg file. No animated files or rotating frames. No .pdf files. RGB not CMYK. Create your banner ad using 458 PPI density.

## EZ-GUIDE AD RATES

**XPO PRESS EZ-GUIDES** - For over 20 years, Xpo Press has published what have become the most indispensable printed "official guides" for the gem and mineral showcases in Tucson and Denver.

TUCSON EZ-GUIDE - 35,000 circ., mailed to paid subscribers and distributed on racks at all Tucson shows, TIA, and select Tucson establishments in Jan-Feb.					Ad reservation deadline: November 17, 2023
1/4 Page	1/2 Page / Horiz.	1/2 Page / Vert.	Full Page	Full Page / Special Placement *	Full Page / Back Cover
\$912	\$1,460	\$1,460	\$2,263	\$3,056*	\$3,818**
Front Cover Feature Photo	Your photo featured on front cover. Approx. size 5 1/2" wide X 4 1/2" tall. Your company name, location of your show, page number of your ad in the guide, and description of the image will accompany your photo.				\$3,818**
Front Cover Bottom Photo	Your photo placed at bottom of front cover along with 3 other photos. Photo is square 1 3/4" wide X 1 3/4" tall. Your company name, location of your show, page number of your ad in the guide, and description of the image will accompany your photo.				912**
"Featured Show" Photo on Tucson Showcase Intro Page	Photo placed on Introduction page of either Tucson Showcase or Tucson Year-Round Warehouses/Showrooms sections, with caption describing image in photo and giving your event's address, dates, and page number of your larger ad in the guide.				\$512
"Featured Vendor" Photo on Your Show's Information Page	Photo placed near bottom of your show's info page in Tucson EZ-Guide, with caption describing image in photo, and giving your booth/room number at the show and page number of your larger ad in the guide.				\$512

DENVER EZ-GUIDE - 9,000 circ., mailed to paid subscribers and distributed on racks at all Denver shows and select Denver establishments in September.					Ad reservation deadline: July 14, 2023
1/4 Page	1/2 Page / Horiz.	1/2 Page / Vert.	Full Page	Full Page / Special Placement *	Full Page / Back Cover
\$533	\$853	\$853	\$1,322	\$1,785*	\$2,231**
Front Cover Feature Photo	Your photo featured on front cover. Approx. size 5 1/2" wide X 4 1/2" tall. Your company name, location of your show, page number of your ad in the guide, and description of the image will accompany your photo.				\$2,231**
Front Cover Bottom Photo	Your photo placed at bottom of front cover along with 3 other photos. Photo is square 1 3/4" wide X 1 3/4" tall. Your company name, location of your show, page number of your ad in the guide, and description of the image will accompany your photo.				\$533**
"Featured Show" Photo on Denver Showcase Intro Page	Photo placed on Introduction page of Denver Showcase section, with caption describing image in photo and giving your show's address, dates, and page number of your larger ad in the guide.				\$299
"Featured Vendor" Photo on Your Show's Information Page	Photo placed near bottom of your show's info page in Denver EZ-Guide, with caption describing image in photo, and giving your booth/room number at the show and page number of your larger ad in the guide.				\$299

\* Special Placement ads include ads on the Front and Back Inside Covers, Page 3 (first right hand page), the page next to the Back Inside Cover, and the two center pages (on the staple) in the *Denver EZ-Guide*. Exclusively in the *Tucson EZ-Guide*, special placement ads are printed on the front and back of the heavy-gloss Divider (or insert) pages, the heavy-gloss Fold-Out Show Map Insert, and each page directly to the right and left of the Dividers and Inserts.

\* This Ad does not qualify for Multiple Ads Discount but IS counted toward the number of Ads that apply toward the Multiple Ads Discount.

\*\* This Ad does not qualify for any discounts but IS counted toward the number of Ads that apply toward the Multiple Ads Discount.

### EZ-GUIDE AD SIZES & SPECIFICATIONS

1/2-page, vertical = 2 1/8" wide X 7 5/8" tall

Full-page, no bleed = 4 5/8" wide X 7 5/8" tall

1/4-page = 2 1/8" wide X 3 5/8" tall

1/2-page, horizontal = 4 5/8" wide X 3 5/8" tall

Full-page, with bleed = 5 7/8" wide X 8 7/8" tall

All files must be created as a high-resolution .pdf at a minimum 300 dpi. CMYK not RGB. If files are over 10 MB in size please upload from www.xpopress.com/images/externaluploads or email to us in a compressed folder like Dropbox or WeTransfer.

