

# Media Kit 2018

## Strictly Slots Magazine

### The Magazine for Slot & Video Poker Players

Jackpot hunters across the country swear by *Strictly Slots*, the nation's only magazine written exclusively for slot and video poker players—the largest, most lucrative customer segment in the gaming industry! *Strictly Slots* analyzes, illustrates and rates every new slot and video poker machine on the market, and tells readers how to use winning strategies to keep them playing longer!

#### Highlights include:

- **Slot Payout Percentages:** Tracking the casinos with the highest paybacks
- **Tips to maximize comps**
- **Players Club Spotlights:** Revealing the best clubs that go the extra mile to attract new players
- **Saving you money in Las Vegas:** Scouting the best deals to save you money on your next trip to Sin City
- **New Slots 2019:** Revealing what's in store for the slot floor
- **The hottest slot club promotions and tournaments**
- **Money management strategies**
- **Quick Tour:** Profiles of leading casinos and what they offer players
- **VIP slot lounges & high-limit clubs**
- **The latest jackpot winners**



- **The Slot Influencer:** Slot player and YouTube superstar Brian Christopher crisscrosses the country playing his favorite slots and introducing his 2 million dedicated followers to the latest and greatest slot games.
- **Games Of Skill:** The latest video game gambling machines and other skill games taking over the casino floor.

*Strictly Slots* is the ultimate resource for slots players, publishing detailed coverage on the latest developments across the gaming industry. We provide readers with invaluable information about their favorite casinos including upcoming slot tournaments, new games, special promotions, entertainment, special events, and more.

Every month, *Strictly Slots* reveals the most detailed slot payout percentage charts ever made available to the public, listed casino by casino and by jurisdiction. With its highly graphic layouts and informative articles written by gaming's top experts, *Strictly Slots* is the magazine most trusted by savvy slot and video poker players.

## Advertising Deadlines

### JANUARY

Space reservation.....Dec. 15  
Ad material .....Dec. 20

### FEBRUARY

Space reservation.....Jan. 16  
Ad material.....Jan. 19

### MARCH

Space reservation.....Feb. 15  
Ad material.....Feb. 19

### APRIL

Space reservation .....Mar. 14  
Ad material .....Mar. 19

### MAY

#### Best of Slots Ballot issue

Space reservation.....Apr. 12  
Ad material.....Apr. 16

### JUNE

#### Best of Slots Ballot issue

Space reservation .....May 15  
Ad material .....May 18

### JULY

#### Best of Slots Ballot issue

Space reservation .....June 13  
Ad material.....June 18

### AUGUST

Space reservation .....July 13  
Ad material .....July 17

### SEPTEMBER

#### Best of Slots Awards Special Edition

Space reservation.....Aug. 14  
Ad material .....Aug. 17

### OCTOBER

Space reservation.....Sept. 13  
Ad material .....Sept. 17

### NOVEMBER

Space reservation .....Oct. 15  
Ad material .....Oct. 19

### DECEMBER

Space reservation .....Nov. 14  
Ad material .....Nov. 19

# Strictly Slots Demographics

Strictly Slots reaches a unique gaming audience interested in the latest slot products, casino promotions, slot club programs and tournaments.

## GENDER

Male . . . . .35%  
Female . . . . .65%

## AGE

21–34 . . . . .3%  
34–44 . . . . .13%  
45–54 . . . . .29%  
55–64 . . . . .39%  
64–74 . . . . .16%

## MARITAL STATUS

Married . . . . .73%  
Single . . . . .18%  
Divorced . . . . .9%  
Widowed . . . . .2%

## EMPLOYMENT STATUS

Employed . . . . .62%  
Self-employed . . .13%  
Semi-retired . . . . 5%  
Retired . . . . .20%

## OCCUPATION

Professional . . . .30%  
White Collar . . . .38%  
Blue Collar . . . .22%  
Self-Employed . . .10%  
(owner)

## EDUCATION

Grad. School Degree15%  
College Graduate .36%  
Some College . . .19%  
High School Graduate20%

## ANNUAL INCOME

Up to \$34,999 . . . .3%  
\$35–\$54,999 . . . .11%  
\$55–\$104,999 . . .48%  
\$105,000 or more 38%

