

# TUCSON RESTAURANTS, LODGING & ATTRACTIONS (RLA) AD PACKAGE

Local restaurants, hotels, and attractions (RLAs) 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 — calculated on final Ad Agreement).



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## Restaurants



## Lodging



## Attractions



### RLA EXCLUSIVE AD BENEFITS

#### Here's what you get ...

<b>Your Ad in Tucson EZ-Guide</b> Your full-color 1/4, 1/2, or full-page ad placed in the Tucson EZ-Guide, official guide of Tucson Gem Show.	<b>Local Map &amp; Listing</b> Your location plotted on a Tucson map and your establishment listed in the Tucson EZ-Guide.	<b>Your Profile Page</b> Xpo Press will create a web page for your establishment on Xpo Press website with photos, menus, and a direction map.	<b>Designated RLA Page</b> Your business listed and plotted on Google map on Tucson RLA page on Xpo Press website. Your listing linked to your profile page.	<b>Online Banner Ad</b> 180 X180 pixels ad posted on designated Tucson RLA page and all RLA profile pages on Xpo Press website.	<b>Your Total Savings</b> The RLA ad package is over <b>80% off</b> the full cash value of Xpo Press's ad rates!
\$912 to \$2,263 value	Included in ad rates	\$150 value	Included in ad rates	\$754 value	\$1,816 to \$3,167 full value

#### Here's what you pay ...

OPTION 1	OPTION 2	OPTION 3
All of the RLA Exclusive Ad Benefits with <b>1/4-page ad</b> in the Tucson EZ-Guide	All of the RLA Exclusive Ad Benefits with <b>1/2-page ad</b> in the Tucson EZ-Guide	All of the RLA Exclusive Ad Benefits with <b>Full-page ad</b> in the Tucson EZ-Guide
<b>\$363 cash + \$300 trade*</b>	<b>\$473 cash + \$400 trade*</b>	<b>\$633 cash + \$525 trade*</b>

\* Trade for food, lodging, admission, or tickets to your establishment.

### 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 January and February. 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 that 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 mobile app 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.

