

Pet Business presents the **2014 Official Global Pet Expo Directory & Buying Guide**. 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 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 **2014 Official Global Pet Expo Show Directory & Buying Guide** is your best opportunity to make a lasting impression on more than 7,000 attendees during and after the show.

AD CLOSING: February 3, 2014

MATERIALS DUE: February 7, 2014



ADVERTISING RATES

AD SIZE	4/c
FULL PAGE	\$2,460
1/2 PAGE	\$1,810
1/3 PAGE	\$1,460

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

SPECIAL POSITIONS

COVER IV	\$3,285
COVER III	\$2,870
COVER II	\$2,975
PAGE 3	\$2,770

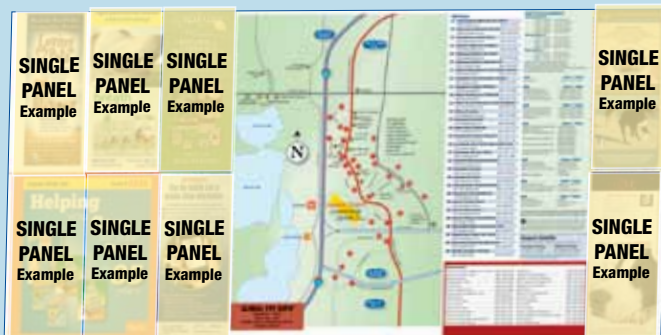
Please contact us for cover positions, special positions and inserts.

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"

SHOW MAP & FLOOR PLAN

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 as well as 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.

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ADVERTISING RATES

BACK COVER \$6,000

SINGLE PANEL..... \$5,000

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"

