

GPE show dailies



2010 Global Pet Expo Show Dailies

Pet Business offers attendees at Global Pet Expo the opportunity to read all about show news and events within hours of when they happen. The *Pet Business* team will publish three show dailies, one for each morning of the show, and distribute them to attendees as they set foot on the show floor.

Advertising in the show dailies is a great way to ensure maximum exposure to more than 7,000 pet industry professionals at Global Pet Expo.

DEADLINE FOR SPACE & MATERIALS: February 15, 2010

ADVERTISING RATES

FULL PAGE	\$4,125
JUNIOR PAGE	\$3,375
1/2 PAGE	\$3,055
1/3 PAGE	\$2,575
1/9 PAGE	\$1,000
COVER POSITIONS	
COVER IV	\$6,575
COVER III	\$4,875
COVER II	\$5,030
PAGE 3	\$4,550

SPECIAL ADVERTISING OPPORTUNITIES

COVER WRAP	\$6,575
FRONT COVER STRIP	\$4,990
2 PAGE INSERT	\$5,540
4 PAGE INSERT	\$6,950

ADVERTISING MATERIAL SIZE

AD SIZE	UNIT WIDTH X HEIGHT
FULL PAGE (LIVE AREA)	10" W x 13 5/8" H
TRIM FULL PAGE	10 7/8 x 14 3/4
TRIM SPREAD	21 3/4 x 14 3/4
BLEED FULL PAGE	11 1/8 x 15
BLEED SPREAD	22 1/4 x 15
JUNIOR PAGE	7 7/8 x 10 7/8
1/2 PAGE HORIZONTAL	10 x 6 3/8
1/2 PAGE VERTICAL	5 x 13
1/3 PAGE HORIZONTAL	6 3/8 x 6 1/2
1/9 PAGE SHOWCASE—	High-res, 300 DPI image plus 50 words of copy and contact information

