

ATTRACT BUYERS IN THE 2017 SuperZoo Show Program & SuperZoo Show Dailies!

Put your brand in the hands of event attendees

- 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!

**AD
CLOSE:**
6/13/17



July 24-27, 2017

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

Trish Rodriguez

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From the publishers of
Pet Product News



2017 SUPERZOO SHOW PROGRAM & SUPERZOO SHOW DAILIES

The National Show for Pet Retailers

Mandalay Bay Convention Center | Las Vegas, NV **July 24-27, 2017**

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.

Inserts: Inserts, tip-ins and gatefolds are available. Contact your sales representative for pricing and specifications.

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.

SUPERZOO SHOW PROGRAM & SUPERZOO SHOW DAILY COMBO 2017 RATES & SIZES

SIZE	DIMENSIONS (width x height)	SUPERZOO SHOW PROGRAM RATES	DAILY RATES (ALL 3 DAYS)	20% BUNDLE DISCOUNT IF BOUGHT TOGETHER
KP Spread: Bleed	21.25" X 13.75"	\$4,056.00	\$7,500.00	\$9,244.80
King Page: Bleed	10.75" X 13.75"	\$2,148.00	\$3,800.00	\$4,758.40
Cover 4	10.5" X 13.5"	\$3,576.00	\$6,000.00	\$7,660.80
Cover 2	10.5" X 13.5"	\$2,700.00	\$5,000.00	\$6,160.00
Cover 3	10.5" X 13.5"	\$2,700.00	\$4,750.00	\$5,960.00
Cover 1	10" X 4"	\$2,148.00	\$4,000.00	\$4,918.40
Jr. Page Center Spread	16.5" X 10"	\$2,040.00	\$6,000.00	\$6,432.00
Jr. Page	8" X 10"	\$1,020.00	\$3,100.00	\$3,296.00
Jr. Page Horizontal	10" X 8"	\$1,020.00	\$3,100.00	\$3,296.00
2/3 Vert. Island	5.9375" X 10"	\$780.00	\$2,500.00	\$2,624.00
Half Page Horizontal	10" X 6"	\$780.00	\$2,500.00	\$2,624.00
1/3 Island	5.9375" X 8"	\$600.00	\$2,200.00	\$2,240.00
1/4 Island	3.875" X 10"	\$528.00	\$1,950.00	\$1,982.40
1/4 Horizontal	10" X 4"	\$528.00	\$1,950.00	\$1,982.40

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

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