

# 2009 Show and Distribution Schedule

(Dates subject to change)

## JANUARY

Ad close: 12/19/08

### Value Price Expo

January 11-13  
New York, NY  
www.vpexpo.com

### Philadelphia Gift Show

January 17-20  
King of Prussia, PA  
www.orlandogiftshow.com

### NATSO Show

January 24-28  
Nashville, TN  
www.natso.com

## FEBRUARY

Ad close: 1/16/09

### 3 Shows in 1

February 5  
Ontario, CA  
www.3showsint.com

### International Toy Fair

February 15-18  
New York, NY  
www.toy-tia.org

### Off Price Specialist Show

February 15-18  
Las Vegas, NV  
www.offpriceshow.com

## MARCH

Ad close: 2/16/09

### Virginia Gift Show

March 1-3  
Virginia Beach, VA  
www.orlandogiftshow.com

### ASD/AMD Show

March 15-18  
Las Vegas, NV  
www.merchandisegroup.com

### Real Deal Expo

March 18-20  
Las Vegas, NV  
www.realdealexpo.com

## APRIL

Ad close: 3/16/09

### 3 Shows in 1

April 9  
Denver, CO  
www.3showsint.com

### Specialty Retail Entrepreneur Expo

April 21-23  
Las Vegas, NV  
www.specialtyretail.com

## MAY

Ad close: 4/17/09

### Tobacco Plus Expo

May 6-7  
New Orleans, LA  
www.tobaccoplusexpo.com

### FMI Show/MARKETECHNICS®

May 6-8  
Dallas, TX  
www.fmi.org

### Value Price Expo

May 17-19  
Atlantic City, NJ  
www.vpexpo.com

### All Candy Expo

May 19-21  
Chicago, IL  
www.allcandyexpo.com

### 3 Shows in 1

May 28  
Phoenix, AZ  
www.3showsint.com

## JUNE

Ad close: 5/18/09

### GM Marketing Conference

May 29 – June 2  
Dallas, TX  
www.gmdc.org

### American Variety Merchandise Expo

May 31 – June 2  
East Rutherford, NJ

### NACDS Marketplace

June 28 – July 1  
Boston, MA  
www.nacds.org

## JULY

Ad close: 6/15/09

### 3 Shows in 1

August 6  
Tacoma, WA  
www.3showsint.com

### Gem, Jewelry and Lapidary Wholesale Trade Shows

July 10-12  
Detroit, MI  
www.glwshows.com

### Gem, Jewelry and Lapidary Wholesale Trade Shows

July 23-26  
Franklin, NC  
www.glwshows.com

## AUGUST

Ad close: 7/13/09

### ASD/AMD Show

August 9-12  
Las Vegas, NV  
www.merchandisegroup.com

### Off Price Specialist Show

August 29 – September 1  
Las Vegas, NV  
www.offpriceshow.com

## SEPTEMBER

Ad close: 8/17/09

### HBW Marketing Conference

September 11-14  
Orlando, FL  
www.gmdc.org

### ASD/AMD New York Variety Merchandise Show

September 13-15  
New York, NY  
www.merchandisegroup.com

### 3 Shows in 1

September 24  
Oklahoma City, OK  
www.3showsint.com

## OCTOBER

Ad close: 9/14/09

### The NACS Show

October 20-23  
Las Vegas, NV  
www.nacsonline.com

## NOVEMBER

Ad close: 10/16/09

### International Gift Exposition in the Smokies

November 6-10  
Sevierville, TN  
800-430-7608

### The Smoky Mountain Gift Show

November 7-11  
Gatlinburg, TN  
www.smokymtngiftshow.com

### Ocean City Resort Gift Expo

November 16-19  
Ocean City, MD  
www.orlandogiftshow.com

## DECEMBER

Ad close: 11/16/09

### Grand Strand Gift and Resort Merchandise Show

December 7-10  
Myrtle Beach, SC  
www.orlandogiftshow.com

## Advertising Rates

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

**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
<b>Full Only</b>	<b>\$2250.00</b>	<b>\$2050.00</b>	<b>\$1850.00</b>	<b>\$1650.00</b>

## 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**