# TUCSON GEM SHOW MOBILE APP AD RATES

TUCSON GEM SHOW MOBILE APP - 33,738 average number of screen views in Jan-Feb. before, during, and after the annual Tucson Gem & Mineral Showcase.			One-year optional renewal
Exclusive TGS Mobile App Sponsorship	Tucson Vendor Profile Pages	Tucson Showcase Sections	
Limit one Sponsor per year. Ads posted on every page of the TGS app. (approx. 3,140 pages) including 10 exclusive pages on which your logo is posted: Splash page (first landing page when TGS app is opened), Menu page, and 8 landing pages from Menu.	Banner ad posted on every Tucson Vendor Profile page of the TGS app, which is over 3,000 pages. Not exclusive, banner rotates with up to 7 other ads on each page.	Cost is per Section. Banner ad posted on Section(s) of your choice (Tucson 2-6*) of the ONLINE BANNER AD SECTIONS - Tucson Gem & Mineral Showcase Pages below. Not exclusive, banner rotates with up to 7 other ads on each page.	
\$5,000**	\$754	\$754	

\*\* This Ad does not qualify for any discounts but IS counted toward the number of Ads that apply toward the Multiple Ads Discount.

## MOBILE APP AD SIZES & SPECIFICATIONS

Logos on 10 exclusive pages = approximately 200 X 200 pixels

All banners on App are same size = Horizontal 720 X 128 pixels

All files must be created as a static .png, .gif, or .jpg file. No animated files or rotating frames. No .pdf files. RGB not CMYK. Create your banner ad using 458 PPI density.

# ONLINE BANNER AD RATES

<b>ONLINE BANNER AD SECTIONS (33 SECTIONS)</b> - Xpo Press reserves online ads by pages strategically grouped in Sections of the Xpo Press website, not by individual web pages.
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## ONLINE BANNER AD SIZES & SPECIFICATIONS

Full-Screen / Vertical  
800 X 1200 pixels

Top of Page / Horizontal  
970 X 150 pixels

Lower Page / Horizontal  
800 X 400 pixels

Right Column / Square  
180 X 180 pixels

All files must be created as a static .png, .gif, or .jpg file. No animated files or rotating frames. No .pdf files. RGB not CMYK. Create your banner ad using 458 PPI density.

