

MISSISSIPPI GAMING NEWS

2012 MEDIA KIT

ADVERTISING RATES

Modular Sizes	8to12x	4to7x	1to3x
Double Truck	\$1,600	\$1,800	\$2,000
FULL Page	\$950	\$1,050	\$1,200
2/3 Page	\$850	\$950	\$1,050
1/2 Page	\$750	\$800	\$850
1/3 Page	\$550	\$600	\$650
1/4 Page	\$450	\$500	\$550
1/6 Page	\$300	\$325	\$350

Premium Positions

Pages 3,5,7	\$1,000	\$1,100	\$1,200
Inside Front or Back Cover	\$1,100	\$1,200	\$1,300
Back Cover	\$1,150	\$1,250	\$1,350

1. All rates in net dollars.
2. All rates include process color.
3. MGN is published once a month.

4. MGN reserves the right to edit in whole or in part, accept or refuse any advertisement.
5. Advertisements are accepted electronically via e-mail: jackpot@digiscape.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.

Accepted Applications Adobe Products CS - CS5, QuarkXPress 6.

All fonts must be included with images: see Images below for format requirements.

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 - 7.375 x 9.875

Two Thirds Page - Vertical

4 7/8 x 9 7/8 - 4.875 x 9.875

Half Page - Horizontal

7 3/8 x 4 7/8 - 7.375 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 9.875

Third Page - Horizontal

7 3/8 x 3 3/8 - 7.375 x 3.375

Quarter Page - Vertical

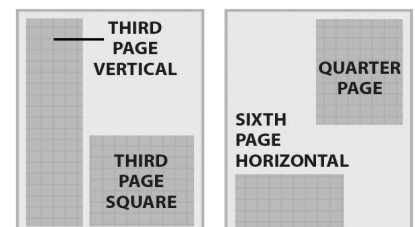
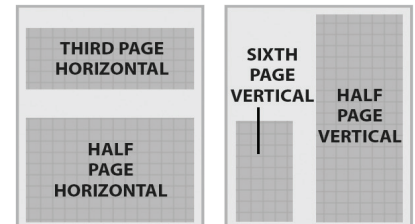
3 5/8 x 4 7/8 - 3.625 x 4.875

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



2012 PUBLICATION SCHEDULE

JANUARY 2012

Space Reservation Deadline
December 16, 2011

Editorial/Ad Materials Due
December 20, 2011

FEBRUARY 2012

Space Reservation Deadline
January 17

Editorial/Ad Materials Due
January 20

MARCH 2012

Space Reservation Deadline
February 16

Editorial/Ad Materials Due
February 20

APRIL 2012

Space Reservation Deadline
March 16

Editorial/Ad Materials Due
March 19

MAY 2012

Space Reservation Deadline
April 17

Editorial/Ad Materials Due
April 20

JUNE 2012

Space Reservation Deadline
May 18

Editorial/Ad Materials Due
May 21

JULY 2012

Space Reservation Deadline
June 18

Editorial/Ad Materials Due
June 21

AUGUST 2012

Space Reservation Deadline
July 17

Editorial/Ad Materials Due
July 20

SEPTEMBER 2012

Space Reservation Deadline
August 17

Editorial/Ad Materials Due
August 20

OCTOBER 2012

Space Reservation Deadline
September 17

Editorial/Ad Materials Due
September 20

NOVEMBER 2012

Space Reservation Deadline
October 16

Editorial/Ad Materials Due
October 19

DECEMBER 2012

Space Reservation Deadline
November 16

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 Gaming News (MGN)?

♠ MGN is the only publication in the United States that is written for, and made available to the 30,000+ individuals employed by the casino industry in Mississippi.

♠ MGN is the only official publication that delivers your advertising message directly to casino decision-makers and purchasers.

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

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

What Motivates The Casino Executives & Workers In Mississippi?

A series of recent focus groups conducted throughout the state with casino employees showed the following:

- ♦ Every single survey participant said he/she would read MGN on a regular basis.
- ♦ Every single survey participant said he/she supports the publication of MGN.
- ♦ The majority of survey participants said they would view businesses that advertise in MGN more favorable than non-advertisers.

How Important Is The Mississippi Gaming Industry When Making A Purchase Or Budget Decision?

- ♣ In nearly 20 years, the gaming industry in Mississippi has grown to 30,000+ workers with an annual payroll of \$950 million.
- ♣ Cumulative annual tax revenues exceed more than \$2.5 billion.
- ♣ Casinos have invested billions of dollars in facilities without costing the state one cent in financial incentives or tax breaks.
- ♣ Tourism, retail, real estate and virtually every sector of the economy have flourished in Mississippi since the arrival of the gaming industry in 1992.

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