



2019-20 XPO PRESS ADVERTISING RATES

23 PUBLICATIONS • 181,000 CIRCULATION

STANDARD DISCOUNTS

Revised June 15, 2019

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!

WITH YOUR GEM-AD™ MEMBERSHIP: Purchase any size ad in any guide below and receive same-size ad in another guide **FREE**. Ads and photos on front, back, and inside covers not included in **FREE** promotion. Only standard discounts apply to special placement ads.

ROCKY MOUNTAIN GEM SHOW GUIDES		Guides distributed at shows in Colorado, Idaho, Montana, Utah, Wyoming, CANADA: Alberta					
Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
ROCKY MOUNTAIN DIRECTORY (DENVER SPRING SHOWCASE EDITION) / 3,000 distributed at Denver shows in Apr., then 2,000 distributed at shows in Rocky Mtn. states and Alberta, Can., thru Aug.							
March 13, 2020	5,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
ROCKY MOUNTAIN DIRECTORY (FALL/WINTER EDITION) / 3,000 distributed at Denver Showcase in Sept., then 2,000 distributed at shows in Rocky Mtn. states and Alberta, Can., through March.							
July 31, 2020	5,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
DENVER EZ-GUIDE / Distributed at eleven Denver gem shows and select businesses during the Denver Showcase in September.							
July 12, 2019	9,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231

EASTERN STATES GEM SHOW GUIDES		Guides distributed at shows in Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, Pennsylvania, New Hampshire, New Jersey, New York, Rhode Island, Vermont, CANADA: New Brunswick, Nova Scotia, Ontario, Quebec					
Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
EASTERN STATES DIRECTORY (NJ SHOW EDITION) / 5,000 distributed at NJ Show in Edison, NJ, in Apr., then 2,000 distributed at gem and mineral shows in Eastern U.S. and Canada through Aug.							
March 20, 2020	7,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
EAST COAST GEM & MINERAL SHOW DEALER DIRECTORY / 3,000 distributed at East Coast Show in W. Springfield, MA, in Aug., then 2,000 distributed at shows in Eastern U.S. and Canada thru Apr.							
June 25, 2019	5,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231

SOUTH CENTRAL STATES GEM SHOW GUIDES		Guides distributed at shows in Texas, Arkansas, Louisiana, Oklahoma					
Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
SOUTH CENTRAL STATES DIRECTORY (SPRING/SUMMER EDITION) / 3,000 delivered at Texas Mineral & Fossil Show in Apr., then 2,000 distributed at shows in South Central U.S. through Oct.							
March 27, 2020	5,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
SOUTH CENTRAL STATES DIRECTORY (FALL/WINTER EDITION) / Distributed at gem and mineral shows in South Central U.S. states, November thru April.							
October 2, 2020	5,000	\$164	\$267	\$427	\$661	\$893	\$1,116

SOUTHEAST STATES GEM SHOW GUIDES		Guides distributed at shows in North Carolina, Alabama, Florida, Georgia, Mississippi, South Carolina, Tennessee, Virginia					
Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
SOUTHEAST STATES DIRECTORY (FRANKLIN SHOWCASE EDITION) / 5,000 distributed at Franklin (NC) Showcase, May - July, then 1,000 distributed at shows in Southeast U.S. states through Oct.							
April 3, 2020	7,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
SOUTHEAST STATES DIRECTORY (FALL/WINTER EDITION) / Distributed at gem and mineral shows in Southeast U.S. states, November thru April.							
October 2, 2020	5,000	\$164	\$267	\$427	\$661	\$893	\$1,116

WEST COAST GEM SHOW GUIDES		Guides distributed at shows in California, Hawaii, Nevada					
Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
WEST COAST DIRECTORY (SPRING/SUMMER EDITION) / Distributed at gem and mineral shows in California, Nevada, and Hawaii, May thru October.							
April 10, 2020	5,000	\$164	\$267	\$427	\$661	\$893	\$1,116
WEST COAST DIRECTORY (FALL/WINTER EDITION) / Distributed at gem and mineral shows in California, Nevada, and Hawaii, November thru April.							
October 2, 2020	5,000	\$164	\$267	\$427	\$661	\$893	\$1,116

