

2024-25 XPO PRESS ADVERTISING RATES

WHAT DISCOUNTS DO YOU QUALIFY FOR?

TUCSON EARLY PAY Offered only during the Tucson Showcase in February	7% off	VOLUME SPENDING DISCOUNTS	
		Spend \$250 over highest ad rate on Agreement*, get 5% off	
STANDARD EARLY PAY	3% off	Spend \$1,500 over highest ad rate on Agreement*, get 10% off	
		Spend \$2,750 over highest ad rate on Agreement*, get 15% off	
VOLUME SPENDING	5% - 40% off	Spend \$4,000 over highest ad rate on Agreement*, get 20% off	
		Spend \$7,250 over highest ad rate on Agreement*, get 40% off	



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* Your most expensive ad rate on the Xpo Press Ad Agreement in a 12-month period. Total cost of **ONLINE AD SPECIAL** counts as one ad. If you have two or more Ad Agreements in 12 months, the total amount you spend in that year will be added and the VOLUME SPENDING Discount will be applied only to your latest Ad Agreement.

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 VOLUME SPENDING Discount but IS counted toward total amount spent for advertising on an Xpo Press Ad Agreement.

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 "official guides" and most indispensable publications 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 15
1/4 Page	1/2 Page / Horiz. or Vert.	Full Page	Full Page / Special Placement *	Full Page / Back Cover	
\$850	\$1,450	\$2,250	\$3,150*	\$3,995**	

ONLINE AD SPECIAL — BUY ONLINE ADS, GET TUCSON EZ-GUIDE AD + GEM AD FREE

Spend \$1,250 on online ads, get 1/4-page ad + GEM-AD FREE	Spend \$2,000 on online ads, get 1/2-page ad + GEM-AD FREE	Spend \$3,000 on online ads, get Full-page ad + GEM-AD FREE	Spend \$4,000 on online ads, get Sp. Plmt. ad + GEM-AD FREE
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Other ways to advertise in the TUCSON EZ-GUIDE

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.	\$3,995**
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.	995**
"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.	\$500
"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.	\$500

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	1/2 Page / Horiz. or Vert.	Full Page	Full Page / Special Placement *	Full Page / Back Cover	Ad reservation deadline: July 15
\$595	\$1,015	\$1,575	\$2,205*	\$2,798**	

ONLINE AD SPECIAL — BUY ONLINE ADS, GET DENVER EZ-GUIDE AD + GEM AD FREE

Spend \$750 on online ads, get 1/4-page ad + GEM-AD FREE	Spend \$1,250 on online ads, get 1/2-page ad + GEM-AD FREE	Spend \$2,000 on online ads, get Full-page ad + GEM-AD FREE	Spend \$2,750 on online ads, get Sp. Plmt. ad + GEM-AD FREE
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Other ways to advertise in the DENVER EZ-GUIDE

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.	\$2,798**
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.	\$697**
"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.	\$350
"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.	\$350

* **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. Exclusively in the Denver EZ-Guide, special placement ads are printed on the two center pages (on the staple, also called the "center spread"). 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 VOLUME SPENDING Discount but IS counted toward total amount spent for advertising on an Xpo Press Ad Agreement.

** This Ad does not qualify for ANY discounts but IS counted toward total amount spent for advertising on an Xpo Press Ad Agreement.

EZ-GUIDE AD SIZES & SPECIFICATIONS

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

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

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

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

ONLINE BANNER AD RATES

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	TUCSON	DENVER	U.S. SHOWCASES	N.A. REGIONAL SHOWS	SQUARE ADS
\$1,750 per section	\$1,250 per section	\$1,000 per section	\$750 per section	\$500 per section	\$250 per section

See ad sizes and specifications at bottom of page 3

SUPER TRAFFIC SECTIONS (3 SECTIONS)		One-year optional renewal
TOP ENTRANCE 1 - GEM SHOW DATABASE - Highest-traffic pages on the site — including the Gem Show Search page and the United States Gem Show Calendar .	Number of Pages	Annual Pageviews
	3	67,615
TOP ENTRANCE 2 - HOME PAGE & VENDOR DATABASE - Highest-traffic pages on the site, including the Xpo Press Home Page , the Vendor-Product Search page, and ten more pages.	Number of Pages	Annual Pageviews
	12	48,594
TOP ENTRANCE 3 - VENDOR PROFILE PAGES - Your ad posted on every Vendor Profile page — including all Tucson and Denver vendors + vendors at over 700 shows in North America.	Number of Pages	Annual Pageviews
	7,634	116,287

