

# XPO PRESS "FREE EZ-GUIDE" AD PACKAGES

Receive **FREE Tucson EZ-Guide** or **Denver EZ-Guide** ad + **FREE GEM-AD Membership** with purchase of Online Banner ads and/or Mobile App ads. (Limit one Tucson and one Denver ad package per advertiser.)

Standard discounts additionally apply to Ad Package discounts (**7% off Tucson Early Pay**, **3% off Standard Early Pay**, and **5% - 40% off Multiple Ads Discount** — calculated on final Ad Agreement).



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## Your GEM-AD MEMBERSHIP FREE with purchase of Online Banner ads and/or Mobile App ads

(Choose from online and mobile app ad selections below)

GEM-AD MEMBERSHIP (Gem Expo Marketing & Advertising Directive)		
Your Show or Company Profile Web Page + Online Banner Ad on Xpo Press Website	Purchase <u>Online Banner ads</u> and/or <u>TGS Mobile App ads</u> and receive your ad <b>FREE</b> in the <i>Tucson EZ-Guide</i> (\$912-\$3,056 value) and/or <i>Denver EZ-Guide</i> (\$533-\$1,785 value) + <b>FREE</b> GEM-AD membership (\$150 value).	\$150 Value <b>FREE</b>

## Your EZ-GUIDE AD FREE with purchase of Online Banner ads and/or Mobile App ads

(Choose from online and mobile app ad selections below)

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.		
1/4 Page	* <b>PURCHASE \$1,327</b> worth of Online Banner ads and/or TGS Mobile App ads and receive <b>FREE</b> a 1/4-page ad (\$912 value) in the <i>Tucson EZ-Guide</i> + <b>FREE</b> one-year GEM-AD membership (\$150 value). You pay \$1,327 for \$2,389 worth of print, online, and/or mobile app advertising, over a 44% savings!	\$912 Value <b>FREE</b>
1/2 Page / Horiz. or Vert.	* <b>PURCHASE \$2,012</b> worth of Online Banner ads and/or TGS Mobile App ads and receive <b>FREE</b> a 1/2-page ad (\$1,460 value) in the <i>Tucson EZ-Guide</i> + <b>FREE</b> one-year GEM-AD membership (\$150 value). You pay \$2,012 for \$3,622 worth of print, online, and/or mobile app advertising, over a 44% savings!	\$1,460 Value <b>FREE</b>
Full Page	* <b>PURCHASE \$3,016</b> worth of Online Banner ads and/or TGS Mobile App ads and receive <b>FREE</b> a Full-page ad (\$2,263 value) in the <i>Tucson EZ-Guide</i> + <b>FREE</b> one-year GEM-AD membership (\$150 value). You pay \$3,016 for \$5,429 worth of print, online, and/or mobile app advertising, over a 44% savings!	\$2,263 Value <b>FREE</b>
Full Page / Special Placement *	* <b>PURCHASE \$4,007</b> worth of Online Banner ads and/or TGS Mobile App ads and receive <b>FREE</b> a Full-page ad with Special Placement* (\$3,056 value) in the <i>Tucson EZ-Guide</i> + <b>FREE</b> one-year GEM-AD membership (\$150 value). You pay \$4,007 for \$7,213 worth of print, online, and/or mobile app advertising, over a 44% savings!	\$3,056 Value <b>FREE</b>

DENVER EZ-GUIDE - 9,000 circ., mailed to paid subscribers and distributed on racks at all Denver shows and select Denver establishments in September.		
1/4 Page	* <b>PURCHASE \$667</b> worth of Online Banner ads and/or TGS Mobile App ads and receive <b>FREE</b> a 1/4-page ad (\$533 value) in the <i>Denver EZ-Guide</i> + <b>FREE</b> one-year GEM-AD membership (\$150 value). You pay \$667 for \$1,200 worth of print, online, and/or mobile app advertising, over a 44% savings!	\$533 Value <b>FREE</b>
1/2 Page / Horiz. or Vert.	* <b>PURCHASE \$1,067</b> worth of Online Banner ads and/or TGS Mobile App ads and receive <b>FREE</b> a 1/2-page ad (\$853 value) in the <i>Denver EZ-Guide</i> + <b>FREE</b> one-year GEM-AD membership (\$150 value). You pay \$1,067 for \$1,920 worth of print, online, and/or mobile app advertising, over a 44% savings!	\$853 Value <b>FREE</b>
Full Page	* <b>PURCHASE \$1,652</b> worth of Online Banner ads and/or TGS Mobile App ads and receive <b>FREE</b> a Full-page ad (\$1,322 value) in the <i>Denver EZ-Guide</i> + <b>FREE</b> one-year GEM-AD membership (\$150 value). You pay \$1,652 for \$2,974 worth of print, online, and/or mobile app advertising, over a 44% savings!	\$1,322 Value <b>FREE</b>
Full Page / Special Placement *	* <b>PURCHASE \$2,231</b> worth of Online Banner ads and/or TGS Mobile App ads and receive <b>FREE</b> a Full-page ad with Special Placement* (\$1,785 value) in the <i>Denver EZ-Guide</i> + <b>FREE</b> one-year GEM-AD membership (\$150 value). You pay \$2,231 for \$4,016 worth of print, online, and/or mobile app advertising, over a 44% savings!	\$1,785 Value <b>FREE</b>

