

CANADIAN GAMING BUSINESS

2016 MEDIA KIT

Canada's Premier Gaming Industry Magazine



PUBLISHED BY:

MediaEdge

CANADIAN
GAMING
ASSOCIATION

OFFICIAL PUBLICATION OF THE:

CANADIAN
GAMING
SUMMIT

www.CanadianGamingBusiness.com

Welcome to Canadian Gaming Business Magazine

Canadian Gaming Business (CGB) is the only trade magazine in Canada that is specifically focused on the Canadian gaming industry. CGB is owned, operated and produced in Canada and circulated quarterly to over 5,000 gaming industry professionals.

CGB is owned and operated by the Canadian Gaming Association (CGA) and its Joint Venture business partner, MediaEdge Communications. The magazine provides in-depth information to senior-level decision makers involved in all gaming sectors, disciplines and regions within Canada.

The CGA and MediaEdge also own and produce Canada's only annual gaming trade show and conference - the Canadian Gaming Summit. The 2016 Summit marks the event's 20th anniversary. It will be held at the Ottawa Convention Centre and Casino du Lac-Leamy from June 13-15, 2016. Please visit the Show Website for more details: www.CanadianGamingSummit.com



Electronic Media

The articles from each issue of CGB are posted at www.CanadianGamingBusiness.com, the official website for the magazine. It's a user-friendly and content-rich site bringing our readers all the current news in a timely, informative format. We also produce our bi-weekly CGB e-News which is distributed to the inboxes of over 5,000 gaming professionals across Canada, with each issue's content archived on the CGB website. CGB e-News delivers up to the minute industry news including the latest announcements, product releases, mergers and acquisitions, corporate wins, new executive hires and more. Both our CGB website and CGB e-News offer digital advertising opportunities. See more details within this media planner.

About the Canadian Gaming Industry

Over the last decade, gaming has more than doubled in size across the country. Generating more than \$15 billion in revenue annually, gaming is the largest segment of Canada's entertainment industry and a pillar of the broader hospitality industry. It directly employs over 135,000 Canadians, supporting more than 267,000 jobs in total, and pays more than \$2 billion in salaries annually.

In terms of annual spending power, the gaming industry directly purchases more than \$4 billion of goods and services and supports almost \$14 billion of purchased goods and services in total. In addition the industry has invested approximately \$10 billion in capital assets across Canada.

The significant industry growth is due primarily to the expansion of casinos and the implementation of electronic gaming devices at facilities such as racetracks and other gaming centres and locations. The near-term future growth of the industry will follow this trend as new casinos and gaming facilities, including expansions and refurbishments, are developed.

Canadian Gaming Business Circulation

CGB has a controlled and qualified circulation of more than 5,000 gaming industry leaders and decision makers – responsible for property operations and development, procurement of products and services, financial and investment, legal and regulatory, F&B, marketing and entertainment, human resources, and more. In addition to our nationwide coverage, our circulation also includes key industry professionals across other gaming jurisdictions.



PUBLISHING SCHEDULE

Issue	Advertising Close	Material Deadline	Publish Date	Key Feature
Spring 2016	February 5, 2016	February 12, 2016	March 2016	2016 Gaming Summit Pre-Show Issue
Summer 2016	May 13, 2016	May 20, 2016	June 2016	Bonus Distribution at 2016 Gaming Summit
Fall 2016	August 19, 2016	August 26, 2016	September 2016	Bonus Distribution at 2016 Global Gaming Expo (G2E)
Winter 2016	November 11, 2016	November 18, 2016	December 2016	2017 Gaming Industry Preview Issue

EDITORIAL DEPARTMENTS

Data Analytics	Facility Profile	Marketing & Communications	Entertainment
Responsible Gaming	Corporate Profile	Finance	Food & Beverage
Executive Profile	Sports Betting	Horse Racing	Legal/Regulatory
Customer Service	Charitable Gaming	Security & Surveillance	Human Resources

EDITORIAL PLANNER

SPRING 2016

- **Issue theme:** Innovation and Technology
- **Special Feature:** iGaming in Canada: What's Next?
- **Gaming Industry Spotlight:** Mobile Gaming Innovation
- **Gaming Industry Q&A:** The Best of Both Worlds: When Clicks Meet Bricks

SUMMER 2016

- **Issue theme:** Examining the Canadian Player
- **Special Feature:** Player Trends: Millennials vs. Boomers
- **Gaming Industry Spotlight:** Embracing Data Analytics
- **Gaming Industry Q&A:** Social Media Customer Engagement

FALL 2016

- **Issue theme:** Gaming Operations
- **Special Feature:** Modernizing Your Gaming Facility for Today's Market
- **Gaming Industry Spotlight:** Horse Racing: An Industry Growing through Change
- **Gaming Industry Q&A:** Connecting with the Local Community

