

## 4-COLOR ADVERTISING RATES (MONTHLY NET IN \$USD) EFFECTIVE APRIL 2008

Size	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

all prices net

## 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 back 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 1/2x 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:

- 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. If under 25 MB, email to [cooley7@sunflower.com](mailto:cooley7@sunflower.com). Please include publication name, advertiser's name, ad size and a contact's phone number in case we have any questions regarding your ad. (**Color proof must still be sent**). Please include publication name, advertiser's size, and a contact's phone number in case we have any questions regarding your ad.

- 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.

- We can only accept Adobe postscript fonts. (We cannot accept forced and/or true type fonts).

- All layouts, images and art should be in CMYK only. If additional color (PMS color) is used, please note this when the ad materials are submitted.

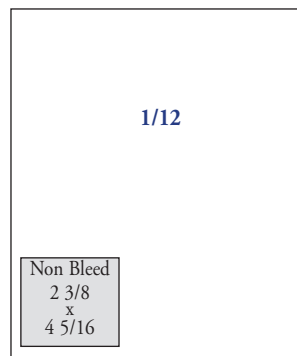
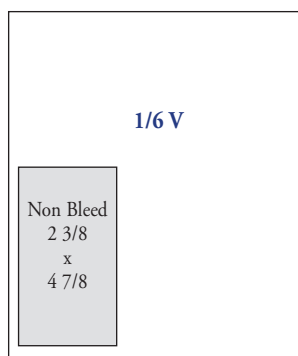
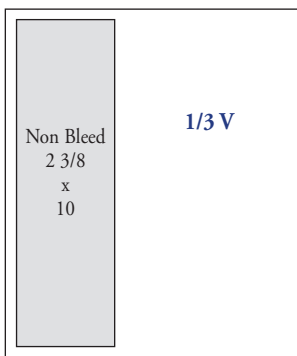
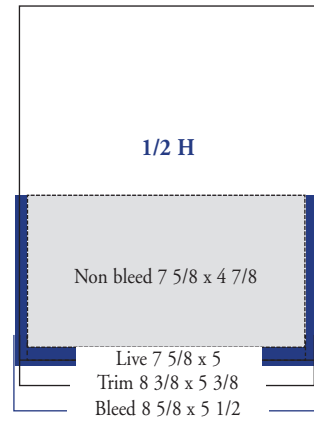
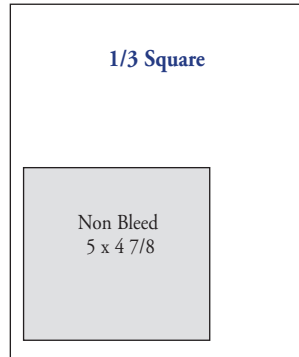
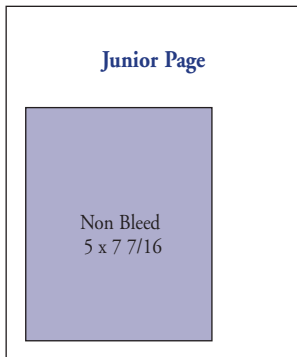
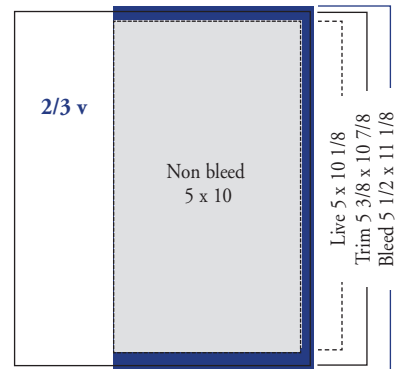
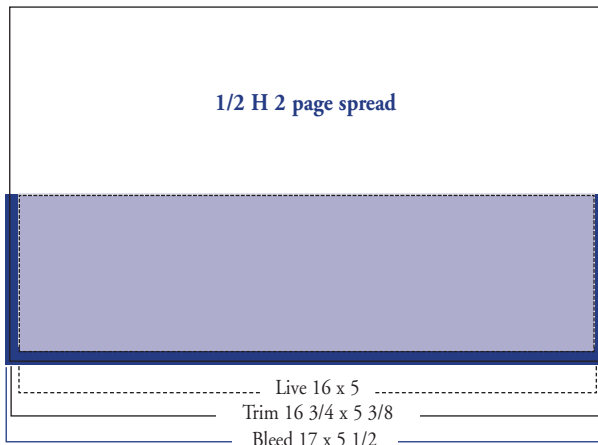
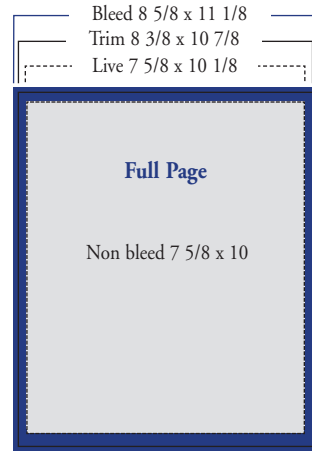
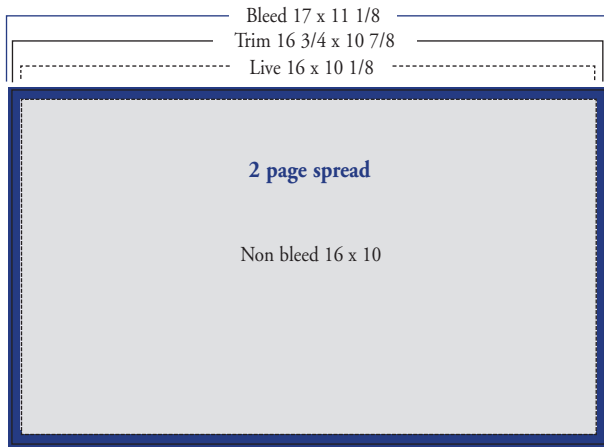
- **PDFs preferred, Print Optimized:** Document size must include crop marks offset 15pts and 1/8" bleed for all ad bleed pages. Fonts and images must be embedded (All images and text CMYK and 300 dpi at final size). Color Management must be turned off. Compress files with Automatic Compression and Quality 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.**

- IBM files also will be accepted.

- Without color proof, publisher cannot be responsible for the outcome of the ad colors.

If you have any questions regarding ad sales, please call David Coheen at 702-248-1565, ext. 227 or email at [dcoheen@ggbmagazine.com](mailto:dcoheen@ggbmagazine.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]