

2010 Show and Distribution Schedule

(Dates subject to change)

JANUARY

Ad close: 12/17/09

Philadelphia Gift Show

January 16-19
King of Prussia, PA
www.philadelphiagiftshow.com

FEBRUARY

Ad close: 1/14/10

3 Shows in 1

February 11
Denver, CO
www.3showsin1.com

International Toy Fair

February 14-17
New York, NY
www.toy-tia.org

Off Price Specialist Show

February 14-17
Las Vegas, NV
www.offpriceshow.com

NATSO Show

February 27 – March 3
Las Vegas, NV
www.natso.com

ASD Las Vegas

February 28 – March 3
Las Vegas, NV
www.merchandisegroup.com

Tobacco Plus Expo

March 3-4
Las Vegas, NV
www.tobaccoplusexpo.com

MARCH

Ad close: 2/11/10

Real Deal Expo

March 9-11
Las Vegas, NV
www.realdealexpo.com

3 Shows in 1

April 8
Phoenix, AZ
www.3showsin1.com

APRIL

Ad close: 3/11/10

Specialty Retail Entrepreneur Expo

April 13-15
Las Vegas, NV
www.specialtyretail.com

Off Price Specialist Show

May 2-4
New York, NY
www.offpriceshow.com

MAY

Ad close: 4/15/10

AVM EXPO

May 16-18
Las Vegas, NV
www.avmexpo.com

Value Price Expo

May 23-25
Atlantic City, NJ
www.vpexpo.com

Sweet & Snacks Expo (All Candy Expo)

May 25-27
Chicago, IL
www.allcandyexpo.com

ASD Liquidation EXPO

June 6-8
Long Beach, CA
www.merchandisegroup.com

JUNE

Ad close: 5/13/10

3 Shows in 1

June 3
Bellevue, WA
www.3showsin1.com

NACDS Marketplace

June 5-8
San Diego, CA
www.nacds.org

JULY

Ad close: 6/10/10

TransWorld's Variety and Merchandise Show

July 9-12
Rosemont, IL
www.wholesalevariety.com

3 Shows in 1

August 5
Portland, OR
www.3showsin1.com

AUGUST

Ad close: 7/15/10

ASD Las Vegas

August 8-11
Las Vegas, NV
www.merchandisegroup.com

Off Price Specialist Show

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

SEPTEMBER

Ad close: 8/12/10

HBW Marketing Conference

September 10-13
Orlando, FL
www.gmdc.org

ASD East

Variety Merchandise Show
September 12-14
New York, NY
www.merchandisegroup.com

3 Shows in 1

September 30
Oklahoma City, OK
www.3showsin1.com

The NACS Show

October 5-8
Atlanta, GA
www.nacsonline.com

OCTOBER

Ad close: 9/16/10

International Gift Exposition in the Smokies

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

The Smoky Mountain Gift Show

November 6-10
Gatlinburg, TN
www.smokymtngiftshow.com

NOVEMBER

Ad close: 10/14/10

Ocean City Resort Gift Expo

November 14-17
Ocean City, MD
www.urbanexpo.com

Grand Strand Gift and Resort Merchandise Show

December 5-8
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