<b>SUPER TRAFFIC SECTIONS (3 SECTIONS)</b>				One-year optional renewal
All three Super Traffic Sections offer four sizes of online banner ads. The ad sizes in each section are priced the same, and each expire 12 months after date on Ad Agreement.	<b>Full-Screen</b>	<b>Top of Page</b>	<b>Lower Page</b>	<b>Right Column</b>
	\$1,508	\$1,508	\$1,006	\$754
<b>TOP ENTRANCE 1 - GEM SHOW DATABASE</b> - Highest-traffic pages on the site — including the Gem Show Search page and the United States Gem Show Calendar.			<b>Number of Pages</b>	<b>Annual Pageviews</b>
			3	67,615
<b>TOP ENTRANCE 2 - HOME PAGE &amp; VENDOR DATABASE</b> - Highest-traffic pages on the site, including the Xpo Press Home Page, the Vendor-Product Search page, and ten more pages.			<b>Number of Pages</b>	<b>Annual Pageviews</b>
			12	48,594
<b>TOP ENTRANCE 3 - VENDOR PROFILE PAGES</b> - Your ad posted on every Vendor Profile page — including all Tucson and Denver vendors + vendors at over 700 shows in North America.			<b>Number of Pages</b>	<b>Annual Pageviews</b>
			7,634	116,287
<b>TUCSON GEM &amp; MINERAL SHOWCASE SECTIONS (6 SECTIONS)</b>				Expires February 28, 2024
All six Tucson Gem & Mineral Showcase Sections offer four sizes of online banner ads. The ad sizes in each section are priced the same, and each expire on February 28.	<b>Full-Screen</b>	<b>Top of Page</b>	<b>Lower Page</b>	<b>Right Column</b>
	\$1,508	\$1,508	\$1,006	\$754
<b>TUCSON 1 - SHOWCASE INFO</b> - Your banner posted on the main Tucson Gem & Mineral Showcase page, the most visited page on the website, plus all Tucson show info pages, including shuttle routes, admission requirements, and Tucson EZ-Guide online edition page.			<b>Number of Pages</b>	<b>Annual Pageviews</b>
			8	41,369
<b>TUCSON 2 - TGMS® and FINE MINERAL SHOWS</b> - Your banner posted on profile pages for Tucson Gem & Mineral Show®, 1801 Oracle/Mineral Village, Fine Minerals International, Granada Gallery/Granada Mineral Showcase, The Just Minerals & Crystals Event, La Fuente de Piedras Show, Mineral City, The Mineral Vault, The Tucson Fine Mineral Gallery + each of these shows' vendor-list pages.			<b>Number of Pages</b>	<b>Annual Pageviews</b>
			18	12,961
<b>TUCSON 3 - JEWELRY, BEAD, and WHOLESALE GEM SHOWS</b> - Your banner posted on profile pages for AGTA GemFair™, G&LW Gem Mall/Holidome, GJX Gem & Jewelry Exchange, JOGS Gem & Jewelry Show, the shows at Casino Del Sol Resort — Colors of the Stone, To Bead True Blue, and Tucson Artisan Workshops — JG&M Expos on Michigan & Simpson Streets, African Art Village, American Indian Arts Expo, American Indian Fine Arts Show, Gem & Jam Festival, Tucson Whole Bead Show, and on each of these shows' vendor-list pages			<b>Number of Pages</b>	<b>Annual Pageviews</b>
			27	16,107
<b>TUCSON 4 - KINO and ROCK &amp; MINERAL SHOWS</b> - Your banner posted on profile pages for Kino Gem & Mineral Show, Miners Co-op Rock Show, Tucson Showplace, Kent's Jewelry, Lapidary & Tool Show, Madagascar Import SEAM Gem Show, Madagascar Minerals® Gem Show, Raining Rocks + each of these shows' vendor-list pages.			<b>Number of Pages</b>	<b>Annual Pageviews</b>
			14	12,002
<b>TUCSON 5 - 22ND STREET, PUEBLO, and 1-10 FREEWAY SHOWS</b> - Your banner posted on the 22nd Street Show, Pueblo Gem & Mineral Show, the 3 GIGM Shows — Globex Red Lion Inn, Motel 6, and Quality Inn — and Rapa River Gem & Mineral Show + each of these shows' vendor-list pages.			<b>Number of Pages</b>	<b>Annual Pageviews</b>
			12	11,637
<b>TUCSON 6 - FOSSIL, MINERAL, and WHOLESALE ROCK SHOWS</b> - Your banner posted on profile pages of Fossil & Mineral Alley, Mineral & Fossil Co-op, Mineral & Fossil Marketplace, RMGM Mineral & Fossil Show, 1820 Oracle Wholesale Show, Arizona Independent Warehouse Show, Enter the Earth Wholesale Warehouse Show, JK Stone Warehouse Show + each of these shows' vendor-list pages.			<b>Number of Pages</b>	<b>Annual Pageviews</b>
			16	9,737
<b>DENVER GEM &amp; MINERAL SHOWCASE SECTIONS (5 SECTIONS)</b>				Expires September 30, 2023
All five Denver Gem & Mineral Showcase Sections offer four sizes of online banner ads. The ad sizes in each section are priced the same, and each expire on September 30.	<b>Full-Screen</b>	<b>Top of Page</b>	<b>Lower Page</b>	<b>Right Column</b>
	\$826	\$826	\$551	\$413
<b>DENVER 1 - SHOWCASE INFO</b> - Your banner posted on the main Denver Gem & Mineral Showcase page, the 3rd most-visited page on the site,			<b>Number of Pages</b>	<b>Annual Pageviews</b>

