

ATTRACT BUYERS IN THE OFFICIAL SHOW MEDIA

2019 SuperZoo Show Program & SuperZoo Show Dailies!

Put your brand in the hands of event attendees & support your trade show investment

- The **Official SuperZoo Show Program** is the only program distributed at the show entrances for show attendees and exhibitors, offering buyers and industry leaders all the information they need to navigate the show.
- **SuperZoo Show Dailies** three show dailies, one each morning of the show, featuring news and information from the show floor. Distributed to attendees at the entrances.

WHY YOU SHOULD ADVERTISE:

GENERATE *QUALITY* SALES LEADS

- Reach serious buyers with decision-making power
- Get your brand in front of more than 15,000 pet industry buyers who are actively looking for what you're selling

RECEIVE *HIGH RETURN* ON INVESTMENT

- Distributed to all show attendees
- Referred to every day of the show
- Influence buyers long after the show is over

ATTRACT *INTERNATIONAL* ATTENTION

- SuperZoo attracts pet industry professionals from across the globe!



August 20-22, 2019

Contact your representative to reserve your space in the *SuperZoo Show Program & SuperZoo Show Dailies* TODAY!

Trish Rodriguez
trodriguez@petproductnews.com

From the publishers of
Pet Product News



The National Show for Pet Retailers

Mandalay Bay Convention Center
Las Vegas, NV **August 20-22, 2019**

Trim Size: 10.5" X 13.5"

King/Full Page Bleed: 10.75" X 13.75"

MECHANICAL SPECIFICATIONS

Bleed Ads: Only the King/Full Page Bleed ad has the option to be built with a bleed.

Payment Terms: Payment is due 30 days from invoice date.

Bleed: No charge.

Type Size: Minimum 6 point to ensure reproduction quality.

Fonts: All font files must be included.

Digital File Requirements: Provide professionally prepared digital files on trade standard media. All files must be submitted as PDF-X1A. You may contact your sales representative for a copy of our digital specifications.

Send all production/art materials via:
petadportal.sendmyad.com

Trish Rodriguez

trodriquez@petproductnews.com

**AD
CLOSE:
7/8**
**MATERIALS
DUE:
7/15**

2019 SUPERZOO SHOW PROGRAM AND SUPERZOO SHOW DAILIES

SUPERZOO SHOW PROGRAM & SUPERZOO SHOW DAILY COMBO 2019 RATES & SIZES

SIZE	DIMENSIONS	SUPERZOO SHOW PROGRAM RATES	DAILY RATES (ALL 3 DAYS)	10% BUNDLE DISCOUNT IF BOUGHT TOGETHER
Cover 4	10.5 X 13.5	\$3,576	\$6,360	
Cover 2	10.5 X 13.5	\$2,700	\$5,300	
Cover 3	10.5 X 13.5	\$2,700	\$5,035	
Cover 1	10 X 4	\$2,148	\$4,240	
Belly Band			\$6,300	
INSERTS (ADVERTISER PROVIDED)				
2 page			\$6,500	
4 page			\$8,500	
KP Spread: Bleed	21 X 13.5	\$4,056	\$7,950	\$10,805
King Page: Bleed	10.5 X 13.5	\$2,148	\$4,028	\$5,558
Jr. Page Center Spread	16.5 X 10	\$2,040	\$6,360	\$7,560
Jr. Page	8 X 10	\$1,020	\$3,286	\$3,875
Jr. Page Horizontal	10 X 8	\$1,020	\$3,286	\$3,875
2/3 Vert. Island	5.9375 X 10	\$780	\$2,650	\$3,087
Half Page Horizontal	10 X 6	\$780	\$2,650	\$3,087
1/3 Island	5.9375 X 8	\$600	\$2,332	\$2,639
1/4 Island	3.875 X 10	\$528	\$2,067	\$2,336
1/4 Horizontal	10 X 4	\$528	\$2,067	\$2,336