TUCSON GEM & MINERAL SHOWCASE SECTIONS (6 SECTIONS)		Expires February 28
TUCSON 1 - SHOWCASE INFO - 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.	Number of Pages	Annual Pageviews
	8	41,369
TUCSON 2 - TGMS® and FINE MINERAL SHOWS - 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.	Number of Pages	Annual Pageviews
	18	12,961
TUCSON 3 - JEWELRY, BEAD, and WHOLESALE GEM SHOWS - 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	Number of Pages	Annual Pageviews
	27	16,107
TUCSON 4 - KINO and ROCK & MINERAL SHOWS - 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.	Number of Pages	Annual Pageviews
	14	12,002
TUCSON 5 - 22ND STREET, PUEBLO, and 1-10 FREEWAY SHOWS - 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.	Number of Pages	Annual Pageviews
	12	11,637
TUCSON 6 - FOSSIL, MINERAL, and WHOLESALE ROCK SHOWS - 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.	Number of Pages	Annual Pageviews
	16	9,737
DENVER GEM & MINERAL SHOWCASE SECTIONS (5 SECTIONS)		Expires September 30
DENVER 1 - SHOWCASE INFO - 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.	Number of Pages	Annual Pageviews
	5	21,593
DENVER 2 - COLORADO MINERAL & FOSSIL SHOW - 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.	Number of Pages	Annual Pageviews
	6	9,338
DENVER 3 - HARDROCK SUMMIT & MINERAL SHOWS - 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.	Number of Pages	Annual Pageviews
	6	6,823
DENVER 4 - NATIONAL WESTERN COMPLEX SHOWS - 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.	Number of Pages	Annual Pageviews
	6	4,911
DENVER 5 - GEM & JEWELRY SHOWS - 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.	Number of Pages	Annual Pageviews
	8	7,506

U.S. SHOWCASE SECTIONS (7 SECTIONS)		Expires one week after end of show
QUARTZSITE 1 - SHOWCASE INFO - 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.	Number of Pages	Annual Pageviews
	3	41,386
QUARTZSITE 2 - DESERT GARDENS & QIA POW WOW - Your banner posted on the Desert Gardens Rock, Gem & Mineral Show and QIA PowWow show profile pages + both of these shows' vendor-list pages.	Number of Pages	Annual Pageviews
	4	18,661
QUARTZSITE 3 - TYSON WELLS, PROSPECTORS PANORAMA & SWAPMEETS - 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.	Number of Pages	Annual Pageviews
	16	13,256
FRANKLIN 1 - SHOWCASE INFO - 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.	Number of Pages	Annual Pageviews
	3	16,809
FRANKLIN 2 - ALL SHOWS - 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.	Number of Pages	Annual Pageviews
	16	17,694
TUCSON FALL SHOWCASE - 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.	Number of Pages	Annual Pageviews
	14	3,392
LAS VEGAS JEWELRY WEEK SHOWCASE - 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.	Number of Pages	Annual Pageviews
	16	11,002
NORTH AMERICA REGIONAL SHOWS SECTIONS (12 SECTIONS)		One-year optional renewal
REGION 1 - ATLANTIC EAST SHOWS - 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
REGION 2 - ATLANTIC NORTH SHOWS - 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
REGION 3 - ATLANTIC SOUTH SHOWS - 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
REGION 4 - CANADA EAST SHOWS - 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
REGION 5 - CANADA WEST SHOWS - 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
REGION 6 - MID-AMERICA EAST SHOWS - 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
REGION 7 - MID-AMERICA WEST SHOWS - 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
REGION 8 - PACIFIC NORTH SHOWS - 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
REGION 9 - PACIFIC WEST SHOWS - 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
REGION 10 - ROCKY MOUNTAIN SHOWS - 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
REGION 11 - SOUTH GULF SHOWS - 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
REGION 12 - SOUTHWEST SHOWS - 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

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 static .png, .gif, or .jpg files. No animated files or rotating frames. No .pdf files. Must be RGB not CMYK. Create your banner ad using 458 PPI density.