\* **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.

Choose from the TGS Mobile App and/or Online Banner ad sections (below) in the \* **PURCHASE \$ AMT.** for the *Tucson EZ-Guide* or *Denver EZ-Guide* ad size (above) that you want to reserve

## TUCSON GEM SHOW MOBILE APP ADS

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.		
Tucson Vendor Profile Pages	Banner ad posted on every <u>Tucson Vendor Profile</u> page of the TGS app, which is over 3,000 pages. Not exclusive, banner rotates with up to 7 other ads on each page.	\$754
Tucson Showcase Sections	Cost is per Section. Banner ad posted on Section(s) of your choice (Tucson 2-6") of the ONLINE BANNER AD SECTIONS - <u>Tucson Gem &amp; Mineral Showcase Pages</u> below. Not exclusive, banner rotates with up to 7 other ads on each page.	\$754

## ONLINE BANNER ADS

**ONLINE BANNER AD SECTIONS (33 SECTIONS)** - Xpo Press reserves online ads by pages strategically grouped in Sections of the Xpo Press website, not by individual web pages.

SUPER TRAFFIC SECTIONS (3 SECTIONS)				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.	Full-Screen	Top of Page	Lower Page	Right Column
	\$1,508	\$1,508	\$1,006	\$754
TOP ENTRANCE 1 - GEM SHOW DATABASE - Highest-traffic pages on the site — including the <u>Gem Show Search</u> page and the <u>United States Gem Show Calendar</u> .			Number of Pages	Annual Pageviews
			3	67,615

<b>TOP ENTRANCE 2 - HOME PAGE &amp; VENDOR DATABASE</b> - Highest-traffic pages on the site, including the <a href="#">Xpo Press Home Page</a> , the <a href="#">Vendor-Product Search</a> 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 <a href="#">Vendor Profile page</a> — 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>				<b>Expires February 28, 2024</b>
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 - AGTA, G&amp;LW, GJX, JOGS and BEAD SHOWS</b> - Your banner posted on profile pages for AGTA GemFair™, G&LW Gem Mall/Holdome, 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, Raining Rocks + each of these shows' vendor-list pages.	<b>Number of Pages</b>		<b>Annual Pageviews</b>	
	10		10,625	
<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, Madagascar Import SEAM Gem Show, Madagascar Minerals® Gem Show + each of these shows' vendor-list pages.	<b>Number of Pages</b>		<b>Annual Pageviews</b>	
	20		11,114	
<b>DENVER GEM &amp; MINERAL SHOWCASE SECTIONS (5 SECTIONS)</b>				<b>Expires September 30, 2023</b>
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, plus high-traffic pages linked from this page, and on the Denver EZ-Guide online edition page.	<b>Number of Pages</b>		<b>Annual Pageviews</b>	
	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>	<b>Right Column</b>
	\$826	\$826	\$551	\$413
<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/Holdome, 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	

REGIONAL SHOWS SECTIONS (12 SECTIONS)				One-year optional renewal
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.	Full-Screen	Top of Page	Lower Page	Right Column
	\$826	\$826	\$551	\$413
<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.			Number of Pages	Annual Pageviews
			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.			Number of Pages	Annual Pageviews
			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.			Number of Pages	Annual Pageviews
			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.			Number of Pages	Annual Pageviews
			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.			Number of Pages	Annual Pageviews
			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.			Number of Pages	Annual Pageviews
			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.			Number of Pages	Annual Pageviews
			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.			Number of Pages	Annual Pageviews
			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.			Number of Pages	Annual Pageviews
			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.			Number of Pages	Annual Pageviews
			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.			Number of Pages	Annual Pageviews
			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.			Number of Pages	Annual Pageviews
			69	57,019