

# GLOBAL Gaming Business

## RATES & SPECS 2010

### 4-COLOR ADVERTISING RATES (MONTHLY NET IN \$USD) EFFECTIVE JANUARY 2010

Size (all prices net)	12x	6x	1x
Two-Page Spread	\$5,335	\$5830	\$6265
Full Page	\$3550	\$3880	\$4175
1/2 Horiz. 2 Page Spread	\$3550	\$3880	\$4175
2/3 Vert.	\$2600	\$2845	\$3085
Jr. Page / 1/2 Page Horiz.	\$2030	\$2210	\$2420
1/3 Vert. or Square	\$1520	\$1645	\$1770
1/6 Vert.	\$760	\$825	\$920
1/12th	\$415	\$480	\$510

### 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). See next page for dimensions.

#### 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

#### 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

#### 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)

#### 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

#### 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)

#### Millimeters | 1/2 Horiz. 2 page 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

#### 2/3 Vert.

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

#### Millimeters | 2/3 Vert.

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

#### Junior page

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

#### Millimeters | Junior page

Non-bleed 127 x 188.9125

#### 1/2 Horiz.

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)

#### Millimeters | 1/2 Horiz.

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

#### 1/3 Square

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

#### Millimeters | 1/3 Square

Non-bleed 127 x 123.825

#### 1/3 Vert.

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

#### Millimeters | 1/3 Vert.

Non-bleed 60.325 x 254

#### 1/6 Vert.

Non-bleed 2 3/8 x 4 7/8 (2.375 x 4.875)

#### Millimeters | 1/6 Vert.

Non-bleed 60.325 x 123.825

#### 1/12

Non-bleed 2 3/8 x 2 5/16 (2.375 x 2.3125)

#### Millimeters | 1/12

Non-bleed 60.325 x 58.7375

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

- **Snail Mail Submission:** All page layouts, images, art and fonts should be supplied on a Mac-formatted CD or zip. (Color proof must be provided). All ad materials should be sent to: Attention: David Coheen, Director of Sales, 6625 S. Valley View Blvd., Suite 422, Las Vegas, Nevada 89118.
- **PDFs preferred, Print Optimized:** Document size must include crop marks offset 15pts and 1/8" 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). PDF X1 and PDF X1A files also accepted. **Color proof must be provided.**
- **Email/FTP Submission:** If under 25 MB, email to [cooley7@sunflower.com](mailto:cooley7@sunflower.com). (Color proof must still be sent). If over 25 MB, an FTP site is available. Please email Monica Cooley at [cooley7@sunflower.com](mailto: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 color (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 in case we have any questions regarding your ad.

### IF YOU HAVE ANY QUESTIONS REGARDING AD SALES, PLEASE CONTACT:

#### DAVID COHEEN

Sales Director  
702-248-1565 x227  
[dcoheen@ggbmagazine.com](mailto:dcoheen@ggbmagazine.com)

#### RICH GELLER

Director of European Sales  
570-561-2480  
[rgeller@ggbmagazine.com](mailto:rgeller@ggbmagazine.com)

