

**February 1st-7th 2010 • Celebrating its 54th year!**

# TULSA BOAT SPORT & TRAVEL SHOW

**Reach an estimated  
70,000 boating, fishing, travel  
and water sport enthusiasts!!**

The **Tulsa Boat, Sport & Travel Show Guide** is a full sized 8½ x 11", full gloss and color, high-quality show program and resource guide. The publication encompasses the boating, fishing, travel & sports industry in the greater Tulsa area. The distribution covers all of the area lakes in the Tulsa region, a mass mailing to specific target audience in the greater Tulsa area, local drops at high traffic areas and is the **EXCLUSIVE** magazine distributed at the door of the **Tulsa Boat, Sport & Travel Show**.

The magazine is dedicated to presenting the best boating, fishing, travel and sports lifestyles information and advertising.



We look forward to working with you and demonstrating how

***Our Audience is your Target Market!!***

#### **Featured Editorial Sections:**

- Resort and Marina guide
- Lake area Real Estate and Land Development
- 2010 Summer Events Calendar
- Lake Area Hot Spots
- Outdoor Travel Destinations
- Tulsa Fishing Update
- Wakeboard World – boarding, skating, kites and surfing
- Camping and RV Hot Spots close to Tulsa
- New and Upcoming Sports Gear
- Trucks, Trailers and ATV's

#### **Distribution and Circulation:**

- Mass mailed to specific target audience in the greater Tulsa area prior to the Tulsa Boat, Sport & Travel Show.
- Exclusive magazine distributed at the door of the show beginning February 1st and ending on February 7th – Projected attendance 50,000!!
- Thousands of lobby copies distributed at local resorts & marinas, boat dealerships, restaurants and high-traffic locations in and around the Tulsa area.

For additional information  
contact Jason Cragg:

**Expo Publishing**

**512-257-8753** Office

**512-257-8782** Fax

**[jcragg@expopublishing.com](mailto:jcragg@expopublishing.com)**

**Take advantage of our incredible distribution and target market!!**


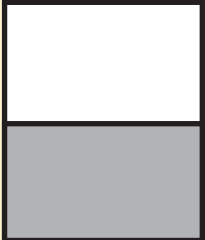
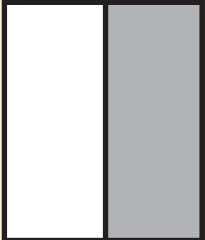
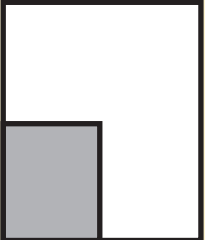
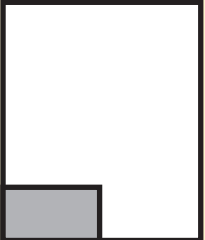
***Where else can you reach approximately 70,000 boating,  
fishing, travel & water sport enthusiasts in Tulsa?***

# TULSA BOAT SPORT & TRAVEL SHOW

## Advertisement Rates

<b>FOUR COLOR AD</b>	<b>Price</b>	<b>BLACK &amp; WHITE AD</b>	<b>Price</b>
DOUBLE TRUCK	\$3200	DOUBLE TRUCK	\$1795
BACK COVER	\$2595	FULL PAGE	\$995
INSIDE FRONT COVER	\$2300	1/2 PAGE	\$650
FULL PAGE	\$1695	1/4 PAGE	\$450
1/2 PAGE	\$995	1/8 PAGE	\$300
1/4 PAGE	\$600		
1/8 PAGE	\$400		

## AD DIMENSIONS - ALL IN INCHES BASED ON WIDTH BY HEIGHT

Full page 7.5 X 9.875	Half Page 7.5 X 4.875	Half Page V 3.694 X 9.875	1/4 Page 3.694 X 4.875	1/8 page 3.694 X 2.388
				

### **Acceptable Formats for camera-ready ad:**

High-resolution - 300 DPI, CMYK formatted PDF, EPS or TIFF/JPEG.

All fonts and subsets must be embedded in file. **We cannot accept ads in any other programs other than those outlined above.** If fonts are not received by deadline Expo Publishing reserves the right to select choice of font.

### **Ad Delivery:**

E-MAIL ALL ADS, ARTWORK AND/OR CONTENT TO [JCRAAGG@EXPOPUBLISHING.COM](mailto:JCRAAGG@EXPOPUBLISHING.COM)

**PUT YOUR COMPANY NAME AND AD SIZE AS SUBJECT!!!**

Please call office at 512-257-8753 to make delivery arrangements if file is too large to e-mail.

### **AD DESIGN:**

If you need graphic assistance please e-mail us at [JCRAAGG@EXPOPUBLISHING.COM](mailto:JCRAAGG@EXPOPUBLISHING.COM) or call **512-257-8753**. We have a very minimal production fee for ad design depending on ad size.