



SUPERZOO

AUGUST 13-15, 2025

EDUCATION: AUGUST 12, 2025

MANDALAY BAY | LAS VEGAS, NV

SHOW PROGRAM

This is the ultimate program for SUPERZOO, packed with crucial information for attendees such as conference schedules, special events, and exhibitor listings. It is a must-have promotional tool to capture attendees' attention as they plan their visit and activities at the show.

The print edition is available to the pet retail buyers on-site, and it is also distributed in a digital format to the SUPERZOO registered attendees, **prior to the show**.

To ensure your message reaches key decision-makers as they plan their busy 3-day schedule, reserve your Show Program ad space and don't miss out on the opportunity to be included on the retailer's agenda.

Ad Size (In Inches)	Non-Bleed Size	Bleed Size	Trim Size	Rates
Front Cover	7.5" x 2"	N/A	N/A	\$2,148
Inside Front Cover	7.125" x 9.875"	8.375" x 11.125"	8.125" x 10.875"	\$2,700
Inside Back Cover	7.125" x 9.875"	8.375" x 11.125"	8.125" x 10.875"	\$2,700
Back Cover	7.125" x 9.875"	8.375" x 11.125"	8.125" x 10.875"	\$3,576
2 Page Spread	15.25" x 9.875"	16.5" x 11.125"	16.25" x 10.875"	\$4,056
Full Page	7.125" x 9.875"	8.375" x 11.125"	8.125" x 10.875"	\$2,148
1/2 Page Spread Horizontal	15.25" x 4.75"	16.5" x 5.5"	16.25" x 5.25"	\$2,148
2/3 Page Vertical	4.875" x 9.875"	5.375" x 11.125"	5.125" x 10.875"	\$1,440
2/3 Page Horizontal	7.125" x 6.625"	8.375" x 7.25"	8.125" x 7"	\$1,440
1/2 Page Vertical	3.5" x 9.875"	4.125" x 11.125"	3.875" x 10.875"	\$1,075
1/2 Page Horizontal	7.125" x 4.75"	8.375" x 5.5"	8.125" x 5.25"	\$1,075
1/3 Page Vertical	2.25" x 9.875"	2.75" x 11.125"	2.5" x 10.875"	\$720
1/3 Page Horizontal	7.125" x 3.125"	8.375" x 4"	8.125" x 3.75"	\$720
1/4 Page Vertical	3.5" x 4.75"	N/A	N/A	\$540
1/4 Page Horizontal	7.25" x 2.375"	N/A	N/A	\$540

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CLOSE DATE: FRIDAY, 7/11/2025

MATERIAL DUE DATE:

WEDNESDAY, 7/16/2025

EBlasts	
Pre-SUPERZOO	Rate: \$1,500/deployment Sent to PETS+ 13,600+ Digital Subscribers <i>*ask about multiple eblast discounts</i>
During SUPERZOO	
Post-SUPERZOO	

10% DISCOUNT COMBO BUY FOR BOTH SHOW PROGRAM AND DAILIES