

2017 Global Gaming Business GGB MEDIA KIT

THE MAGAZINE

GGB magazine is the **gaming industry's** most **comprehensive trade publication**. Designed to serve the communication needs of the international casino industry, **GGB** offers a mix of news, features, trend analysis, expert columns, legislative updates, Wall Street financial data, executive interviews and news on operational efficiencies, with a greater emphasis on the technology side of the industry.

GGB is truly **world-wide**, with coverage of all segments of the gaming industry—commercial casinos, Native American gaming, government-operated casinos, riverboat casinos, racinos, online gaming, social gaming, suppliers, regulators, lotteries and gaming commissions.



As the official publication of the **American Gaming Association** and the **Association of Gaming Equipment Manufacturers**, **GGB** relies on strategic relationships with some of the most innovative gaming consulting companies for editorial content and market data.

Above all, **GGB** is **timely, objective and interesting**, with an editorial style that is edgy—provocative, humorous, irreverent—but, ultimately, serious.

Reaching more than **15,000 casino executives** and gaming professionals each month, **GGB** is the “voice” of the international casino industry.

CIRCULATION & FORMAT

- **GGB** is a **4-color, glossy** magazine (8.5” x 11”) printed **12 times** per year.
- **GGB** reaches more than **15,000 executives** in the **global casino market**—including operators, manufacturers and distributors.
- **GGB** reaches **key ancillary industries** such as **lodging, pari-mutuels, lottery** and **entertainment**.
- **GGB** mails **copies** of each issue to every **major gaming property** worldwide.

GGB ONLINE

Link your website with **www.ggbmagazine.com** via ad banners and buttons to give yourself additional exposure. Reach the highest-level executives by advertising on the industry's only weekly online e-magazine, **GGB News** (**ggbnews.com**).

In addition **GGB** offers **custom eblasts**, so you can get your message across to a database of over **13,000** casino executives and professionals.

FOR ADVERTISING CONTACT

John Buyachek
Director of Sales & Marketing
TEL: 702-248-1565 ext. 227
jbcchek@ggbmagazine.com

INDUSTRY RELATIONSHIPS

- **GGB** is the only official publication of the **American Gaming Association**.
- **GGB** is an official publication of the casino industry's premier trade show, **Global Gaming Expo (G2E)**, Asia's most important trade show, **G2E Asia**, and **Global Gaming Women**.
- **GGB** is the **Official North American Publication** of the **Association of Gaming Equipment Manufacturers**.
- **GGB** has a strategic partnership with the **National Center for Responsible Gaming**.


OTHER PRODUCTS

Under the **GGB** brand, the company offers **GGB News**, a subscription-based weekly e-news magazine; **Casino Style** magazine, an annual supplement dedicated to non-gaming amenities and attractions; **Tribal Government Gaming**, an annual supplement designed to be the definitive resource on Native American gaming and **G2E Preview**, an annual sneak peek at the gaming industry's most important event.




Official Publication
of the **American**
Gaming Association

Floyd Sembler
Business Development Manager
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ISSUE	AD SPACE DEADLINE	AD MATERIAL DEADLINE
JANUARY	December 9, 2016	December 14, 2016
FEBRUARY	January 6, 2017	January 11, 2017
MARCH	February 8, 2017	February 13, 2017
APRIL	March 10, 2017	March 15, 2017
MAY	April 13, 2017	April 17, 2017
JUNE	May 12, 2017	May 15, 2017
JULY	June 9, 2017	June 14, 2017
AUGUST	July 7, 2017	July 12, 2017
SEPTEMBER	August 11, 2017	August 16, 2017
OCTOBER	September 8, 2017	September 13, 2017
NOVEMBER	October 6, 2017	October 12, 2017
DECEMBER	November 8, 2017	November 13, 2017
TRIBAL Government Gaming		
MARCH	February 22, 2017	February 27, 2017
CASINO <i>Style</i>		
JULY	May 26, 2017	May 31, 2017
 PREVIEW		
AUGUST	July 28, 2017	August 2, 2017

GGB magazine and supplement specifications: Trim Size: 8.375" x 10.875". Please allow .125" additional on all sides for full page with bleed. Files need to be submitted CMYK, high-resolution, 300dpi PDF preferred. For smaller ads, or additional information, please contact your sales representative. Submit materials to GGB magazine Art Director Monica Cooley at cooley7@sunflower.com.

