

Pet Business

is the EXCLUSIVE publisher for



The most consistent, knowledgeable and dedicated team in the pet industry has partnered with APPA/Global Pet Expo for more than 25 years. Advertising in the Global Pet Expo publications will increase awareness of your brand and drive traffic to your booth at the show.

Official Show Issues:

- Preview Guide
- Show Map & Floor Plan
- Show Directory
- Show Dailies
- the Retailer Excellence Awards



The **2017 Official Global Pet Expo Preview Guide** will be mailed to 4,000 pre-registered buyers for Global Pet Expo several weeks prior to the show so attendees can plan to make the most of their time on the show floor. A link to the digital version of the Preview Guide will also be emailed to all pre-registered buyers, as well as the *Pet Business* subscriber list.

AD CLOSING:
February 6, 2017

MATERIALS DUE:
February 10, 2017

ADVERTISING RATES

| | |
|--------------------------|---------|
| FULL PAGE: | \$1,800 |
| 1/2 PAGE: | \$1,100 |
| *PRODUCT SHOWCASE: | \$895 |

SPECIAL POSITIONS

| | |
|------------------|---------|
| COVER IV:..... | \$2,520 |
| COVER III: | \$2,160 |
| COVER II: | \$2,260 |
| PAGE 3: | \$2,055 |

*Product showcase ads will also appear in the 2016 Official Global Pet Expo Show Directory & Buying Guide and the May 2016 issue of *Pet Business*.

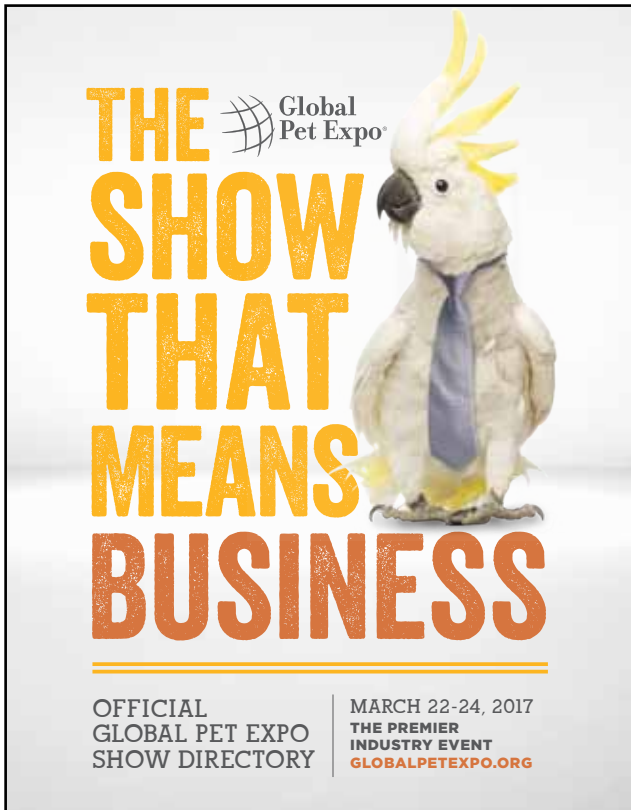
ADVERTISING MATERIAL SIZES

| AD SIZE | UNIT WIDTH X HEIGHT |
|-----------------------|---------------------|
| FULL PAGE (LIVE AREA) | 3.75"W X 8.75"H |
| FULL PAGE TRIM | 4" X 9" |
| FULL PAGE BLEED | 4.25" X 9.25" |
| SPREAD TRIM | 7.25" X 8.5" |
| SPREAD BLEED | 8.25" X 9.25" |
| 1/2 HORIZONTAL TRIM | 4" X 4.5" |
| 1/2 HORIZONTAL BLEED | 4.25" X 4.75" |

PRODUCT SHOWCASE: High-resolution, 300 DPI image of products, with no more than 40 words of text.



EXAMPLE: ACTUAL SIZE



ADVERTISING RATES

| AD SIZE | 4/C |
|-----------|---------|
| FULL PAGE | \$2,510 |
| 1/2 PAGE | \$1,850 |
| 1/3 PAGE | \$1,490 |

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

SPECIAL POSITIONS

| | |
|-----------|---------|
| COVER IV | \$3,350 |
| COVER III | \$2,930 |
| COVER II | \$3,030 |
| PAGE 3 | \$2,830 |

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

Pet Business presents the **2017 Official Global Pet Expo Directory**. 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 their time on the show floor and use it as a reference guide to contact exhibitors for post-show follow up.

Have your company stand out from the crowd. Advertising in the **2017 Official Global Pet Expo Show Directory** is your best opportunity to make a lasting impression on more than 7,000 attendees during and after the show.

