



# Order Form for Official Global Pet Expo 2012 Publications

## Global Pet Expo Preview Guide

Please specify which ad you would like and how many:

\_\_\_\_\_ Full Page, Color: \$1,700

\_\_\_\_\_ 1/2 Page, Color: \$1,000

\_\_\_\_\_ 1/4 page product showcase, Color: \$795 (High-res, 300 DPI image plus maximum 40 words of text and contact information) \*Product showcase ads will also appear in the 2012 Official Global Pet Expo Show Directory & Buying Guide and the May 2012 Issue Pet Business.

\*Rates are Net

## Global Pet Expo Directory

Please specify which ad you would like and how many:

\_\_\_\_\_ Full Page, Color: \$2,360

\_\_\_\_\_ Full Page, Black & White: \$1,540

\_\_\_\_\_ 1/2 Page, Color: \$1,710

\_\_\_\_\_ 1/2 Page, Black & White: \$1,230

\_\_\_\_\_ 1/3 Page, Color: \$1,360

\_\_\_\_\_ 1/3 Page, Black & White: \$1,020

\*Rates are Net and are for the Global Pet Expo Show Directory & Buying Guide only.

## Global Pet Expo Show Dailies

Please specify which ad you would like and how many:

\_\_\_\_\_ Full Page: \$4,125

\_\_\_\_\_ Junior Page: \$3,375

\_\_\_\_\_ 1/2 Page: \$3,055

\_\_\_\_\_ 1/3 Page: \$2,575

\_\_\_\_\_ 1/9 Page Showcase: \$1,000 (High-res, 300 DPI image plus maximum 50 words of text and contact information)

\*Rates are net and include placement in all three Show Daily issues.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Thank you for your business! Please contact us for many other advertising opportunities available with Pet Business Media.

Upload your PDF-x1a ad to our ad portal: [macfad.sendmyad.com](http://macfad.sendmyad.com).

Or email your SHOWCASE ad (text and high res-image) to [showcase@petbusiness.com](mailto:showcase@petbusiness.com).



Fax/ email/mail the completed order form to Erin McKiernan:

Erin McKiernan

Pet Business Media

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