GGB

Global Gaming Business Magazine

RATES & SPECS 2017

4-COLOR ADVERTISING RATES (MONTHLY NET IN \$USD)

Size (all prices net)	12x	6x	3x	1x
Full Page	\$3,905	\$4,255	\$4,510	\$4,695
Two-page Spread	\$7,250	\$7,900	\$8,375	\$8,710
1/2 Horiz. 2 Page Spread	\$4,450	\$4,850	\$5,140	\$5,350
2/3 Vertical	\$2,900	\$3,160	\$3,350	\$3,485
Jr. Page or 1/2 Page Horiz.	\$2,245	\$2,450	\$2,595	\$2,700
1/3 Vertical or Square	\$1,675	\$1,825	\$1,935	\$2,010

AD SIZES Magazine trim size 8.375 x 10.875.

For bleed ads, add 1/8" (.125) on all sides from trim and/or the 2/3 V (top, sides & bottom), 1/2 H 2 page spread, and 1/2 H, (sides & bottom).

Full Page

Bleed 8 5/8 x 11 1/8 (8.625 x 11.125)
Trim 8 3/8 x 10 7/8 (8.375 x 10.875)
Live 7 5/8 x 10 1/8 (7.625 x 10.125)
Non-bleed 7 5/8 x 10 (7.625 x 10)

2 page spread

Bleed 17 x 11 1/8 (17 x 11.125)
Trim 16 3/4 x 10 7/8 (16.75 x 10.875)
Live 16 x 10 1/8 (16 x 10.125)
Non-bleed 16 x 10

1/2 Horiz. 2 page spread

Bleed 17 x 5 1/2 (17 x 5.5)
Trim 16 3/4 x 5 3/8 (16.75 x 5.375)
Live (16 x 5)
Non-bleed 16 x 4 7/8 (16 x 4.875)

2/3 Vertical

Bleed 5 1/2 x 11 1/8 (5.5 x 11.125)
Trim 5 3/8 x 10 7/8 (5.375 x 10.875)
Live 5 x 10 1/8 (5 x 10.125)
Non-bleed 5 x 10

Junior page

Non-bleed 5 x 7 7/16 (5 x 7.4375)

1/2 Horizontal

Bleed 8 5/8 x 5 1/2 (8.625 x 5.5)
Trim 8 3/8 x 5 3/8 (8.375 x 5.375)
Live 7 5/8 x 5 (7.625 x 5)
Non-bleed 7 5/8 x 4 7/8 (7.625 x 4.875)

1/2 Vertical

Bleed 4 3/8 x 11 1/2 (4.375 x 11.125)
Trim 4 1/8 x 10 7/8 (4.125 x 10.875)
Live 3 5/8 x 10 1/2 (3.625 x 10.5)
Non-bleed 3 6/8 x 10 (3.75 x 10)

1/3 Square

Non-bleed 5 x 4 7/8 (5 x 4.875)

1/3 Vertical

Non-bleed 2 3/8 x 10 (2.375 x 10)

Millimeters | Full Page

Bleed 219.075 x 282.575
Trim 212.725 x 276.225
Live 193.675 x 257.175
Non-bleed 193.675 x 254

Millimeters | 2 page spread

Bleed 431.8 x 282.575
Trim 425.45 x 276.225
Live 406.4 x 257.175
Non-bleed 406.4 x 254

