

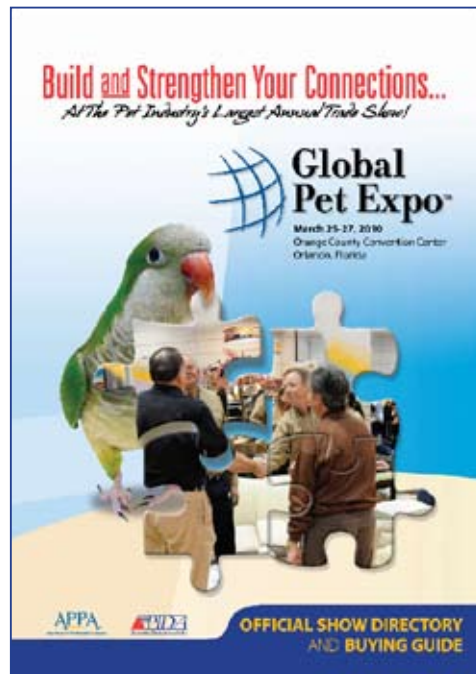


## 2010 Official Global Pet Expo Show Directory & Buying Guide

*Pet Business* presents the 2010 Official Global Pet Expo Directory & Buying Guide. This comprehensive directory features exhibitor listings, a detailed show schedule and a city guide including, hotel and restaurant information. Attendees rely on the show directory to make the most of the show floor and use it as a resource guide to contact exhibitors for post-show follow up.

Have your company stand out from the crowd. Advertising in the 2010 Official Global Pet Expo Directory & Buying Guide is your best opportunity to make a lasting impression on more than 7,000 attendees during and after the show.

**DEADLINE FOR SPACE & MATERIALS: February 12, 2010**



### ADVERTISING RATES

	4/c	B/W
FULL PAGE	\$2,260	\$1,440
1/2 PAGE	\$1,610	\$1,130
1/3 PAGE	\$1,280	\$920

Rates are net and are for Global Pet Expo Directory & Buying Guide only.

### SPECIAL POSITIONS

COVER IV	\$3,085	COVER III	\$2,670
COVER II	\$2,775	PAGE 3	\$2,570

Please contact us for cover positions, special positions and inserts.

### ADVERTISING MATERIAL SIZES

FULL PAGE (LIVE AREA)	7"W x 10"H
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TRIM SPREAD	15 3/4 x 10 13/16
BLEED SPREAD	16 x 11 1/16
1/2 PAGE HORIZONTAL	7 x 4 7/8
1/2 PAGE ISLAND	4 9/16 x 7 3/8
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1/3 PAGE VERTICAL	2 3/16 x 10