## PLAYERS CLUB MEMBERSHIP

Yes . . . . .95%  
No . . . . .5%

## NUMBER OF STRICTLY SLOTS READERS WHO BELONG TO ONE OR MORE SLOT CLUBS

1 . . . . .13%  
2 . . . . .15%  
3 . . . . .17%  
4 . . . . .21%  
5 . . . . .32%  
6 or more . . . . .1%

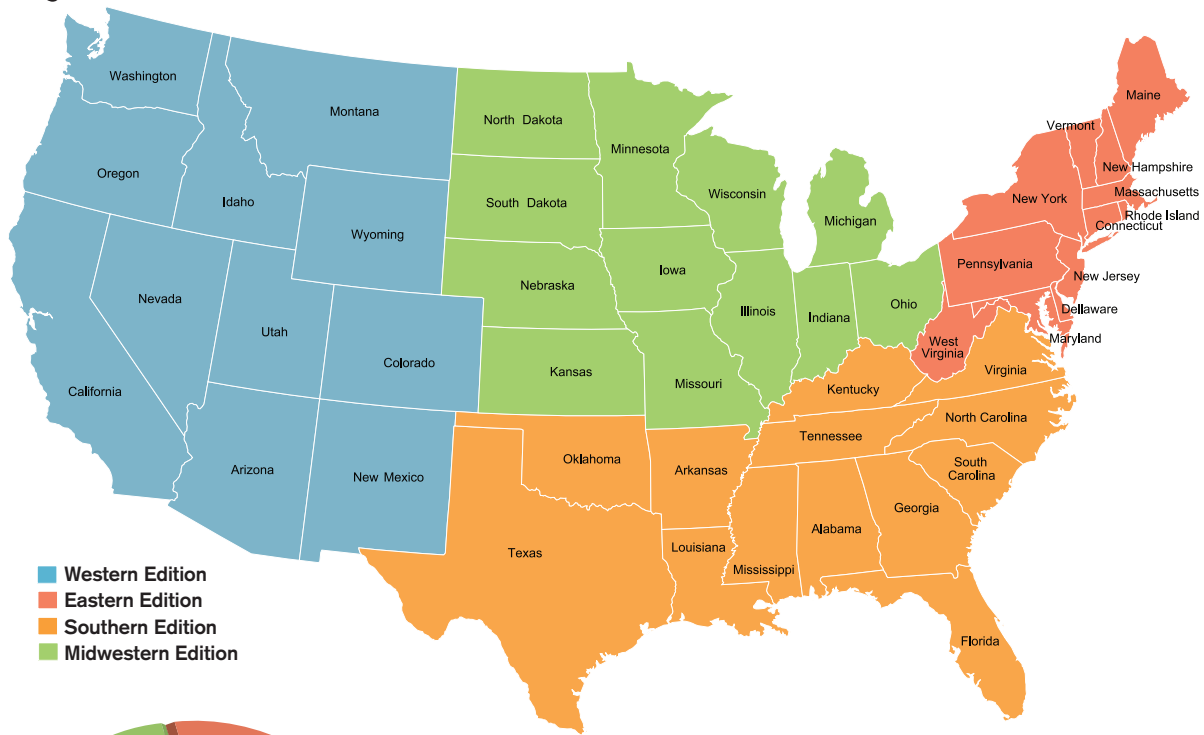
## TOP FIVE FAVORITE CASINO GAMES

Slot machines . . . .59%  
Blackjack . . . . .18%  
Poker . . . . .7%  
Roulette . . . . .6%  
Craps . . . . .5%

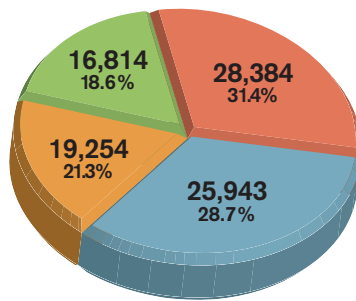
Strictly Slots magazine not only reaches a national consumer slot audience, it is also distributed to the slot marketing, casino operations and management of all U.S. casinos.

# Strictly Slots Readership

90,395 National Monthly Copies



■ Western Edition  
■ Eastern Edition  
■ Southern Edition  
■ Midwestern Edition



Strictly Slots Magazine is distributed to subscribers, newsstands and maintains a monthly in-room distribution.

