

2011 Show and Distribution Schedule

(Dates subject to change)

JANUARY

Ad close: 12/17/10

Philadelphia Gift Show

January 8-11
King of Prussia, PA
www.philadelphiagiftshow.com

Value Price Expo

January 23-25
New York, NY
www.vpexpo.com

FEBRUARY

Ad close: 1/14/11

Real Deal Expo

February 8-10
Las Vegas, NV
www.realdealexpo.com

3 Shows in 1

February 10
Denver, CO
www.3shows1.com

Off Price Specialist Show

February 11-14
Las Vegas, NV
www.offpriceshow.com

NATSO Show

February 17 - 21
Lake Buena Vista, FL
www.natso.com

ASD Las Vegas

February 27 - March 2
Las Vegas, NV
www.asdonline.com

Tobacco Plus Expo

March 2-3
Las Vegas, NV
www.tobaccoplusexpo.com

MARCH

Ad close: 2/11/11

3 Shows in 1

April 7
Phoenix, AZ
www.3shows1.com

APRIL

Ad close: 3/11/11

A Taste of Off Price Show

May 1-3
New York, NY
www.offpriceshow.com

MAY

Ad close: 4/15/11

Value Price Expo

May 15-17
Atlantic City, NJ
www.vpexpo.com

Sweet & Snacks Expo (All Candy Expo)

May 24-26
Chicago, IL
www.sweetsandsnacks.com

ASD Liquidation EXPO

TBA
Long Beach, CA
www.asdonline.com

JUNE

Ad close: 5/13/11

NACDS Marketplace

June 25-28
Boston, MA
www.nacds.org

JULY

Ad close: 6/10/11

TransWorld's Variety and Merchandise Show

July 28-31
Rosemont, IL
www.wholesalevariety.com

ASD Las Vegas

July 31-August 3
Las Vegas, NV
www.asdonline.com

3 Shows in 1

August 5
Portland, OR
www.3shows1.com

AUGUST

Ad close: 7/15/11

Off Price Specialist Show

TBA
Las Vegas, NV
www.offpriceshow.com

SEPTEMBER

Ad close: 8/12/11

ASD East

Variety Merchandise Show
September 11-13
New York, NY
www.asdonline.com

The NACS Show

October 1-4
Chicago, IL
www.nacsonline.com

OCTOBER

Ad close: 9/16/11

International Gift Exposition in the Smokies

November 3-7
Sevierville, TN
www.mmgiftshows.com

The Smoky Mountain Gift Show

TBA
Gatlinburg, TN
www.smokymtngiftshow.com

NOVEMBER

Ad close: 10/14/11

3 Shows in 1

November 12
Oklahoma City, OK
www.3shows1.com

Ocean City Resort Gift Expo

November 13-16
Ocean City, MD
www.oceancitygiftshow.com

Grand Strand Gift and Resort Merchandise Show

December 4-8
Myrtle Beach, SC
www.grandstrandgiftshow.com

*Show dates and locations are subject to change without notice.
Please check the show's website for the most current information.*

Advertising Rates

Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$ 1650.00	\$ 1510.00	\$ 1430.00	\$ 1340.00
1/2 Page	\$ 1025.00	\$ 900.00	\$ 850.00	\$ 800.00
1/4 Page	\$ 715.00	\$ 630.00	\$ 585.00	\$ 550.00

Resource Center — A 4-color business card size ad with contact information and 25 word description of product: \$275.00 per month.

Rates shown are per issue. Non-Consecutive Multiple Issue Runs—use one time rate. No charge for monthly text changes.

Premium Position Full Page Four-Color Advertising Available! First 15 Ads (Front Section) & Last 15 Ads (Back Section)

Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Only	\$2250.00	\$2050.00	\$1850.00	\$1650.00

Digital Specifications



Full Page

Trim Size: 8-3/8 X 10-7/8
Full Bleed: 8-3/4 X 11-1/4
Live Image Area: 7-3/8 X 9-7/8



Quarter Page

3-9/16 X 4-7/8



Resource Center

3-1/2 x 2



Half Page Vertical

3-1/2 X 9-7/8



Half Page Horizontal

7-3/8 X 4-7/8

Software to Use

Your ads are very important to us and we want to ensure that all ads print properly and look their best. When creating ads for the magazine, please be sure to use software that is acceptable for printing. The list below contains the industry-standard software that printers rely on today: **Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, QuarkXPress and InDesign**

Sending Files

We can accept files saved on CD or emailed to ads@showcomm.com. Emailed files should be under 10MB. Larger files can be sent using our free FTP site (contact us for login information) or www.yousendit.com. MAC disks are preferred, but we can also accept PC disks. All fonts and artwork must be included whether you send us a disk directly or if you email us.

Saving Files

We can accept files saved in the following formats with **300-DPI RESOLUTION**: TIF, PDF, JPG. All files **MUST** be saved in Black & White/Grayscale or CMYK (four color process). Please note that all Spot Color and RGB files will be converted to CMYK.

Want to reach decision makers in the following categories?

Apparel and Boutiques
Convenience Stores and Chains
Dollar Stores
Drug Stores and Chains
General Merchandise and Discount Stores
Gift and Card Shops
Internet Based and Mail Order Companies
Jewelry Stores and Dealers
Jobbers, Distributors and Dropshippers
Kiosks and Mall Carts
Resort Gift and Tourist Attractions
Smoke and Tobacco Shops
Sporting Goods and Collectibles
Supermarkets, Super Stores and Grocery Stores
Toy and Novelty Shops
Truck Stops and Rest Stops
Online Auctions and Internet Resellers
Retailers and E-tailers
Wholesalers

By reserving ad space in Wholesale Source Magazine, your company and products will meet the masses at the major trade shows, via direct mailing and online.

Reach over 40,000 wholesalers, retailers and distributors throughout the United States, Canada and Latin America.

Show specials and premium placement available!



TOLL-FREE: 800.297.4036

DIRECT: 610.361.8555

FAX: 610.361.0117

423 LENNI ROAD, LENNI PA 19052

WWW.SHOWCOMM.COM

WWW.WSMAG.COM



Please See Our Show Schedule on Reverse Side