

Casino Player Magazine

America's #1 Gaming Lifestyle Magazine!

After 30 years, *Casino Player* magazine has thrived as America's most popular gaming lifestyle magazine. Over the decades, millions of gamblers have enjoyed and benefited from our magazine's gaming strategies, as well as its ever-changing lifestyle stories. Whether readers are improving their poker skills or checking out the most luxurious new gaming suites, they know *Casino Player* magazine will deliver the information they want, in a highly enjoyable format. Magazine cover features include the very best in casino dining, entertainment, posh new nightclubs, new casino openings, gaming tournaments and promotions of all kinds as well as the most personal pampering that can be found under one roof!

Here's a sample of some of *Casino Player's* articles that have kept subscribers coming back for years:

- **The Buzz:** Our coast-to-coast roundup of gaming's hottest news
- **"Executive Decisions:"** Casino executives share their expertise, offering an insider's look at what it takes to run a successful casino
- **Expert strategies on all casino games, both new and old**



- **Hot Hotels:** We travel from coast to coast to cover the hottest hotels in gaming seeking out the best rooms, suites, amenities and more.
- **In-depth features that cover the true gaming experience**
- **Insider information, news and jackpot winners**
- **Poker instruction, news and tournament coverage**
- **New casino restaurants, show listings and their reviews**

Whether *Casino Player* readers are choosing a restaurant, going shopping, playing their favorite games, making hotel or entertainment reservations...our savvy readers have always relied on *Casino Player* for the latest information in gaming and hospitality. Using *Casino Player*, readers can make their hotel reservations months in advance, helping them to save time, money and to get the best every casino has to offer. That's why *Casino Player* is the largest, most trusted casino magazine in America!

Advertising Deadlines

JANUARY

Space reservationDec.11
Ad materialDec.15

FEBRUARY

Best of Gaming Ballot issue
Space reservationJan. 10
Ad materialJan. 15

MARCH

Best of Gaming Ballot issue
Space reservationFeb. 9
Ad materialFeb. 14

APRIL

Best of Gaming Ballot issue
Space reservationMar. 9
Ad materialMar. 13

MAY

Best of Gaming Ballot issue
Space reservationApr. 9
Ad materialApr. 12

JUNE

Best of Gaming Ballot issue
Space reservationMay 8
Ad materialMay 11

JULY

Space reservationJune 8
Ad materialJune 12

AUGUST

Space reservationJuly 9
Ad materialJuly 12

SEPTEMBER

Best of Gaming Awards Special Edition
Space reservationAug. 9
Ad materialAug.13

OCTOBER

Space reservationSept. 7
Ad materialSept. 12

NOVEMBER

Space reservationOct. 8
Ad materialOct. 12

DECEMBER

Space reservationNov. 9
Ad materialNov. 13

Casino Player Demographics

GENDER

Male 62%
Female 38%

AGE

20–29 8%
30–39 25%
40–49 31%
50–59 12%
60–69 24%

MARITAL STATUS

Married 70%
Single 24%
Widowed 6%

EMPLOYMENT STATUS

Employed 57%
Self-Employed . . . 24%
Semi-Retired 7%
Retired 12%

OCCUPATION

Professional 40%
White Collar 35%
Blue Collar 15%
Self-Employed . . . 10%
(OWNER)

EDUCATION

College Graduate 37%
Some College . . . 34%
High School 25%

ANNUAL INCOME

Up to \$29,999 . . . 22%
\$30–\$59,999 . . . 34%
\$60–\$99,999 . . . 39%
\$100,000 or more . 5%

TRIP PLANNING

When planning their destination casino vacation, the top four items reserved in advance were:
Hotel Rooms 79%
Shows 32%
Restaurants 13%
Other (Tours, Golf) 11%

66%
of *Casino Player* readers would call to take advantage of an attractive room rate advertised in the magazine.