**Subscribers:** 52,352  
**Newsstand:** 17,084  
**In-room Distribution:** 20,959\*



Strictly Slots also maintains, by first-class mail, a monthly distribution to casino executives, governors, legislators, tribal councils, and institutional investors, along with key media contacts throughout North America.

\*Casino distribution at press time.

## Advertising Rates

### NATIONAL EDITION

SIZE	1X	3X	6X	12X
Page	\$7,066	\$6,695	\$6,042	\$5,740
2/3 Page	4,711	4,463	4,028	3,827
Junior Page	3,886	3,692	3,508	3,333
1/2 Page	3,533	3,348	3,021	2,870
1/3 Page	2,355	2,232	2,014	1,913
1/6 Page	1,201	1,141	1,084	1,030
1/12 Page	593	563	535	508

### EASTERN EDITION

SIZE	1X	3X	6X	12X
Page	\$4,522	\$4,296	\$4,081	\$3,877
2/3 Page	3,015	2,864	2,721	2,585
Junior Page	2,479	2,355	2,237	2,125
1/2 Page	2,261	2,148	2,041	1,939
1/3 Page	1,507	1,432	1,360	1,292
1/6 Page	759	721	685	651
1/12 Page	379	360	342	325

### WESTERN EDITION

SIZE	1X	3X	6X	12X
Page	\$4,169	\$3,961	\$3,763	\$3,575
2/3 Page	2,779	2,640	2,508	2,383
Junior Page	2,285	2,171	2,062	1,959
1/2 Page	2,085	1,981	1,882	1,788
1/3 Page	1,390	1,320	1,255	1,192
1/6 Page	700	665	632	600
1/12 Page	350	332	316	300

### SOUTHERN EDITION

SIZE	1X	3X	6X	12X
Page	\$3,392	\$3,223	\$3,062	\$2,910
2/3 Page	2,261	2,148	2,041	1,939
Junior Page	1,860	1,767	1,679	1,595
1/2 Page	1,696	1,611	1,531	1,454
1/3 Page	1,131	1,075	1,021	970
1/6 Page	569	540	514	488
1/12 Page	285	271	257	244

### MIDWESTERN EDITION

SIZE	1X	3X	6X	12X
Page	\$3,180	\$3,021	\$2,870	\$2,726
2/3 Page	2,120	2,014	1,913	1,818
Junior Page	1,749	1,662	1,578	1,499
1/2 Page	1,590	1,511	1,435	1,363
1/3 Page	1,060	1,007	957	909
1/6 Page	534	507	482	458
1/12 Page	267	254	241	229

### ADDITIONAL PAGES

Second page in same issue receives 30% discount.  
Third page in same issue receives 50% discount.

### POSITION PREMIUMS

Position guarantees require an additional 25% charge.

**ADDITIONAL CHARGES:** 5th Ink, per ad: \$550 net

### ADVERTISING INSERTS

Rates available upon request for business reply cards, supplied inserts, gatefolds, and cover wraps please supply sample for pricing.

**ALL RATES ARE NET RATES**



# Get the Competitive Edge with Certified Loose Slots!

*Strictly Slots'* Certification Program provides the opportunity to have a viable, well respected, third party entity endorse a segment of your casino floor as having "loose slots" to whatever percentage you choose to adjust them.

**"The Strictly Slots Certification Program provides us with a great ongoing slot promotion and a communication component within our marketing mix. The message of "loose slots" is appealing and meaningful to the everyday slot customer and provides a great incentive for frequency and retention."**

—Ric Militi  
VP of Marketing, Valley View Casino  
**CERTIFIED FOR 5 YEARS**

*Strictly Slots* magazine will send in a team of gaming experts to verify the machines that will be included in the program and provide you with an official certification emblem to be used in all of your floor display and collateral materials to promote the games that have been designated.

The ability to compare slot hold percentages between individual properties does not exist, and therefore the ability for a property to proclaim that they have the "loosest slots" does not exist either.

A program such as this, enables the host property to influence the "perception" of the slot player into believing that a property

possesses the loosest slots by showing them that your slots have a guaranteed payback percentage and the ability to back it up with the statement, "Don't take our word for it, ask *Strictly Slots* magazine, who has certified this claim and is willing to put their name and reputation behind it".

The following is a summary of the certification process.