plus high-traffic pages linked from this page, and on the Denver EZ-Guide online edition page.		5	21,593
<b>DENVER 2 - COLORADO MINERAL &amp; FOSSIL SHOW</b> - Your banner posted on the profile pages of the Colorado Mineral & Fossil Show, Colorado Independent Warehouse Show, and JK Stone Warehouse Show + each of these shows' vendor-list pages.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	6		9,338
<b>DENVER 3 - HARDROCK SUMMIT &amp; MINERAL SHOWS</b> - Your banner posted on the profile pages of HardRock Summit/Evolution, Denver Gem & Mineral Show, The Just Minerals & Crystals Event-Denver + each of these shows' vendor-list pages.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	6		6,823
<b>DENVER 4 - NATIONAL WESTERN COMPLEX SHOWS</b> - Your banner posted on the the profile pages of the shows at the National Western Complex: The Denver Show, Denver Expo Gem Show, Miner's Co-op + each of these shows' vendor-list pages.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	6		4,911
<b>DENVER 5 - GEM &amp; JEWELRY SHOWS</b> - Your banner posted on the profile pages of HardRock Summit/Sparkle & Joy, AGTA GemFair™ Denver, JG&M Expo, Intergem Denver + each of these shows' vendor-list pages.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	8		7,506
<b>OTHER SHOWCASE SECTIONS (7 SECTIONS)</b>			<b>One-year optional renewal</b>
All seven Sections — Quartzsite (3 sections), Franklin (2 sections), Tucson-Fall (1 section), and Las Vegas (1 section) — offer 4 ad sizes, each ad size priced the same and expire 12 months after Agreement.	<b>Full-Screen</b>	<b>Top of Page</b>	<b>Lower Page</b>
	\$826	\$826	\$551
<b>QUARTZSITE 1 - SHOWCASE INFO</b> - Your banner posted on the main Quartzsite Showcase & Swapmeet page, the 4th most-visited page on the site, plus two high-traffic pages linked from this page.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	3		41,386
<b>QUARTZSITE 2 - DESERT GARDENS &amp; QIA POW WOW</b> - Your banner posted on the Desert Gardens Rock, Gem & Mineral Show and QIA PowWow show profile pages + both of these shows' vendor-list pages.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	4		18,661
<b>QUARTZSITE 3 - TYSON WELLS, PROSPECTORS PANORAMA &amp; SWAPMEETS</b> - Your banner posted on the Tyson Wells, Prospectors Panorama, The "Big Tent", Quartzsite Gold, Treasure & Craft Show, Rice Ranch Y'all Come Show profile pages + each of these shows' vendor-list pages.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	16		13,256
<b>FRANKLIN 1 - SHOWCASE INFO</b> - Your banner posted on the main Franklin Showcase page, the 8th most-visited page on the site, plus two high-traffic pages linked from this page.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	3		16,809
<b>FRANKLIN 2 - ALL SHOWS</b> - Your banner posted on the profile pages of each of the May and July shows in Franklin, N.C. — G&LW Gem & Jewelry Show, Highlands Road Gem Show, Echo Valley Gem & Mineral Show, Mothers Day Gemboree, Macon County Gemboree, Franklin Faceters + each of these shows' vendor-list pages.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	16		17,694
<b>TUCSON FALL SHOWCASE</b> - Your banner posted on all the pages of the Tucson Fall Showcase, including the Main Tucson Fall Showcase page and the profile pages for JOGS Gem & Jewelry Show, G&LW Gem & Jewelry Show/Holidome, the Colors of the Stone shows at Casino Del Sol, Kent's Jewelry, Lapidary & Tool Show + each of these shows' vendor-list pages.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	14		3,392
<b>LAS VEGAS JEWELRY WEEK SHOWCASE</b> - Your banner posted on all the pages of the Las Vegas Jewelry Week Showcase, including the Main Las Vegas Showcase page and the profile pages for JCK, AGTA GemFair™, Bead Renaissance, COUTURE, International Watch & Jewelry Guild, Las Vegas Antique Jewelry & Watch Show + each of these shows' vendor-list pages.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	16		11,002
<b>REGIONAL SHOWS SECTIONS (12 SECTIONS)</b>			<b>One-year optional renewal</b>
All twelve Regional Shows Sections offer four sizes of online banner ads. The ad sizes in each section are priced the same, and each expire 12 months after date on Ad Agreement.	<b>Full-Screen</b>	<b>Top of Page</b>	<b>Lower Page</b>
	\$826	\$826	\$551
<b>REGION 1 - ATLANTIC EAST SHOWS</b> - Your banner posted on 6 high-traffic info pages of the Atlantic East Region and the profile pages of 45 shows in Delaware, Maryland, New Jersey, and Pennsylvania.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	53		41,324
<b>REGION 2 - ATLANTIC NORTH SHOWS</b> - Your banner posted on 9 high-traffic info pages of the Atlantic North Region and the profile pages of 57 shows in Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, and Vermont.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	68		60,363
<b>REGION 3 - ATLANTIC SOUTH SHOWS</b> - Your banner posted on 6 high-traffic info pages of the Atlantic South Region and the profile pages of 52 shows in Georgia, North Carolina, South Carolina, and Virginia.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	64		47,519
<b>REGION 4 - CANADA EAST SHOWS</b> - Your banner posted on 6 high-traffic info pages of the Canada East Region and the profile pages of 26 shows in New Brunswick, Newfoundland & Labrador, Nova Scotia, Ontario, Prince Edward Island, and Quebec.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	32		32,371
<b>REGION 5 - CANADA WEST SHOWS</b> - Your banner posted on 10 high-traffic info pages of the Canada West Region and the profile pages of 46 shows in Alberta, British Columbia, Manitoba, Northwest Territories, Nunavet, Saskatchewan, and Yukon.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	65		35,345
<b>REGION 6 - MID-AMERICA EAST SHOWS</b> - Your banner posted on 8 high-traffic info pages of the Mid-America East Region and the profile pages of 58 shows in Indiana, Kentucky, Michigan, Ohio, Tennessee, and West Virginia.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	72		63,769
<b>REGION 7 - MID-AMERICA WEST SHOWS</b> - Your banner posted on 13 high-traffic info pages of the Mid-America West Region and the profile pages of 69 shows in Arkansas, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, and Wisconsin.	<b>Number of Pages</b>		<b>Annual Pageviews</b>
	83		58,916

