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## 2020-21 XPO PRESS LIST OF GEM SHOW PUBLICATIONS

TITLE OF PUBLICATION	DESCRIPTION (176,000 ANNUAL CIRCULATION)	REPLACES
<b>DENVER EZ-GUIDE</b> Ad reservation deadline: July 24, 2020	9,000 distributed at eleven Denver gem shows and select businesses during the Denver Showcase in September.	REMAINS THE SAME
<b>QUARTZSITE EZ-GUIDE</b> Ad reservation deadline: November 6, 2020	20,000 distributed at Quartzsite show and swapmeet locations and local businesses during Quartzsite Showcase in January and February.	REMAINS THE SAME
<b>TUCSON EZ-GUIDE</b> Ad reservation deadline: November 13, 2020	35,000 distributed on racks at all Tucson shows, Tucson Intl. Airport, local businesses, and on shuttle routes during Tucson Showcase dates in January and February. Also mailed to several hundred paid subscribers 2-3 weeks before start of shows.	REMAINS THE SAME
<b>ATLANTIC NORTHEAST GEM SHOW DIRECTORY (WINTER/SPRING EDITION)</b> Ad reservation deadline: March 20, 2020	7,000 circ. — 5,000 distributed at The NJ Show in Edison, N.J., in April, then 2,000 distributed at gem and mineral shows and events in Eastern U.S. states — 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 — through August.	NJ SHOW EZ-GUIDE <u>AND</u> NORTH AMERICA GEM SHOW DIRECTORY
<b>ATLANTIC NORTHEAST GEM SHOW DIRECTORY (SUMMER/FALL EDITION)</b> Ad reservation deadline: July 10, 2020	5,000 circ. — 3,000 distributed at the East Coast Gem, Mineral & Fossil Show in West Springfield, Mass., in August, then 2,000 distributed at gem and mineral shows and events in Eastern U.S. states — 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 — through April.	EAST COAST SHOW DEALER DIRECTORY <u>AND</u> NORTH AMERICA GEM SHOW DIRECTORY
<b>CALIFORNIA-NEVADA-HAWAII GEM SHOW DIRECTORY (SPRING/SUMMER)</b> Ad reservation deadline: April 10, 2020	5,000 distributed at gem and mineral shows in California, Nevada, and Hawaii, May thru October.	NORTH AMERICA GEM SHOW DIRECTORY
<b>CALIFORNIA-NEVADA-HAWAII GEM SHOW DIRECTORY (FALL/WINTER)</b> Ad reservation deadline: October 2, 2020	5,000 distributed at gem and mineral shows in California, Nevada, and Hawaii, November thru April.	NORTH AMERICA GEM SHOW DIRECTORY
<b>MID-AMERICA EAST DIRECTORY (SUMMER/FALL EDITION)</b> Ad reservation deadline: May 1, 2020	5,000 distributed May thru October at gem and mineral shows in Mid-America East states — Illinois, Indiana, Kentucky, Michigan, Ohio, West Virginia, Wisconsin, CANADA; Ontario.	NORTH AMERICA GEM SHOW DIRECTORY
<b>MID-AMERICA EAST DIRECTORY (WINTER/SPRING EDITION)</b> Ad reservation deadline: October 2, 2020	5,000 distributed November thru May at gem and mineral shows in Mid-America East states — Illinois, Indiana, Kentucky, Michigan, Ohio, West Virginia, Wisconsin, CANADA; Ontario.	NORTH AMERICA GEM SHOW DIRECTORY
<b>MID-AMERICA WEST GEM SHOW DIRECTORY (SUMMER/FALL EDITION)</b> Ad reservation deadline: April 24, 2020	5,000 distributed May thru October at gem and mineral shows in Mid-America West states — Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin, CANADA; Manitoba, Saskatchewan.	NORTH AMERICA GEM SHOW DIRECTORY
<b>MID-AMERICA WEST GEM SHOW DIRECTORY (WINTER/SPRING EDITION)</b> Ad reservation deadline: October 2, 2020	5,000 distributed November thru May at gem and mineral shows in Mid-America West states — Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin, CANADA; Manitoba, Saskatchewan.	NORTH AMERICA GEM SHOW DIRECTORY
<b>PACIFIC NORTHWEST GEM SHOW DIRECTORY (SUMMER/FALL EDITION)</b> Ad reservation deadline: May 8, 2020	5,000 distributed at gem and mineral shows in Pacific Northwest U.S. states — Oregon, Washington, Alaska, CANADA: British Columbia — June thru November.	NORTH AMERICA GEM SHOW DIRECTORY