- **Video Poker:** Representatives of *Strictly Slots* will examine the pay tables of your video poker product and determine which machines qualify under the payback percentages that you specify (i.e. 98%, 99% etc.).
- **Slot Machines:** The host property will pre-determine the specific game and quantity of the video and reel machines to be certified. The necessary chip hardware will be installed to correspond to the desired payback percentage. Representatives from *Strictly Slots* will randomly select machines from the predetermined inventory and have these chips authenticated as to the payback percentage desired by the host property.

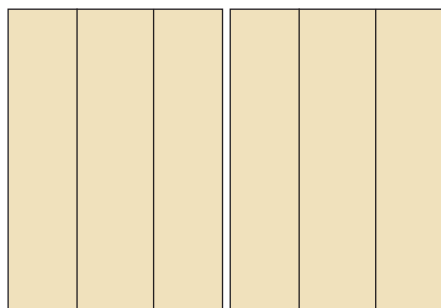
Representatives from *Strictly Slots* will randomly select machines from the predetermined inventory and have these chips authenticated as to the payback percentage desired by the host property.

## *Strictly Slots'* Certification Program Benefits

- **EXCLUSIVITY**  
Certification program exclusivity in your region.
- **AD SPACE**  
One full page, full color ad in both *Casino Player* and *Strictly Slots* magazines for the 12-month term of the agreement.
- **MAGAZINES**  
250 complimentary copies of both *Casino Player* and *Strictly Slots* magazines each month to be distributed at the property's discretion.
- **EDITORIAL COVERAGE**  
A certification program launch feature article in *Strictly Slots* magazine and extended editorial coverage in both *Casino Player* and *Strictly Slots* magazines for the duration of the program.
- **LOGO USAGE**  
Use of the official *Strictly Slots* Certification logo on any collateral or advertising for the 12-month contract period.
- **REPRINTS**  
Up to 50,000 reprints of the launch feature at certification program discount.

# Production Specs

MAGAZINE TRIM SIZE: 8 1/8" x 10 7/8"



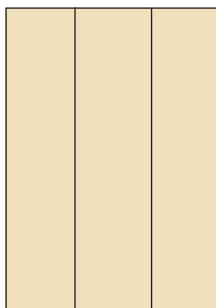
## Double Page Spread

Set up file as two single full pages.

Each Page Live: 7.125" x 9.875"

Bleed: 8.625" x 11.375"

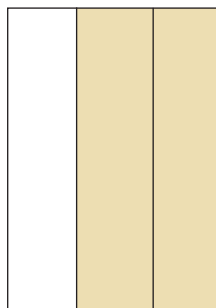
No live matter should cross the binding gutter.



## Full Page

Live: 7.125" x 9.875"

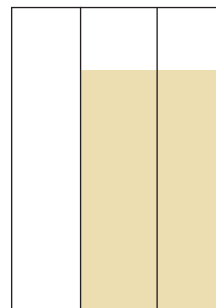
Bleed: 8.625" x 11.375"



## 2/3 Page

Live: 4.625" x 10.187"

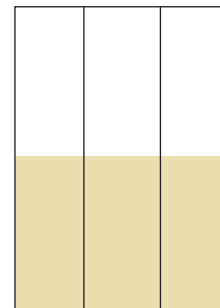
Bleed: 5.25" x 11.375"



## Junior Page

Live: 4.625" x 8"

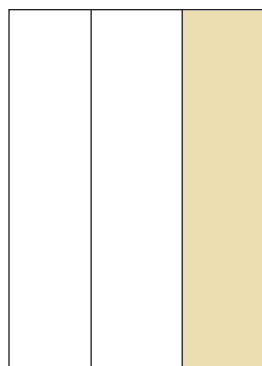
Bleed: 5.25" x 8.25"



## 1/2 Page Horizontal

Live: 7.375" x 4.875"

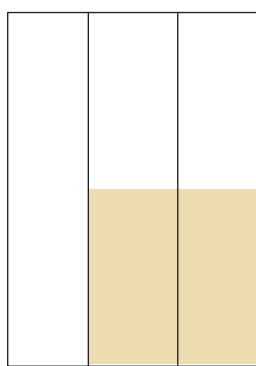
Bleed: 8.125" x 5.562"



## 1/3 Page Vertical

Live: 2.187" x 10.187"