Millimeters | 1/2 Horiz. 2 pg. spread

Bleed 431.8 x 139.7
Trim 425.45 x 136.525
Live 406.4 x 127
Non-bleed 406.4 x 123.825

Millimeters | 2/3 Vertical

Bleed 139.7 x 282.575
Trim 136.525 x 276.225
Live 127 x 257.175
Non-bleed 127 x 254

Millimeters | Junior page

Non-bleed 127 x 188.9125

Millimeters | 1/2 Horizontal

Bleed 219.075 x 139.7
Trim 212.725 x 136.525
Live 193.675 x 127
Non-bleed 193.675 x 123.825

Millimeters | 1/2 Vertical

Bleed 111.13 x 282.58
Trim 104.78 x 276.23
Live 92.08 x 266.7
Non-bleed 95.25 x 254

Millimeters | 1/3 Square

Non-bleed 127 x 123.825

Millimeters | 1/3 Vertical

Non-bleed 60.325 x 254

ALL AD MATERIALS SUBMITTED TO GLOBAL GAMING BUSINESS SHOULD BE FORMATTED AS FOLLOWS:

• **Postal Mail Submission:** All page layouts, images, art and fonts should be supplied on a Mac-formatted CD or zip. (Color proof must be provided.) Send to: John Buyachek, Director of Sales, 901 American Pacific Dr., Suite 180, Henderson, Nevada 89014.

• PDFs preferred, Print Optimized:

Document size must include crop marks offset 15 pts and 1/8-inch bleed for all ad bleed pages. Fonts and images must be embedded. (All images and text CMYK and 300 dpi at final size.) Color Management must be turned off. Compress files with Automatic Compression and Quality Set to Maximum. (Acrobat 4 or 5, and 6 compatible, resolution at 2438.) **Color proof must be provided.**

• **Email/FTP Submission:** If under 25 MB, email to cooley7@sunflower.com. If over 25 MB, an FTP site is available. Please email Monica Cooley at cooley7@sunflower.com for the FTP instructions.

• All page layouts, images and art should be built in: QuarkXpress 4.0 or higher, Adobe Illustrator 6 or higher, Adobe Photoshop 5 or higher. (We cannot accept ads built in Corel Draw, Microsoft Publisher, Microsoft Word, Excel or PowerPoint.)

• All images and art should be 300dpi/150lpi saved as EPS or TIFF for the Mac and CMYK only. If additional (PMS) color is used, please note this when the ad materials are submitted.

• We can only accept Adobe postscript fonts. (We cannot accept forced and/or true type fonts.) Without color proof, publisher cannot be responsible for the outcome of the ad colors.

• With all ads, please include publication name, advertiser's name, ad size and a contact's phone number.

ANY QUESTIONS REGARDING AD SALES, PLEASE CONTACT:

JOHN BUYACHEK

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FLOYD SEMBLER

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fsembler@ggbmagazine.com

For questions regarding production please email Monica Cooley at cooley7@sunflower.com.

The screenshot shows the GGB Magazine website interface. Numbered callouts indicate the following ad placement areas:

- 1**: Leaderboard banner at the top of the page.
- 2**: Large banner below the main navigation bar.
- 3**: Large banner at the bottom of the page.
- 4**: Ad placement area on the right side of the page.
- 5**: Ad placement area on the right side of the page.
- 6**: Ad placement area on the right side of the page.
- 7**: Ad placement area on the right side of the page.