AD CLOSING: February 14, 2017

MATERIALS DUE: February 17, 2017

ADVERTISING MATERIAL SIZES

| AD SIZE | UNIT WIDTH X HEIGHT |
|-----------------------|---------------------|
| FULL PAGE (LIVE AREA) | 8.5" w x 10.375" h |
| FULL PAGE TRIM | 9" x 10.875" |
| FULL PAGE BLEED | 9.25" x 11.125" |
| SPREAD TRIM | 18" x 10.875" |
| SPREAD BLEED | 18.5" x 11.125" |
| 1/2 PAGE HORIZONTAL | 7.3125" x 4.75" |
| 1/2 PAGE ISLAND | 4.625" x 7.75" |
| 1/3 PAGE HORIZONTAL | 4.625" x 4.75" |
| 1/3 PAGE VERTICAL | 2.375" x 9.72" |



The Official Global Pet Expo Show Map & Floor Plan is an easy, quick-reference map distributed at the buyer registration area of the expo and features the floor plan, exhibitor listings and booth numbers. This fold-out guide also includes a map of the city of Orlando and highlights helpful information, such as hotels, restaurants and city attractions.

The Show Map & Floor Plan is one of the most important destinations for your company's message during the Global Pet Expo. Don't miss your chance to help attendees get where they need to be!

Global Pet Expo®

THE SHOW THAT MEANS BUSINESS

OFFICIAL TRADE SHOW FLOOR PLAN AND CITY GUIDE

THE PREMIER INDUSTRY EVENT | MARCH 22-24, 2017
 GLOBALPETEXPO.ORG | ORANGE COUNTY CONVENTION CENTER ORLANDO, FLORIDA

ADVERTISING MATERIAL SIZE

| AD SIZE | UNIT WIDTH X HEIGHT |
|------------------------|----------------------|
| SINGLE PANEL LIVE AREA | 2.875" W x 7.6875" H |
| SINGLE PANEL TRIM | 3.675" x 8.4375" |
| SINGLE PANEL BLEED | 4.125" x 8.6875" |

AD CLOSING: February 22, 2017
MATERIALS DUE: February 23, 2017

ADVERTISING RATES

BACK COVER ... \$6,000
SINGLE PANEL.. \$5,000

2017 Official 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. **Pet Business** will publish three show dailies, one for each morning of the show, and distribute them to attendees as they arrive 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.

Pet Business also offers Global Pet Expo Digital Show Dailies. These mini e-newsletters feature exclusive content, as well as important information from the printed versions, and are emailed each day of the show to our entire subscriber list.



AD CLOSING:
February 24, 2017

MATERIALS DUE:
March 1, 2017

ADVERTISING RATES

RATES ARE FOR ALL THREE DAYS

| | |
|-------------------|---------|
| FULL PAGE | \$4,310 |
| JUNIOR PAGE | \$3,540 |
| 1/2 PAGE | \$3,220 |
| 1/3 PAGE | \$2,730 |
| 1/9 PAGE | \$1,120 |

COVER POSITIONS

| | |
|-----------------|---------|
| COVER IV | \$6,810 |
| COVER III | \$5,070 |
| COVER II | \$5,230 |
| PAGE 3 | \$4,740 |

SPECIAL ADVERTISING OPPORTUNITIES

| | |
|-------------------------|---------|
| COVER WRAP | \$6,810 |
| FRONT COVER STRIP | \$5,190 |
| 2 PAGE INSERT | \$5,750 |
| 4 PAGE INSERT | \$7,190 |

DIGITAL SHOW DAILIES

| | |
|------------------|-----------------|
| TOP BANNER | \$3,000 PER DAY |
| BUTTON ADS | \$1,500 PER DAY |

ADVERTISING MATERIAL SIZE

| AD SIZE | UNIT WIDTH X HEIGHT |
|--|---------------------|
| FULL PAGE (LIVE AREA) | 10.625" X 14.5" |
| FULL PAGE TRIM | 10.875" X 14.75" |
| FULL PAGE BLEED | 11.125" X 15" |
| SPREAD TRIM | 21.75" X 14.75" |
| SPREAD BLEED | 22.25" X 15" |
| JUNIOR PAGE | 7.875" X 10.875" |
| 1/2 PAGE HORIZONTAL | 10" X 6.375" |
| 1/2 PAGE VERTICAL | 5" X 13" |
| 1/3 PAGE HORIZONTAL | 6.375" X 6.5" |
| 1/9 PAGE SHOWCASE— HIGH-RES, 300 DPI IMAGE PLUS MAXIMUM 50 WORDS OF TEXT, MAX 5 WORD HEADLINE AND CONTACT INFORMATION. | |

DIGITAL SHOW DAILIES ADVERTISING MATERIAL SIZES

| | |
|---------------|------------------|
| TOP BANNER AD | 520 X 85 PIXELS |
| BUTTON AD | 150 X 120 PIXELS |