MID-AMERICA WEST GEM SHOW GUIDES		Guides distributed at shows in Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin					
Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
MID-AMERICA WEST DIRECTORY (SUMMER/FALL EDITION) / Distributed May thru October at gem and mineral shows in Mid-America West states with key shows in St. Louis and Chicago.							
April 24, 2020	5,000	\$164	\$267	\$427	\$661	\$893	\$1,116
MID-AMERICA WEST DIRECTORY (WINTER/SPRING EDITION) / Distributed November thru May at gem and mineral shows in Mid-America West states with key shows in Kansas City and St. Louis.							
October 2, 2020	5,000	\$164	\$267	\$427	\$661	\$893	\$1,116

MID-AMERICA EAST GEM SHOW GUIDES			Guides distributed at shows in Indiana, Kentucky, Michigan, Ohio, West Virginia				
Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
MID-AMERICA EAST DIRECTORY (SUMMER/FALL EDITION) / Distributed May thru October at gem and mineral shows in Mid-America East states with key shows in Indianapolis and Detroit.							
May 1, 2020	5,000	\$164	\$267	\$427	\$661	\$893	\$1,116
MID-AMERICA EAST DIRECTORY (WINTER/SPRING EDITION) / Distributed November - May at gem and mineral shows in Mid-America East states with key shows in Cincinnati and Cleveland.							
October 2, 2020	5,000	\$164	\$267	\$427	\$661	\$893	\$1,116

PACIFIC NORTHWEST GEM SHOW GUIDES			Guides distributed at shows in Oregon, Washington, Alaska, CANADA: British Columbia				
Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
PACIFIC NORTHWEST DIRECTORY (SUMMER/FALL EDITION) / Distributed at gem and mineral shows in Pacific Northwest U.S. states and British Columbia, Canada, June thru November.							
May 8, 2020	5,000	\$164	\$267	\$427	\$661	\$893	\$1,116
PACIFIC NORTHWEST DIRECTORY (WINTER/SPRING EDITION) / Distributed at gem and mineral shows in Pacific Northwest U.S. states and British Columbia, Canada, November thru May.							
October 2, 2020	5,000	\$164	\$267	\$427	\$661	\$893	\$1,116

SOUTHWEST STATES GEM SHOW GUIDES			Guides distributed at shows in Arizona, Southern California, Southern Nevada, New Mexico, West Texas				
Ad Deadline	Circulation	1/8 Page	1/4 Page	1/2 Page (Horiz. & Vert.)	Full Page	FP (Special Placement*)	FP (Back Cover)
SOUTHWEST STATES DIRECTORY (TUCSON FALL GEM SHOWCASE EDITION) / 2,500 inserted in WALL STREET JOURNAL in Tucson before the show, and 2,500 distributed at 4 Sept. Tucson shows.							
July 12, 2019	5,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
SOUTHWEST STATES DIRECTORY (TUCSON/QUARTZSITE EDITION) / Distributed at Tucson and Quartzsite Showcases in January-February, then at shows in Southwest U.S. states thru August.							
October 11, 2019	13,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
SOUTHWEST STATES DIRECTORY (WALL STREET JOURNAL EDITION) / 5,000 inserted 2X in Phoenix & Tucson WSJ, on last Sat. in Dec. & 4th Sat. in Jan., promoting Tucson & Quartzsite Showcases.							
October 18, 2019	10,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
QUARTZSITE EZ-GUIDE / Distributed at Quartzsite Showcase & Swapmeet locations and local businesses in January and February.							
October 25, 2019	20,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
ARIZONA MINERAL & FOSSIL SHOW DEALER DIRECTORY / Distributed at 3 AMFS Tucson locations in January and February — HTCC, Ramada, and Mineral & Fossil Marketplace.							
October 25, 2019	5,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
TUCSON EZ-GUIDE / Distributed on racks at all Tucson shows, Tucson Intl. Airport, and local hotels and restaurants in Jan. and Feb.. Also mailed to paid subscribers 2-3 wks. before start of shows.							
November 15, 2019	35,000	\$554	\$912	\$1,460	\$2,263	\$3,056	\$3,818

CIRCULATION TOTAL **181,000**

* 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

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