

MISSISSIPPI GAMING NEWS

2021 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

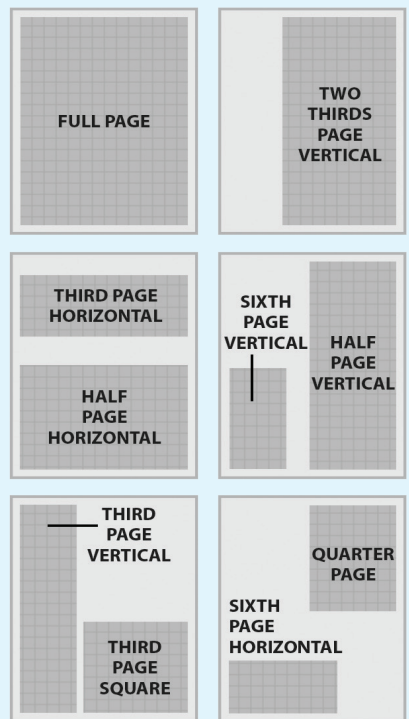
Each issue, all sponsors will be listed on a special Sponsor page within the magazine with their logo displayed. The logo will hotlink to the sponsor's website home page within the FREE virtual magazine found on our website. 4x contract display advertisers* will receive a free sponsorship each issue.

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



2021 PUBLICATION SCHEDULE & DEADLINES

FEBRUARY 15, 2021

Editorial/Space Deadline **January 15, 2021** | Ad Materials Deadline **January 22, 2021**

MAY 15, 2021

Editorial/Space Deadline **April 16, 2021** | Ad Materials Deadline **April 23, 2021**

AUGUST 15, 2021

Editorial/Space Deadline **July 16, 2021** | Ad Materials Deadline **July 23, 2021**

NOVEMBER 15, 2021

Editorial/Space Deadline **October 15, 2021** | Ad Materials Deadline **October 22, 2021**

**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).

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