



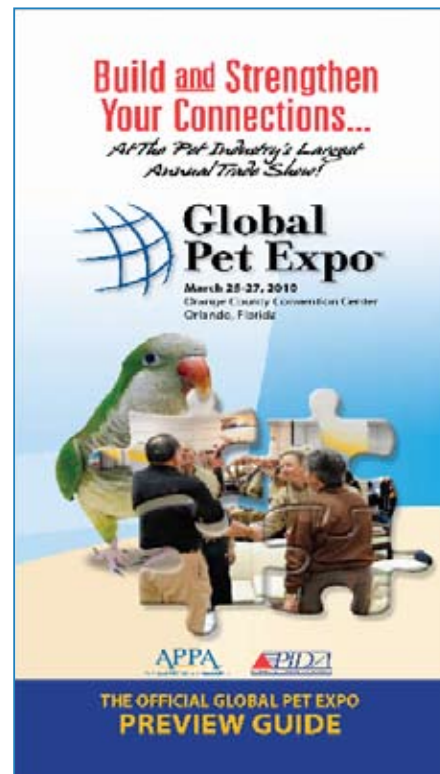
2010 Official Global Pet Expo Preview Guide

The 2010 Official Global Pet Expo Preview Guide will be mailed to pre-registered buyers for the Global Pet Expo several weeks prior to the show so attendees can plan to make the most of their time on the show floor.

In addition to the product showcase advertorials featured throughout the Preview Guide, there are exhibitor and booth number listings, as well as a comprehensive guide to the city of Orlando, FL.

Advertising in the Preview Guide guarantees that your booth will be a destination for more than 4,000 pre-registered buyers at Global Pet Expo.

DEADLINE FOR SPACE & MATERIALS: January 15, 2010



ADVERTISING RATES

FULL PAGE	\$1,600
1/2 PAGE	\$900
* PRODUCT SHOWCASE	\$695

SPECIAL POSITIONS

COVER IV	\$2,320
COVER III	\$1,960
COVER II	\$2,060
PAGE 3	\$1,855

* Product Showcase will also appear in the 2010 Official Global Pet Expo Official Show Directory & Buying Guide and the May 2010 issue of *Pet Business*

NEW ADVERTISING MATERIAL SIZES

TRIM FULL PAGE	3 1/2" w x 8 1/2" h
BLEED FULL PAGE	4 1/4 x 9 1/4
TRIM SPREAD	7 1/4 x 8 1/2
BLEED SPREAD	8 1/4 x 9 1/4
TRIM 1/2 HORIZONTAL	4 x 4 1/2
BLEED 1/2 HORIZONTAL	4 1/4 x 4 1/2

PRODUCT SHOWCASE: High-resolution, 300 DPI image of products, with no more than 40 words of copy.