<b>PACIFIC NORTHWEST GEM SHOW DIRECTORY (WINTER/SPRING EDITION)</b> Ad reservation deadline: October 2, 2020	5,000 distributed at gem and mineral shows in Pacific Northwest U.S. states — Oregon, Washington, Alaska, CANADA: British Columbia — November thru May.	NORTH AMERICA GEM SHOW DIRECTORY
<b>ROCKY MOUNTAIN GEM SHOW DIRECTORY (SPRING/SUMMER EDITION)</b> Ad reservation deadline: March 13, 2020	5,000 circ. — 3,000 delivered at Denver shows in April, then 2,000 distributed at shows in Rocky Mountain states — Colorado, Idaho, Montana, Utah, Wyoming, CANADA: Alberta — through August.	DENVER EZ-GUIDE (APR. EDITION) <u>AND</u> NORTH AMERICA GEM SHOW DIRECTORY
<b>ROCKY MOUNTAIN GEM SHOW DIRECTORY (FALL/WINTER EDITION)</b> Ad reservation deadline: July 31, 2020	5,000 circ. — 3,000 distributed at Denver Showcase in September, then 2,000 distributed at shows in Rocky Mountain states— Colorado, Idaho, Montana, Utah, Wyoming, CANADA: Alberta — through March.	NORTH AMERICA GEM SHOW DIRECTORY
<b>SOUTH CENTRAL STATES GEM SHOW DIRECTORY (SPRING/SUMMER EDITION)</b> Ad reservation deadline: March 27, 2020	5,000 circ. — 3,000 delivered at Texas Mineral & Fossil Show in April, then 2,000 distributed at gem and mineral shows and events in South Central U.S. states — Texas, Arkansas, Louisiana, New Mexico, Oklahoma — through October.	NORTH AMERICA GEM SHOW DIRECTORY
<b>SOUTH CENTRAL STATES GEM SHOW DIRECTORY (FALL/WINTER EDITION)</b> Ad reservation deadline: October 2, 2020	5,000 distributed at gem and mineral shows in South Central U.S. states — Texas, Arkansas, Louisiana, New Mexico, Oklahoma — November thru April.	NORTH AMERICA GEM SHOW DIRECTORY
<b>SOUTHEAST STATES GEM SHOW DIRECTORY (SPRING/SUMMER EDITION)</b> Ad reservation deadline: April 3, 2020	7,000 circ. — 5,000 distributed at gem shows and businesses in Franklin, N.C., May thru July, then 2,000 distributed at gem and mineral shows in Southeast U.S. states — North Carolina, Alabama, Florida, Georgia, Mississippi, South Carolina, Tennessee, Virginia — through October.	NORTH CAROLINA EZ-GUIDE <u>AND</u> NORTH AMERICA GEM SHOW DIRECTORY

<b>SOUTHEAST STATES GEM SHOW DIRECTORY (FALL/WINTER EDITION)</b> <b>Ad reservation deadline: October 2, 2020</b>	<b>5,000</b> distributed at gem and mineral shows in Southeast U.S. states — North Carolina, Alabama, Florida, Georgia, Mississippi, South Carolina, Tennessee, Virginia — November thru April.	NORTH AMERICA GEM SHOW DIRECTORY
<b>SOUTHWEST U.S.A. GEM SHOW DIRECTORY (FALL EDITION)</b> <b>Ad reservation deadline: July 24, 2020</b>	<b>5,000</b> circ. — 3,000 delivered at four Tucson gem shows in September, then 2,000 distributed at shows in Southwest U.S. states — Arizona, Southern California, New Mexico — through December.	TUCSON EZ-GUIDE (SEPT. EDITION) <b>AND</b> NORTH AMERICA GEM SHOW DIRECTORY
<b>SOUTHWEST U.S.A. GEM SHOW DIRECTORY (WINTER/SPRING EDITION)</b> <b>Ad reservation deadline: November 6, 2020</b>	<b>13,000</b> circ. — 8,000 distributed at Tucson Showcase and 3,000 at Quartzsite Showcase in January-February, then 2,000 distributed at shows in Southwest U.S. states — Arizona, Southern California, New Mexico — through August.	ARIZONA MINERAL & FOSSIL SHOW DIRECTORY <b>AND</b> NORTH AMERICA GEM SHOW DIRECTORY
<b>SOUTHWEST U.S.A. GEM SHOW DIRECTORY (WALL STREET JOURNAL INSERT)</b>	<b>10,000</b> circ. (5,000 inserted twice) — the last Sat. in Dec. and 4th Sat. in Jan. — in the WALL STREET JOURNAL in Tucson and Phoenix, promoting both Tucson and Quartzsite Showcases.	ARIZONA EZ-GUIDE (WALL STREET JOURNAL INSERT)