<b>REGION 8 - PACIFIC NORTH SHOWS</b> - Your banner posted on 5 high-traffic info pages of the Pacific North Region and the profile pages of 47 shows in Oregon, Washington, and Alaska.	<b>Number of Pages</b>	<b>Annual Pageviews</b>
	53	30,127
<b>REGION 9 - PACIFIC WEST SHOWS</b> - Your banner posted on 5 high-traffic info pages of the Pacific West Region and the profile pages of 89 shows in California, Hawaii, and Nevada.	<b>Number of Pages</b>	<b>Annual Pageviews</b>
	99	68,466
<b>REGION 10 - ROCKY MOUNTAIN SHOWS</b> - Your banner posted on 7 high-traffic info pages of the Rocky Mountain Region and the profile pages of 49 shows in Colorado, Idaho, Montana, Utah, and Wyoming.	<b>Number of Pages</b>	<b>Annual Pageviews</b>
	60	46,055
<b>REGION 11 - SOUTH GULF SHOWS</b> - Your banner posted on 6 high-traffic info pages of the South Gulf Region and the profile pages of 50 shows in Alabama, Florida, Louisiana, and Mississippi.	<b>Number of Pages</b>	<b>Annual Pageviews</b>
	58	39,174
<b>REGION 12 - SOUTHWEST SHOWS</b> - Your banner posted on 5 high-traffic info pages of the Southwest Region and the profile pages of 64 shows in Arizona, New Mexico, and Texas.	<b>Number of Pages</b>	<b>Annual Pageviews</b>
	69	57,019

## ONLINE BANNER AD SIZES & SPECIFICATIONS

**Full-Screen / Vertical**  
800 X 1200 pixels

**Top of Page / Horizontal**  
970 X 150 pixels

**Lower Page / Horizontal**  
800 X 400 pixels

**Right Column / Square**  
180 X 180 pixels

All files must be created as a static .png, .gif, or .jpg file. No animated files or rotating frames. No .pdf files. RGB not CMYK. Create your banner ad using 458 PPI density.