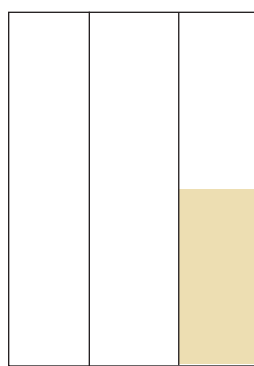
Bleed: 3" x 11.125"



## 1/3 Page Square

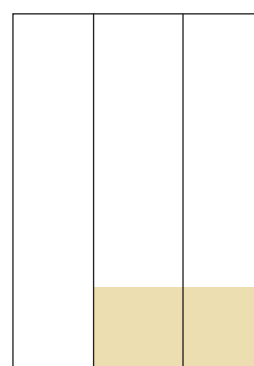
Live: 4.625" x 4.875"

Bleed: 4.875" x 5.125"



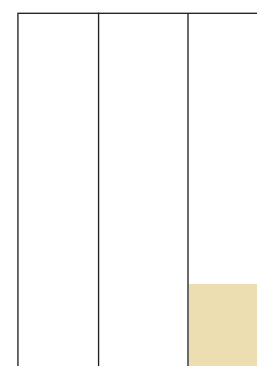
## 1/6 Page Vertical

Live: 2.187" x 4.875"



## 1/6 Page Horizontal

Live: 4.875" x 2.187"



## 1/12 Page

Live: 2.187" x 2.25"

## DIGITAL FILE REQUIREMENTS

For the best print reproduction, all digital materials must abide by the following specifications:

Adobe Acrobat PDF at 300 dpi (or greater) with embedded fonts, images converted to TIFF or EPS (no JPEG), color files converted to CMYK before conversion to PDF.

RGB FILES WILL NOT SEPARATE.

Mac-based CD accepted.

Additional charges may be incurred if these guidelines are not followed.

## PRINTING PROCESS

Web Offset, AAAA/SWOP - MPA Standards

## BINDING METHOD

Saddle Stitched

## PROFESSIONAL SERVICES

All production charges including typesetting, artwork, layout and mechanical revisions will be billed to the advertiser at the rate of \$60 per hour. Proofs will be furnished upon request.

## DEADLINES

### Casino Player:

Space reservations close on the 4th day of each month, one month prior to cover date, or the first working day after the 4th and are noncancelable. (Example: Sept. 4 for the Oct. issue). Digital artwork is due one week later.

A late charge of \$200 per ad will be applied to all ads that arrive after deadline.

Casino Player Publishing reserves the right to run previous material if new material has not been received by the final material closing deadline.

## Advertising materials should be sent to:

### Casino Player Publishing

1137 S. Rancho Drive, Suite 110

Las Vegas, NV 89102-2259

email files to: [dstevens@casinocenter.com](mailto:dstevens@casinocenter.com)

Diane Stevens-Gillan

Production Director

(702) 736-8886 Ext. 202

To upload advertising material to our secure ftp site please contact Casino Player Publishing, LLC.

## BILLING

All invoices are due upon receipt. A billing charge of 1-1/2% per month will be added to all past-due invoices. Advertiser and agency accept dual liability for payment of all insertions. All new accounts must pay first month in advance.

Advertiser and its advertising agencies jointly and separately agree to be responsible for payment to Casino Player Publishing, LLC for all space purchased and for any other costs incurred while under contract with Casino Player Publishing, LLC.



# Digital Editions

62,341 Digital Subscriptions & Growing Daily!

## The Pages of Strictly Slots Come To Life!

Our digital editions are a state-of-the-art, interactive experience that brings the pages of our magazines to life. With videos that enhance advertising and editorial content, we present an inside look at the industry's finest properties, venues, amenities and events. Your own website is just a mouse-click away when you're featured in our digital edition.

### Rates:

Every print advertiser gets the digital edition for FREE, including click through to company website

Digital only full page ad: \$2,500 per issue

Videos to advertising or editorial: \$500 per issue

Website click throughs to company website in entertainment listings: \$300 annually



Add a video to your new slot, giving viewers an inside look on how to play them. Then, with a click of the mouse, readers are sent directly to your website to learn more.