WINTER 2016

- **Issue theme:** Non-Gaming Revenues
- **Special Feature:** Expanding Your Venue Offerings
- **Gaming Industry Spotlight:** Food and Beverage Trends at Canadian Casinos
- **Gaming Industry Q&A:** Leveraging Your Entertainment Value

2015-16 PRINT ADVERTISING RATES (NET PRICING)

SIZE	1X	2-3X	4X
Full page	\$3,900	\$3,550	\$3,350
2/3 page vertical	\$3,500	\$3,150	\$3,000
1/2 island	\$3,150	\$2,850	\$2,700
1/2 horizontal or vertical	\$2,900	\$2,650	\$2,500
1/3 square or vertical	\$2,250	\$2,050	\$1,950
1/4 vertical	\$1,600	\$1,450	\$1,400

SPECIAL POSITIONING

Double Page Spread	\$5,550	\$5,000	\$4,750
Outside Back Cover	\$4,350	\$3,950	\$3,750
Inside Front Cover	\$4,250	\$3,850	\$3,650
Inside Back Cover	\$4,100	\$3,700	\$3,500
Front Cover Earlug	\$2,700	\$2,450	\$2,300

All rates are in Canadian funds

SPECIAL MEMBERSHIP PRINT & DIGITAL AD DISCOUNTS*:

- ✓ Canadian Gaming Association (CGA) Members receive a 15% discount
- ✓ Association of Gaming Equipment Manufacturers (AGEM) Members receive a 10% discount
- ✓ Organizations that are Members of both associations receive a 25% discount

*For minimum 4X/year print ad bookings, or minimum 6X/year e-News or Website ad bookings.



SIZE OF ADVERTISEMENTS

<p>FULL PAGE Bleed Size: 8.375" x 11.125" Trim Area: 8.125" x 10.875" Live Area: 7-1/8" x 9-5/8"</p>	<p>2/3 PAGE VERTICAL 4.563" x 9.563"</p>
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<p>1/2 PAGE VERTICAL 3.375" x 9.563"</p>	<p>1/3 PAGE VERTICAL 2.25" x 9.563"</p>
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<p>1/2 PAGE ISLAND 4.563" x 7.375"</p>	<p>1/2 PAGE HORIZONTAL 7.125" x 4.75"</p>
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<p>1/3 PAGE SQUARE 4.563" x 4.75"</p>	<p>1/4 PAGE VERTICAL 3.375" x 4.75"</p>
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MECHANICAL REQUIREMENTS

Type page: 7.125" x 9.625"
 Trim size: 8.125" x 10.875"
 Bleed size: 8.375" x 11.125"
 Halftone screen: 133 line maximum
 Printed offset, saddle stitch bound.

DIGITAL FILES:

Preferred format is Adobe InDesign CS6 or PDF. Please include all image files and all fonts used in the document and a laser copy for reference. **NO** Microsoft Office, Quark XPress or Corel Draw files will be accepted.

GENERIC PDF FILES:

Generic PDF files, created with Adobe Acrobat Distiller using high resolution CMYK (no colour profiles), with all the fonts embedded. "Save-as" PDF files (Adobe Illustrator, Adobe Photoshop) and native application files (QuarkXpress, Adobe InDesign, Pagemaker, Corel Draw, Microsoft Word) are not acceptable for digital ad submissions. These files are not final material and can create problems with reproduction.

WHEN SENDING MATERIAL:

1. Submit files on a Macintosh formatted CD-ROM.
2. Include a Magazines Canada standards colour proof, for accurate reproduction. All colour files must be accompanied by a colour proof or a separated laser proof. Publisher assumes no responsibility for accuracy where no proof is provided.
3. Upload files to the FTP site
 Host: ftp3.mediaedge.ca
 Username: me_gaming_ad
 Password: artwork
4. Digital materials, Film, artwork, etc. to be sent to: Production Manager 5255 Yonge Street, Suite 1000, Toronto, ON M2N 6P4

POLYBAGS/INSERTS

Contact publisher for quotation and specifications.

SHIPPING INSTRUCTIONS FOR INSERTS

Check with publisher for information. Send six samples of insert to production manager.

MediaEdge

Publisher
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Our mission is to produce market leading, superior quality magazines, conferences and trade show brands that provide distinctive and effective ways to deliver client information to key industry players.

Publications produced by MediaEdge Communications Inc.



TAKE ADVANTAGE OF CGB'S DIGITAL MARKETING OPPORTUNITIES...

Our CGB Website content encompasses all sectors of the Canadian gaming industry: Provincial Lottery and Gaming Corporations, Casinos and Racetracks, Charitable Gaming and Bingo, First Nations, i-Gaming, Elected Officials, Regulatory Agencies and more, and represents a readership of senior decision makers connected to: Property Operations and Development, Procurement of Products and Services, Finance and Investment, Legal, F & B, Marketing and Entertainment, Human Resources and other gaming disciplines.

