

**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 same-size ad in another guide **FREE**. Tucson EZ-Guide (Jan-Feb.) and special placement ads not included in **FREE** promotion. Only standard discounts apply to SP ads.

## 2019-20 XPO PRESS ADVERTISING RATES 12 PUBLICATIONS • 125,000 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 / 3,000 delivered to <b>WALL STREET JOURNAL</b> subscribers in eastern N.J the Sat. before start of the show, and 3,000 distributed at The NJ Show in Edison, N.J., in April.							
March 1, 2019	6,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
NORTH CAROLINA EZ-GUIDE / Distributed at gem shows and businesses in Franklin, N.C., May thru July.							
April 5, 2019	6,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
EAST COAST GEM & MINERAL SHOW DEALER DIRECTORY / 2,500 delivered to <b>WALL STREET JOURNAL</b> subscribers in MA the Sat. before the show, and 2,500 distributed at East Coast Show in Aug.							
June 28, 2019	5,000	\$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 (SEPT. EDITION) / 2,500 delivered to <b>WALL STREET JOURNAL</b> subscribers in Tucson, the Sat. before the show, and 2,500 distributed at 4 Tucson gem shows in September.							
July 19, 2019	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 <b>WALL STREET JOURNAL</b> subscribers in Denver the Sat. before the show, and 2,500 distributed at Colorado Mineral & Fossil (Spring) Show in April.							
March 4, 2019	4,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
DENVER EZ-GUIDE (SEPT.) / Distributed at eleven Denver gem shows and select businesses during the Denver Showcase in September.							
July 19, 2019	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. NORTH AMERICA GEM SHOW DIRECTORY (JULY-DEC EDITION) / Distributed July-Dec. at gem and mineral shows in North America, including the Denver Gem & Mineral Showcase in September.							
May 17, 2019	10,000	\$327	\$533	\$853	\$1,322	\$1,785	\$2,231
2. NORTH AMERICA GEM SHOW DIRECTORY (JAN-JUNE EDITION) / Distributed Jan.-June at gem and mineral shows in North America, including the Tucson and Quartzsite Showcases in Jan-Feb.							
October 11, 2019	5,000	\$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 <b>WALL STREET JOURNAL</b> / 5,000 inserted 2X in regional (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	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 <b>WALL STREET JOURNAL</b> / 5,000 inserted 2X in regional (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
ARIZONA MINERAL & FOSSIL SHOW DEALER DIRECTORY / Distributed at 3 AMFS locations: Hotel Tucson City Center, Days Inn, and M&F Marketplace during Tucson Showcase in Jan. and Feb.							
November 15, 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

<b>COMBINED TOTALS</b>	<b>125,000</b>	<b>\$4,151</b>	<b>\$6,775</b>	<b>\$10,843</b>	<b>\$16,805</b>	<b>\$22,691</b>	<b>\$28,359</b>
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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