CASINO VISITS

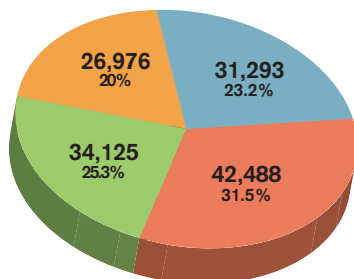
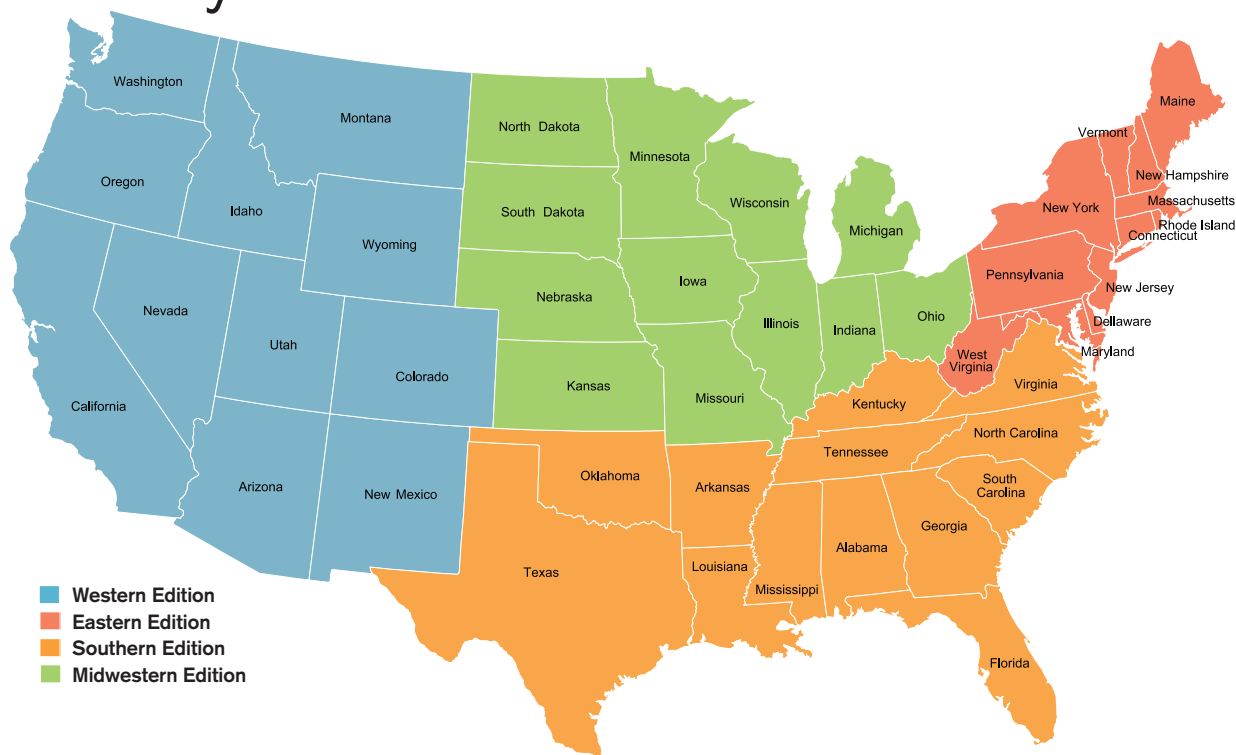
Number of local casino visits:
1-3 7%
4-6 29%
6-10 25%
11-15 15%
16 or more 24%

Number of destination casino visits:
1-2 64%
3-5 16%
6-9 3%
10 or more 2%
Other 16%

57%
of respondents
have an average
gambling budget
of more than
\$500 per visit.

Casino Player Circulation

134,882 National Monthly Copies



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

Subscribers: 90,569
Newsstand: 17,275
In-Room Distribution: 27,000*

+ Casino Player also maintains, by first-class mail, a monthly complimentary 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 |
|-------------|---------|---------|---------|---------|
| Full Page | \$7,570 | \$7,192 | \$6,833 | \$6,492 |
| 2/3 Page | 5,050 | 4,795 | 4,560 | 4,325 |
| Junior Page | 4,150 | 3,942 | 3,745 | 3,558 |
| 1/2 Page | 3,785 | 3,600 | 3,420 | 3,245 |
| 1/3 Page | 2,530 | 2,397 | 2,278 | 2,164 |
| 1/6 Page | 1,270 | 1,210 | 1,150 | 1,090 |
| 1/12 Page | 635 | 600 | 570 | 545 |

