



MISSISSIPPI / LOUISIANA

# GAMING NEWS

## 2017 MEDIA KIT

Published directly to 54 gaming properties  
in Mississippi and Louisiana

### ADVERTISING RATES

Modular Sizes	12x	4to11x	1to3x
Double Truck	\$1,500	\$1,700	\$1,900
Full Page	\$900	\$1,000	\$1,100
2/3 Page	\$775	\$900	\$1,000
1/2 Page	\$650	\$750	\$850
1/3 Page	\$550	\$650	\$700
1/4 Page	\$450	\$500	\$550
1/6 Page	\$250	\$300	\$400

#### Premium Positions

Pages 3,5,7 or Inside Front Cover or Inside Back Cover	\$950	\$1,050	\$1,200
Back Cover	\$1,000	\$1,200	\$1,300

#### Sponsorship \$75 - \$125

Each month, all sponsors will be listed on a special Sponsor page within the magazine with their logo displayed. The logo will hotlink to the sponsors' website home page within the FREE virtual magazine found on our website. Contract display advertisers\* will receive a free sponsorship each month.

1. All rates in net dollars.
2. All rates include process color.
3. Gaming News is published once a month.
4. Gaming News reserves the right to edit in whole or in part, accept or refuse any advertisement.
5. Advertisements are accepted electronically via e-mail: loribeth@m2mediacorp.com

#### Production Requirements

**Electronic Submission** E-mail submissions must be made as attachments and must be no more than 12MB to transmit. All other ads may be submitted via our FTP site. Call for specifications, (228) 385-7707.

**Preferred Formats** Digital ads as PDF, TIFF or JPEG; other formats will not be accepted.

**Images** All images must be 300 dpi and must be CMYK at 100% of size.

**Fonts** PDF fonts must be embedded and PHOTOSHOP files must be flattened without layers.

**Trim Size and Bleeds** Only double spread and full page ads are allowed to bleed. All ads must be built to their trim size with 1/8" bleed. All important text or images must be inside the final trim size by 3/16" (live area).

### AD SIZES

**Full Page - Trim Size**  
8 3/8 x 10 7/8 - 8.375 x 10.875

**Full Page - Full Bleed**  
8 5/8 x 11 1/8 - 8.625 x 11.125

**Full Page - No Bleed**  
7 3/8 x 9 7/8 - 7.575 x 10.075

**Two Thirds Page - Vertical**  
4 7/8 x 9 7/8 - 4.875 x 10.075

**Half Page - Horizontal**  
7 3/8 x 4 7/8 - 7.575 x 4.875

**Half Page - Vertical**  
3 5/8 x 9 7/8 - 3.625 x 9.875

**Third Page - Square**  
4 7/8 x 4 7/8 - 4.875 x 4.875

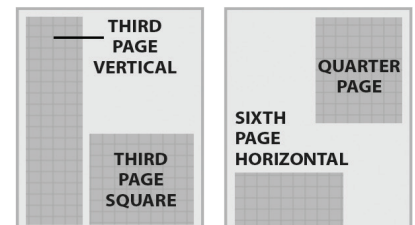
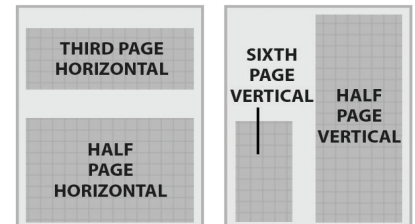
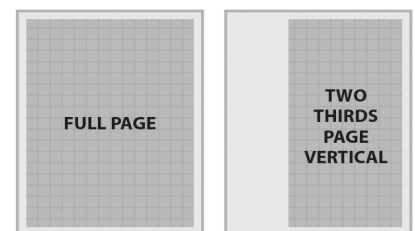
**Third Page - Vertical**  
2 3/8 x 9 7/8 - 2.375 x 10.075

**Third Page - Horizontal**  
7 3/8 x 3 3/8 - 7.575 x 3.375

**Quarter Page - Vertical**  
3 5/8 x 4 7/8 - 3.625 x 4.875

**Sixth Page - Horizontal**  
4 7/8 x 2 3/8 - 4.875 x 2.375

**Sixth Page - Vertical**  
2 3/8 x 4 7/8 - 2.375 x 4.875



# 2017 PUBLICATION SCHEDULE

## JANUARY 2017

Space Reservation Deadline  
**December 16, 2016**  
Editorial/Ad Materials Due  
**December 19, 2016**

## FEBRUARY 2017

Space Reservation Deadline  
**January 19**  
Editorial/Ad Materials Due  
**January 23**

## MARCH 2017

Space Reservation Deadline  
**February 17**  
Editorial/Ad Materials Due  
**February 20**

## APRIL 2017

Space Reservation Deadline  
**March 17**  
Editorial/Ad Materials Due  
**March 20**

## MAY 2017

Space Reservation Deadline  
**April 19**  
Editorial/Ad Materials Due  
**April 21**

## JUNE 2017

Space Reservation Deadline  
**May 17**  
Editorial/Ad Materials Due  
**May 19**

## JULY 2017

Space Reservation Deadline  
**June 16**  
Editorial/Ad Materials Due  
**June 19**

## AUGUST 2017

Space Reservation Deadline  
**July 19**  
Editorial/Ad Materials Due  
**July 21**

## SEPTEMBER 2017

Space Reservation Deadline  
**August 18**  
Editorial/Ad Materials Due  
**August 21**

## OCTOBER 2017

Space Reservation Deadline  
**September 18**  
Editorial/Ad Materials Due  
**September 20**

## NOVEMBER 2017

Space Reservation Deadline  
**October 18**  
Editorial/Ad Materials Due  
**October 20**

## DECEMBER 2017

Space Reservation Deadline  
**November 17**  
Editorial/Ad Materials Due  
**November 20**

*\*Deadlines subject to change. But, don't worry; ample notice will be given.*

## FAST FACTS

### Why Should Your Company Be An Advertiser In Mississippi Louisiana Gaming News?

♠ Gaming News is the only publication in the United States that is written for, and made available to, nearly 50,000+ individuals employed by the casino industry in Mississippi & Louisiana.

♠ Gaming News is the only official industry publication that delivers your advertising message directly to casino decision makers and purchasers.

♠ Gaming News features news releases and articles about businesses that serve the gaming industry.

♠ Gaming News encourages all casino employees to use those businesses that support the gaming industry by advertising in Gaming News.



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