

3% OFF for early-payment made within 7 days of invoicing.

Combine with MULTIPLE AD DISCOUNTS*

5% OFF for reserving 2 ads, **10% OFF** for 3 ads, **15% OFF** for 4 ads,

20% OFF for 5-9 ads, **40% OFF** for 10 or more ads!

*To qualify for this discount, ads must be at least \$300 and on same Agreement.

CHOOSE FROM 12 GUIDES: Purchase any size ad in any guide below and receive: 1. Same-size ad in another guide **FREE***, 2. Your online profile page upgraded to "Premium" on Xpo Press website, and 3. "Premium" profile page downloaded to the International Gem Show Directory app, or, if you're a Tucson show or vendor, to both the IGSD and Tucson Gem Show apps. One Package per agreement. * Select special placement ads not included in **FREE** promotion. Only standard discounts apply to SP ads.

2018-19 XPO PRESS ADVERTISING RATES 12 PUBLICATIONS • 144,000 CIRCULATION

EASTERN STATES GEM SHOWS

Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
NJ SHOW EZ-GUIDE / 4,000 delivered to WALL STREET JOURNAL subscribers in East N.J. the Saturday before the show, and 3,000 distributed at NJ Show in Edison, N.J. in April.							
February 23, 2018	7,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
NORTH CAROLINA EZ-GUIDE / 7,000 distributed at gem shows and businesses in Franklin, N.C., May thru July.							
April 6, 2018	7,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
EAST COAST GEM & MINERAL SHOW DEALER DIRECTORY / 3,000 delivered to WALL STREET JOURNAL subscribers in Mass. the Sat. before the show, and 3,000 distributed at East Coast Show in Aug.							
June 29, 2018	6,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231

TUCSON FALL GEM SHOWCASE

Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
TUCSON EZ-GUIDE (FALL EDITION) / 2,500 distributed to WALL STREET JOURNAL subscribers in Tucson, the Sat. before the show, and 2,500 distributed at 4 Tucson gem shows in September.							
July 20, 2018	5,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231

DENVER GEM & MINERAL SHOWS

Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
DENVER EZ-GUIDE (APR.) / 2,500 delivered to WALL STREET JOURNAL subscribers in Denver, the Sat. before the show, and 2,500 distributed at Colorado Mineral & Fossil (Spring) Show in April.							
March 2, 2018	5,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
DENVER EZ-GUIDE (SEPT.) / Distributed at 10 Denver gem shows and select businesses in Denver in September.							
July 20, 2018	9,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231

INTERNATIONAL GEM & MINERAL SHOWS

Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
1. INTERNATIONAL GEM SHOW DIRECTORY (JUNE-DEC EDITION) / Distributed June-Dec. at top shows in U.S.A. and Europe, incl. Sainte-Marie, Munich, Barcelona, Denver, Franklin, NC, and W. Springfield.							
April 20, 2018	10,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
2. INTERNATIONAL GEM SHOW DIRECTORY (JAN-JUNE EDITION) / Distributed Jan.-June at top shows in U.S.A. and Asia, incl. Tucson, Quartzsite, Edison, NJ, Franklin, NC, and TIMA Tokyo.							
October 12, 2018	10,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231

QUARTZSITE ROCK & MINERAL SHOWCASE

Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
ARIZONA EZ-GUIDE INSERT in WALL STREET JOURNAL / Delivered to WSJ subscribers in Tucson & Phoenix, promoting both Tucson & Quartzsite Shows, on last Sat. in December and fourth Sat. in January.							
October 19, 2018	20,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
QUARTZSITE EZ-GUIDE / Distributed at Quartzsite Show & Swapmeet locations and local businesses in January and February.							
October 26, 2018	25,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231

TUCSON GEM, MINERAL & FOSSIL SHOWCASE

Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
ARIZONA EZ-GUIDE INSERT in WALL STREET JOURNAL / Delivered to WSJ subscribers in Tucson & Phoenix, promoting both Tucson & Quartzsite Shows, on last Sat. in December and fourth Sat. in January.							
October 19, 2018	20,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
ARIZONA MINERAL & FOSSIL SHOW DEALER DIRECTORY / Distributed at 3 AMFS locations (HTCC/InnSuites, Ramada Ltd., M&F Marketplace) during Tucson gem shows in January and February.							
November 16, 2018	5,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
TUCSON EZ-GUIDE / Distributed on racks at all Tucson shows, Tucson International Airport, local hotels and businesses, and on shuttle routes in January and February.							
November 16, 2018	35,000	\$554	\$912	\$1,460	\$2,263	\$3,056	\$3,818

COMBINED TOTALS	144,000	\$4,151	\$6,775	\$10,843	\$16,805	\$22,691	\$28,359
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* Special placement ads include ads on the front inside cover, back inside cover, page 3 (first right hand page), the page next to the back inside cover, and the two center pages in guides that are stapled; and exclusively in the Tucson EZ-Guide ads printed on the front and back of the six heavy-gloss divider (or insert) pages and each page directly to the right or left of a divider page.

AD SIZES (all ads full-color)

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

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