EASTERN EDITION

| SIZE | 1X | 3X | 6X | 12X |
|-------------|---------|---------|---------|---------|
| Full Page | \$4,845 | \$4,600 | \$4,370 | \$4,155 |
| 2/3 Page | 3,230 | 3,070 | 2,920 | 2,770 |
| Junior Page | 2,665 | 2,532 | 2,405 | 2,285 |
| 1/2 Page | 2,422 | 2,300 | 2,185 | 2,077 |
| 1/3 Page | 1,615 | 1,535 | 1,460 | 1,390 |
| 1/6 Page | 810 | 770 | 730 | 695 |
| 1/12 Page | 400 | 385 | 370 | 350 |

WESTERN EDITION

| SIZE | 1X | 3X | 6X | 12X |
|-------------|---------|---------|---------|---------|
| Full Page | \$4,490 | \$4,265 | \$4,050 | \$3,850 |
| 2/3 Page | 2,990 | 2,840 | 2,700 | 2,570 |
| Junior Page | 2,461 | 2,338 | 2,222 | 2,110 |
| 1/2 Page | 2,245 | 2,130 | 2,030 | 1,925 |
| 1/3 Page | 1,500 | 1,420 | 1,350 | 1,285 |
| 1/6 Page | 750 | 710 | 680 | 640 |
| 1/12 Page | 375 | 355 | 340 | 320 |

SOUTHERN EDITION

| SIZE | 1X | 3X | 6X | 12X |
|-------------|---------|---------|---------|---------|
| Full Page | \$3,650 | \$3,470 | \$3,290 | \$3,125 |
| 2/3 Page | 2,433 | 2,313 | 2,193 | 2,083 |
| Junior Page | 2,000 | 1,900 | 1,806 | 1,716 |
| 1/2 Page | 1,825 | 1,734 | 1,645 | 1,563 |
| 1/3 Page | 1,217 | 1,157 | 1,097 | 1,042 |
| 1/6 Page | 613 | 582 | 553 | 525 |
| 1/12 Page | 306 | 291 | 276 | 263 |

MIDWESTERN EDITION

| SIZE | 1X | 3X | 6X | 12X |
|-------------|---------|---------|---------|---------|
| Full Page | \$3,390 | \$3,220 | \$3,060 | \$2,905 |
| 2/3 Page | 2,260 | 2,147 | 2,040 | 1,938 |
| Junior Page | 1,859 | 1,766 | 1,678 | 1,594 |
| 1/2 Page | 1,695 | 1,610 | 1,530 | 1,453 |
| 1/3 Page | 1,130 | 1,073 | 1,019 | 968 |
| 1/6 Page | 569 | 541 | 514 | 488 |
| 1/12 Page | 285 | 271 | 257 | 245 |

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

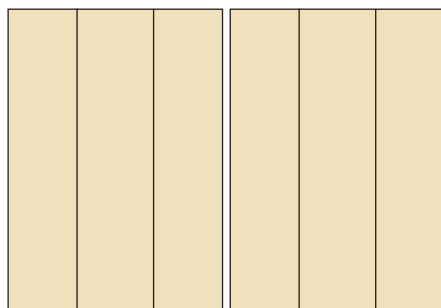
ADVERTISING INSERTS

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

ALL RATES ARE NET RATES

Production Specs

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



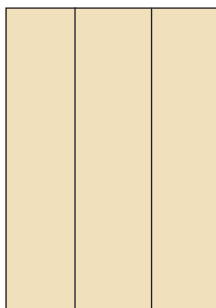
Double Page Spread

Set up file as two single full pages.

Each Page Live: 7.125" x 9.875"

Bleed: 8.625" x 11.375"

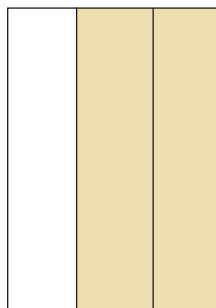
No live matter should cross the binding gutter.



