

MISSISSIPPI GAMING NEWS

2020 MEDIA KIT



Official newsmagazine of the
Mississippi Gaming & Hospitality Association

ADVERTISING RATES

| Modular Sizes | 4x | 1x | MGHA discounted rates |
|---------------|---------|---------|-----------------------|
| Double Truck | \$2,300 | \$2,600 | \$1,900 |
| Full Page | \$1,500 | \$1,700 | \$1,200 |
| 2/3 Page | \$1,000 | \$1,200 | \$900 |
| 1/2 Page | \$875 | \$950 | \$750 |
| 1/3 Page | \$700 | \$800 | \$550 |
| 1/4 Page | \$500 | \$600 | \$400 |
| 1/6 Page | \$400 | \$500 | \$300 |

Premium Positions

| | | | |
|--|---------|---------|---------|
| Pages 3,5,7 or Inside Front Cover or Inside Back Cover | \$1,650 | \$1,850 | \$1,350 |
| Back Cover | \$1,800 | n/a | \$1,500 |

Casino & Corporate Sponsorships

| |
|-----------------------------------|
| \$300 - 251 hotel rooms or larger |
| \$250 - 151 - 250 hotel rooms |
| \$250 - Corporate Sponsorship |
| \$200 - 0 - 150 hotels rooms |

Sponsorships

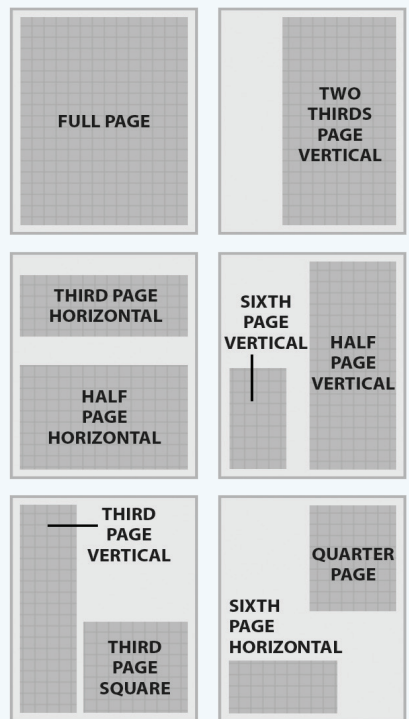
Each issue, all sponsors will be listed on a special Sponsor page within the magazine with their logo displayed. The logo will hotlink to the sponsor's website home page within the FREE virtual magazine found on our website. 4x contract display advertisers* will receive a free sponsorship each issue.

1. All rates in net dollars.
2. All rates include process color.
3. Gaming News is published quarterly.
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



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



2020 PUBLICATION SCHEDULE & DEADLINES

FEBRUARY 15, 2020

Editorial/Space Deadline **January 17, 2020** | Ad Materials Deadline **January 24, 2020**

MAY 15, 2020

Editorial/Space Deadline **April 17, 2020** | Ad Materials Deadline **April 24, 2020**

AUGUST 15, 2020

Editorial/Space Deadline **July 17, 2020** | Ad Materials Deadline **July 24, 2020**

NOVEMBER 15, 2020

Editorial/Space Deadline **October 16, 2020** | Ad Materials Deadline **October 23, 2020**

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

FAST FACTS

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

- ♠ Gaming News is the Official Newsmagazine of the Mississippi Gaming & Hospitality Association.
- ♠ Published quarterly, MGN features complete gaming and non-gaming revenue figures and analysis, columns by industry experts & gaming leaders.
- ♠ Up to 5,000 copies per quarter shipped to all Mississippi casino properties & managers, Gaming Commission members, Mississippi Gaming & Hospitality Association leadership and Associate Members, State legislatures, Governor's office and regional mayors' offices.
- ♠ E-Blast edition and digital edition published quarterly.
- ♠ Industry news from American Gaming Association.
- ♠ Vendor & Associate Member profiles.



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, ext 302.

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).

Lori Beth Susman 12268 Intraplex Parkway, Gulfport, MS 39503
ph (228) 385-7707 fx (228) 385-7705, ext 302 e-mail loribeth@m2mediacorp.com

David Grisham P. O. Box 417, Tunica Resorts, MS 38664
ph (662) 363-3637 e-mail david@m2mediacorp.com
www.ms gamingnews.com