GGB MAGAZINE WEBSITE ONLY (Rates per month)

1 728 x 90 (Leaderboard banner)

- \$3,250 exclusive
- \$650 to rotate with 5 other advertisers + \$15/1K page views

2 728 x 90 (1st Position)

- \$1,450 exclusive + \$15/1K page views

3 728 x 90 (2nd Position)

- \$1,250 exclusive + \$15/1K page views

728 x 90 (Footer banner)

- \$1,000 exclusive
- \$250 to rotate with 5 other advertisers + \$15/1K page views

4 300 x 250 (Top square)

- \$3,250 exclusive
- \$650 to rotate with 5 other advertisers + \$15/1K page views

5 300 x 250 (2nd square)

- \$2,700 exclusive
- \$575 to rotate with 5 other advertisers + \$15/1K page views

GGB MAGAZINE OR GGB NEWS WEBSITES

6 120 x 240

- \$375 month per site
- + \$15/1K page views

7 120 x 90

- \$150 month per site
- + \$10/1K page views

GGB MAGAZINE & GGB NEWS SITES (Combo Rate)

120 x 240

- \$550 month both sites
- + \$15/1K page views

120 x 90

- \$250/month both sites
- + \$10/1K page views/site

Cost per page view will be capped at 20,000 page views.

All files should be submitted in RGB color, 72dpi resolution in JPEG, GIF, or SWF format. Ad may be animated, with a maximum of two full animation sequence repeats with each page refresh.

SPECIALTY ADS & EBLASTS

GGB Overlay Ad appears over a semi-darkened web page, so that your ad is seen every time a person goes to the GGB website. Overlay ads will appear on **Mobile** and other **handheld devices**, provided the advertiser provides the alternate sized ad.

- Horizontal Overlay Ad Size: 850 x 486
- Vertical Overlay Ad Size: 300 x 600
- Mobile Ad Size: 200 x 400

Exclusive purchase only at \$5,000 per month



GGB Eblast delivers your message directly to the GGB

database, with over 13,000 executives and casino professionals. GGB fully supports all html formats.

- \$3,000 per eblast





Tribal Government Gaming is the definitive resource on Native American gaming. More than just a comprehensive guide to Class II and Class III Indian casinos, **Tribal Government Gaming** features editorial coverage of cutting-edge issues such as tribal sovereignty, Indian gaming regulation, economic diversification, nation-building, compacts and more.

TGG Full	\$3,850
TGG 2/3	\$2,800
TGG 1/2	\$2,500
TGG 1/3	\$1,750

One-third page Tribal Profile included ONLY when FP ad is purchased in this publication

BONUS DISTRIBUTION:

Indian Gaming 2017, G2E, OIGA Conference and Trade Show, Arizona Indian Gaming Association Trade Show, stand alone mailing in March to North American GGB subscribers
AD DEADLINE: Feb. 22, 2017
MATERIALS: Feb. 27, 2017



Casino Style is the first magazine dedicated to non-gaming amenities in today's casino industry. Highlighting every aspect of the guest experience, **Casino Style** focuses on revenue streams of the non-gaming customer—from architecture to analytics, nightlife to restaurants, meetings and conventions, shopping to spas, and everything in between.

CS Full	\$3,850
CS 2/3	\$2,800
CS 1/2	\$2,500
CS 1/3	\$1,750

One-third page Style Profile included ONLY when FP ad is purchased in this publication

BONUS DISTRIBUTION:

G2E 2017, Indian Gaming 2018, BDNY 2017, BDWest 2018, polybagged with the July issue of GGB magazine
AD DEADLINE: May 26, 2017
MATERIALS: May 31, 2017



G2E Preview is the most comprehensive publication highlighting the world's most significant gaming event, Global Gaming Expo (G2E). **G2E Preview** provides advance information about keynote speakers, conference sessions, A-Z listings of exhibitors, details on the Integrated Resort Experience (IRE), Security & Surveillance, exhibit areas, panel discussions, igaming, show floor plans and more.

G2E Full	\$3,095
G2E 2/3	\$2,785
G2E 1/2	\$2,200
G2E 1/3	\$1,415

One-third page G2E Profile included ONLY when FP ad is purchased in this publication

BONUS DISTRIBUTION:

G2E, stand alone mailing in August to all GGB subscribers
AD DEADLINE: July 28, 2017
MATERIALS: Aug. 2, 2017