Full Page

Live: 7.125" x 9.875"

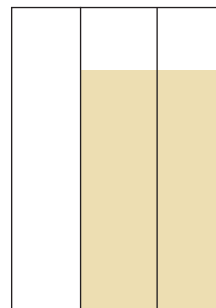
Bleed: 8.625" x 11.375"



2/3 Page

Live: 4.625" x 10.187"

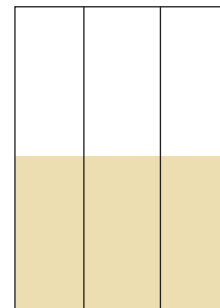
Bleed: 5.25" x 11.375"



Junior Page

Live: 4.625" x 8"

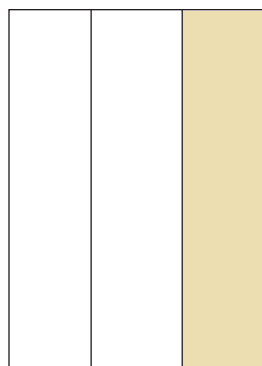
Bleed: 5.25" x 8.25"



1/2 Page Horizontal

Live: 7.375" x 4.875"

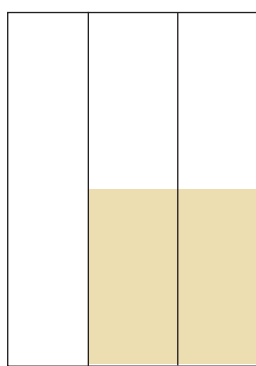
Bleed: 8.125" x 5.562"



1/3 Page Vertical

Live: 2.187" x 10.187"

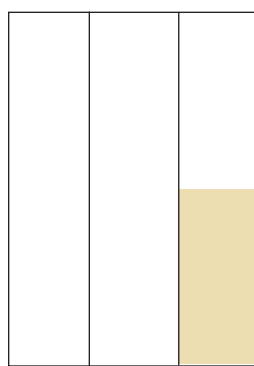
Bleed: 3" x 11.125"



1/3 Page Square

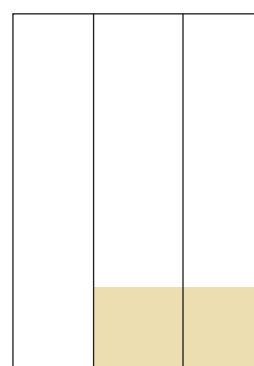
Live: 4.625" x 4.875"

Bleed: 4.875" x 5.125"



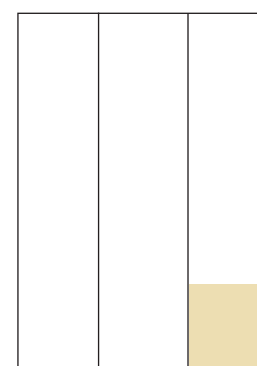
1/6 Page Vertical

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

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 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

89,215 Digital Subscriptions & Growing Daily!

The Pages of Casino Player 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 entertainment listings, giving viewers an inside look at any show. Then, with a click of the mouse, readers are sent directly to your website to purchase tickets on the spot.



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

Casino Player 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 lounges, hotel rooms, players club booths or via direct mail. Perfect for trade show hand-outs or as an 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 *Casino Player*, 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 *Casino Player* 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 |

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"

The billboard banner is the largest graphic on our site. It has exclusive positioning and the banner will be displayed on every page of casinocenter.com (including casinoplayer.com and strictlslots.com). Only one advertiser per month.

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

Right Vertical Banner: "Skyscraper"

The skyscraper banner is displayed on the right sidebar of every page of casinocenter.com (including casinoplayer.com and strictlslots.com).

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

Left Vertical Banner: "Tower"

The tower banner is displayed on the left or right sidebar of every page of casinocenter.com (including casinoplayer.com and strictlslots.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"

The 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"

The in-content banner is displayed in the body of every non-PDF article page on casinoplayer.com and strictlslots.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

Added Value Programs

Extended Editorial Coverage: In every issue of *Casino Player*, 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 are 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 <http://www.casinocenter.com/bog> 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 *Casino Player*, 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,