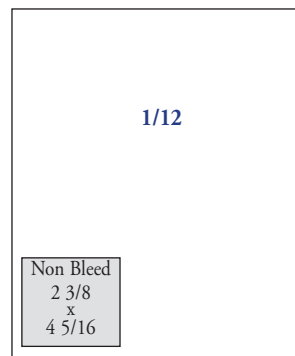
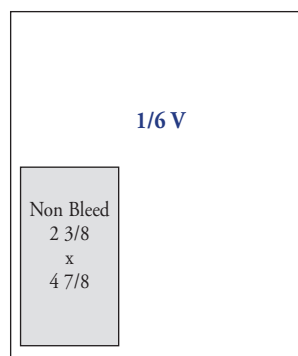
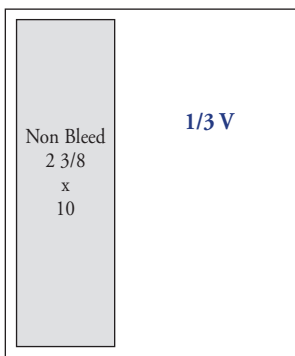
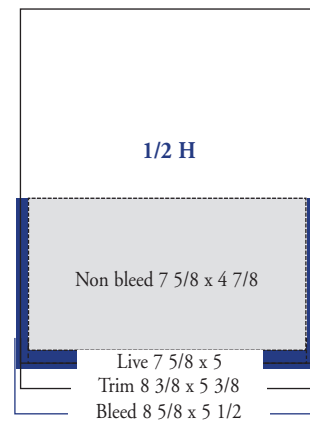
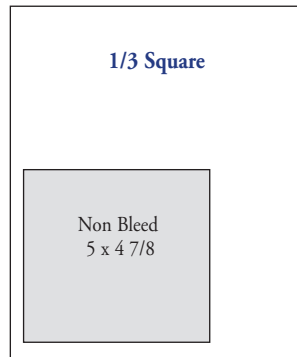
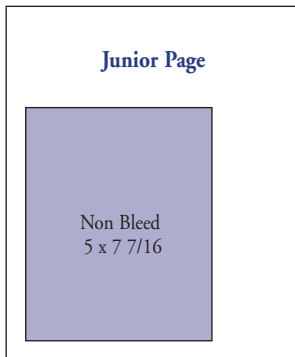
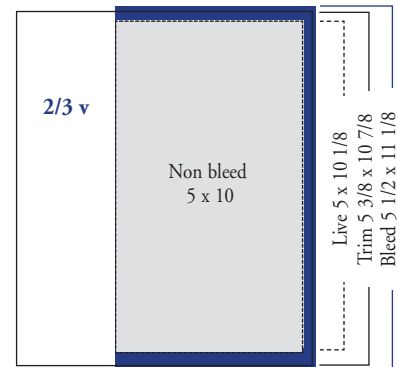
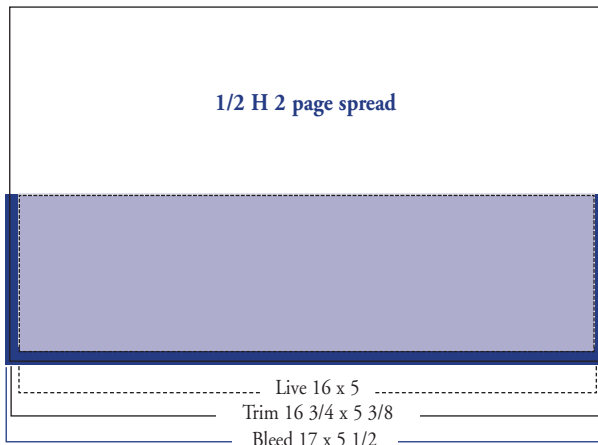
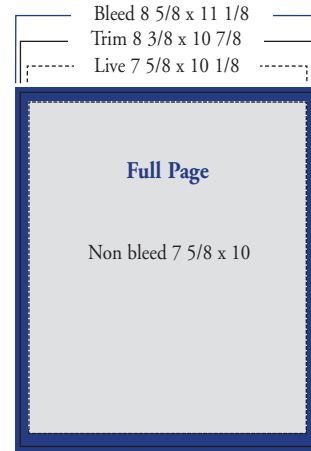
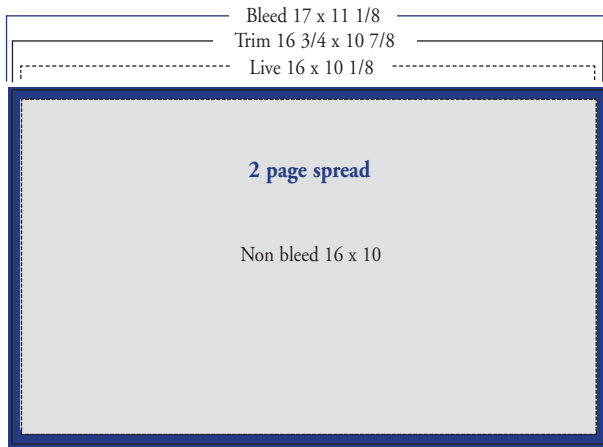
#### BONNIE RATTNER

Business Development  
702-248-1565 x234  
[brattner@casinoconnection.com](mailto:brattner@casinoconnection.com)

#### BINA GUPTA

Director of Asian Sales  
852.2868.1555  
852.9371.0300 mobile  
[binagupta@bg-bc.com](mailto:binagupta@bg-bc.com)

If you have any questions regarding production, please email Monica Cooley at [cooley7@sunflower.com](mailto:cooley7@sunflower.com).



- Bleed ———
- Trim ———
- Live - - - -
- Non Bleed [Grey Box]
- Optional [Purple Box]