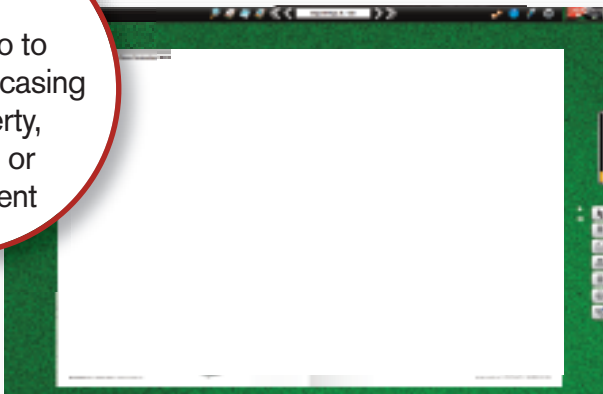
Add a video showcasing your property to your advertisement



Click on your ad and go directly to your company's website



Add a video to editorial showcasing your property, promotion or special event



# Custom Reprints

Capitalize on the publicity you've received from America's #1 gaming magazines

*Strictly Slots* magazine understands the importance of reaching your target market. What better way to tout your casino or gaming product than with an endorsement from the most respected gaming publisher in the country?

Distribute your reprints in players lounges, hotel rooms, players club booths or via direct mail. Perfect for trade show hand-outs or insert into your company's media kit. You'll find a multitude of ways to use a reprint as an excellent marketing tool. And, we can customize your reprint just the way you like it.

## ► Use the magazine cover as part of your reprint

When a magazine has a strong brand name such as *Strictly Slots*, inclusion of the front cover as part of your customized reprint will increase the positive impression your company makes.

## ► Add your logo, advertisement or company information

Adding your company's advertisement or logo to your reprint is the ideal way to provide additional information to the reader.

## ► Custom cover design

Let the experts at *Strictly Slots* create a custom cover for you that combines the strength of the magazine brand with the strength of your company brand.

## ► Perfect for

Direct mail, placement in hotel rooms, reading material in players lounges, trade show distribution, media kits, gaming analysts and much more.



## Reprint Rates

All rates are quoted net and are full color reprints

1 PAGE REPRINT 8 1/2" x 11" one sided		1 PAGE REPRINT 8 1/2" x 11" two sided	
Quantity	Price	Quantity	Price
1,000	\$1,527	1,000	\$1,584
2,500	\$1,695	2,500	\$1,779
5,000	\$1,955	5,000	\$2,123
10,000	\$2,451	10,000	\$2,765
25,000	\$4,102	25,000	\$4,492
50,000	\$7,515	50,000	\$7,638

4 PAGE REPRINT 11" x 17" folded to 8 1/2" x 11"		6 PAGE REPRINT 11" x 25" folded twice to 8 1/2" x 11"	
Quantity	Price	Quantity	Price
1,000	\$2,471	1,000	\$2,886
2,500	\$2,855	2,500	\$3,503
5,000	\$3,528	5,000	\$4,436
10,000	\$4,777	10,000	\$6,088
25,000	\$8,407	25,000	\$10,509
50,000	\$14,523	50,000	\$18,681

8 PAGE REPRINT Two 11" x 17" folded to 8 1/2" x 11"		12 PAGE REPRINT Three 11" x 17" folded to 8 1/2" x 11"	
Quantity	Price	Quantity	Price
1,000	\$3,959	1,000	\$5,704
2,500	\$4,836	2,500	\$7,254
5,000	\$6,002	5,000	\$9,646
10,000	\$8,144	10,000	\$14,008
25,000	\$15,178	25,000	\$26,886
50,000	\$26,617	50,000	\$41,302

# Strictly Slots

## Slot Payout Percentages Chart Advertising



## Do Gamblers Know That You Have The Loosest Slots?

Now, for the first time your casino can place slot ads for as little as \$200 directly in the "slot payback percentage department" Where gamblers learn how loose your casino's slots are!

Advertise in *Strictly Slots'* Slot Payback Section

Slot players have many things in common. In fact, the most common questions on every slot player's minds are..."Will I hit a jackpot on my next spin?" "Is this machine 'loose' or should I move to a different machine?"

In today's difficult economic times, even the savviest players look for the best deals they can find. That's why *Strictly Slots* magazines have become more popular than ever before! Every month our readers turn to the slot payout charts to see which casinos are paying out the most! Whether they are pennies, quarters or hundred dollar machines!





## Advertising Info

# www.casinocenter.com

Since 1995, casinocenter.com has provided targeted marketing to affluent, college educated, young-to-middle-aged consumers with disposable income and a passion for casino gaming and sports betting. These consumers not only frequent land-based casinos, but also online gambling sites.