HOME PAGE & INSIDE PAGES

CGB WEBSITE ADS

1 Video Feature

2 Leaderboard 728 x 90 pixels

3 Skyscraper 120 x 600 pixels

4 Page Peel 500 X 500 pixels (50%)

5 Button 125 x 125 pixels

5 Button 125 x 125 pixels

www.CanadianGamingBusiness.com provides professionals in all gaming sectors and regions with up-to-date Canadian industry information - delivering current profiles, the latest products, feature stories, and a wealth of valuable content from each CGB issue and e-Newsletter. The CGB website offers decision makers the latest news in a timely and informative format, and serves as a key portal to the official site for the annual Canadian Gaming Summit: **www.CanadianGamingSummit.com**. Drive traffic and business to your site by booking one of our high profile CGB Website ads today.

WEBSITE AD RATES (3 MONTH MINIMUM)

	3X	6X	12X
1 Video Feature	\$900/month	\$750/month	\$650/month
Quicktime or Avi HD 1280 x 720 or 1920 x 1080			
2 Page Peel	\$850/month	\$725/month	\$675/month
500 x 500 pixels*, 72 DPI gif or jpg only RGB (*Ad area is 50% of this size)			
3 Skyscraper	\$800/month	\$700/month	\$625/month
120 x 600 pixels, 72 DPI gif or jpg only RGB			
4 Leaderboard	\$700/month	\$625/month	\$550/month
728 x 90 pixels, 72 DPI gif or jpg only RGB			
5 Button	\$400/month	\$350/month	\$325/month
125 x 125 pixels, 72 DPI gif or jpg only RGB			



TAKE ADVANTAGE OF CGB'S DIGITAL MARKETING OPPORTUNITIES...

Our bi-weekly CGB e-News content encompasses all sectors of the Canadian gaming industry: Provincial Lottery and Gaming Corporations, Casinos and Racetracks, Charitable Gaming and Bingo, First Nations, i-Gaming, Elected Officials, Regulatory Agencies and more, and represents a readership of senior decision makers connected to: Property Operations and Development, Procurement of Products and Services, Finance and Investment, Legal, F & B, Marketing and Entertainment, Human Resources and other gaming disciplines.

USER IN-BOX VIEW



CGB E-NEWS ADS

Canadian Gaming Business e-News is produced in conjunction with the Canadian Gaming Association and has a readership of over 5,000 gaming industry leaders representing all of Canada's sectors and regions. Distributed bi-weekly or 26 times per year, and with its content archived on the CGB website year round, CGB e-News provides readers with a valuable source of the most current industry content featuring the latest announcements, product releases, mergers and acquisitions, corporate wins, new executive hires, and more, from across Canada and supported with breaking stories drawn from the world's headlines. CGB e-News provides an excellent opportunity to deliver your branding message in a timely and user friendly manner directly to the inboxes of industry decision makers. Take advantage of our new "Product Spotlight" opportunities to showcase your latest product with an image and linked content featured within the CGB e-News, then have your content travel to the CGB website where it remains archived.

E-NEWS AD RATES (3 MONTH MINIMUM OR 7 BI-WEEKLY ISSUES)

1	Top Leaderboard	\$3,000/3 months/7 bi-weekly issues 728 x 90 pixels, 72 DPI gif or jpg only RGB
2	Lower Leaderboard	\$2,500/3 months/7 bi-weekly issues 728 x 90 pixels, 72 DPI gif or jpg only RGB
3	Pencil	\$2,750/3 months/7 bi-weekly issues 728 x 45 pixels, 72 DPI gif or jpg only RGB
4	Top Banner	\$2,500/3 months/7 bi-weekly issues 468 x 60 pixels, 72 DPI gif or jpg only RGB
5	Body Banner	\$2,500/3 months/7 bi-weekly issues 468 x 60 pixels, 72 DPI gif or jpg only RGB
6	Top Skyscraper	\$2,750/3 months/7 bi-weekly issues 120 x 600 pixels, 72 DPI gif or jpg only RGB
7A-B	Bottom Skyscraper	\$2,500/3 months/7 bi-weekly issues 120 x 600 pixels, 72 DPI gif or jpg only RGB
8	Sponsor Content	\$2,500/3 months/7 bi-weekly issues 125 x 125 pixels, 72 DPI gif or jpg only RGB
9	Product Spotlight	\$2,250/3 months/7 bi-weekly issues 125 x 125 pixels, 72 DPI gif or jpg only RGB
10A-C	Product Spotlight	\$1,750/3 months/7 bi-weekly issues 125 x 125 pixels, 72 DPI gif or jpg only RGB

All ads must be 72 dpi gif or jpg only RGB. No animated ads for E-News

