

# MISSISSIPPI GAMING NEWS

## 2019 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 Sponsorship

\$300 - 251 hotel rooms or larger

\$250 - 151 - 250 hotel rooms

\$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](mailto: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

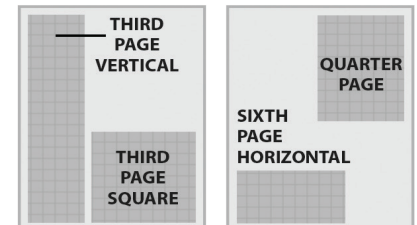
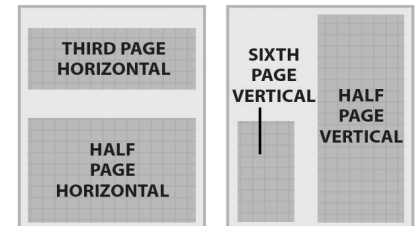
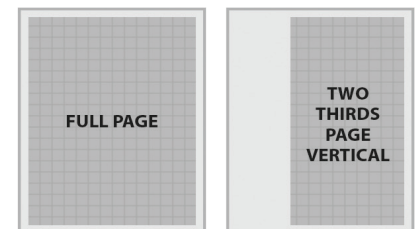
3 5/8 x 4 7/8 - 3.625 x 4.875

#### 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



# 2019 PUBLICATION SCHEDULE & DEADLINES

## FEBRUARY 15, 2018

Space Reservation Deadline **January 21, 2019** | Editorial/Ad Materials Due **January 25, 2019**

## MAY 15, 2019

Space Reservation Deadline **April 22, 2019** | Editorial/Ad Materials Due **April 26, 2019**

## AUGUST 15, 2018

Space Reservation Deadline **July 22, 2019** | Editorial/Ad Materials Due **July 26, 2019**

## NOVEMBER 15, 2018

Space Reservation Deadline **October 21, 2019** | Editorial/Ad Materials Due **October 25, 2019**

*\*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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