### Main Banner: "Billboard"

Billboard banner is the largest graphic on every site. Exclusive positioning, the banner will be displayed on every page of casinocenter.com (including casinoplayer.com and strictlyslots.com). Only one advertiser per month.

RATE: \$5,400/month  
SIZE: 600 X 300 pixels

### Right Vertical Banner: "Skyscraper"

Skyscraper banner is displayed on the right sidebar of every page of casinocenter.com (including casinoplayer.com and strictlyslots.com).

RATE: \$2,700/month  
SIZE: 120 X 600 pixels

### Left Vertical Banner: "Tower"

Tower banner is displayed on the left or right sidebar of every page of casinocenter.com (including casinoplayer.com and strictlyslots.com).

RATE: \$1,500/month  
SIZE: 120 X 300 pixels

### Standard Banner specs

- Max file size: 20 k (kilobytes)
- Animation: loop up to 3x
- Format: gif, swf, or jpeg

### Top Banner: "Traditional"

Traditional banner is displayed at the top of every page of casinocenter.com. Banner is entered into a limited rotation and displayed at random.

RATE: \$750/month  
SIZE: 468 X 60 pixels

### Article Banner: "In-content"

In-content banner is displayed in the body of every non-PDF article page on casinoplayer.com and strictlyslots.com. Banner is entered into a limited rotation and displayed at random.

RATE: \$2,400/month  
SIZE: 320 X 220 pixels

### Full Banner

In-content banner is displayed in the body of every non-PDF article page. Banner is entered into a limited rotation and displayed at random.

RATE: \$1,200/month  
SIZE: 468 X 60 pixels

### Microbar

In-content banner is displayed in the body of every non-PDF article page. Banner is entered into a limited rotation and displayed at random.

RATE: \$200/month  
SIZE: 88 X 31 pixels

### E-Newsletter Single Sponsorship

Only one sponsorship per E-Newsletter. Exclusive positioning within E-Newsletter, plus a 50 word description.

RATE: \$3,000/issue  
SIZE: 500 X 200 pixels

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## Added Value Programs

**Extended Editorial Coverage:** In every issue of *Strictly Slots*, there are many opportunities within our columns, departments and features to highlight your properties. And of course, our editors are always open to suggestions for timely articles and cover features and promotions that would entertain and inform our readers.

**Bind-In Card Program:** In every issue, we include bind-in cards, used to generate subscriptions and gift orders. These cards can be used by casinos to promote sweepstakes, surveys, room offers or short or a long-term promotions. You can place a message on a single or series of custom created bind-in cards.

**Publisher's Letter:** To promote a special event or promotion, a letter from the publisher can be poly-bagged into our magazine for all subscribers to read. This will put a respected third party testimonial behind your chosen message. This letter could also be a letter from a senior property-level executive.

**E-Mail Blasts:** Need immediate response to fill rooms, seats or participate in a promotion? Let us e-mail a targeted offer from you to our extensive list of avid gaming enthusiasts. This added-value feature allows you to reach right into our readers' in-boxes with your offer or message you choose.

**"Suite Life" Sweepstakes:** This customer development promotion includes a beautiful photographic feature in *Strictly Slots*, highlight your suite which is given away to a lucky winner, for a weekend or extended stay. The program includes a bind-in card for readers to enter this sweepstakes. Based on past performance, you can count on at least 15,000 gamblers participating in this popular sweepstakes (names you keep for your database), in addition to a free full page ad and editorial to promote the sweepstakes.

**Renewal and Billing Insert Program:** Every month, we mail between 10,000 to 15,000 notices to subscribers informing them of their subscription status. You will have the opportunity to insert messages and literature into these envelopes, to promote an active, or future event or promotion. As an example, you could insert an application for your players club card into every successive monthly mailing, while making it possible for our subscribers to sign-up for a card at your web site.

**Free Digital Magazine Program:** Is there a feature about your property you'd like to share? Have you won awards in one of our "Best Of" issues? To ensure your message reaches our subscribers and your players, advertisers may opt to receive free issues and even 12-month subscriptions to either of our digital magazines, *Casino Player Digital* and *Strictly Slots Digital*. These may be given away as promotional incentives, or used as a gift to your valued patrons.