

ONLINE ADVERTISING

RATES & SPECS 2012

GLOBAL Gaming Business

GGB NEWS

iGAMES



728 x 90 Top Leader Board Banner

468 x 60 Logo Leader Board Banner

300 x 250

Leader Board Banner
(2 spaces available)

120 x 240

BUTTON

120 x 90

GLOBAL GAMING BUSINESS MAGAZINE WEBSITE ONLY*

728 x 90 (leaderboard banner)	PER MONTH	\$3,000 exclusive or \$600 to rotate with 5 other advertisers + \$15/1K page views**
728 x 90 (footer banner)	PER MONTH	\$1000 or \$250 to rotate with 5 other advertisers + \$15/1K page views**
468 x 60 (logo banner)	PER MONTH	\$2,400 exclusive or \$500 to rotate with 5 other advertisers + \$15/1K page views**
300 x 250 (top right square)	PER MONTH	\$3,000 exclusive or \$600 to rotate with 5 other advertisers + \$15/1K page views**
300 x 250 (2nd right square)	PER MONTH	\$2,400 exclusive or \$500 to rotate with 5 other advertisers + \$15/1K page views**

GLOBAL GAMING BUSINESS MAGAZINE OR GGB NEWS WEBSITES*

120 x 240	3 CONSECUTIVE MONTHS	\$150/month per site + \$15/1K page views**
	OPEN RATE	\$200 + \$15/1K page views
120 x 90	4 OR MORE CONSECUTIVE MONTHS	\$125/month per site + \$10/1K page views
	OPEN RATE	\$150 + \$10/1K page views

GLOBAL GAMING BUSINESS MAGAZINE & GGB NEWS WEBSITES COMBO RATE*

120 x 240	3 CONSECUTIVE MONTHS	\$275/month both sites + \$15/1K page views/site
	OPEN RATE	\$325 + \$15/1K page views/site
120 x 90	4 OR MORE CONSECUTIVE MONTHS	\$250/month both sites + \$10/1K page views/site
	OPEN RATE	\$300 + \$10/1K page views/site

ALL AD MATERIALS SUBMITTED TO GGB SHOULD BE FORMATTED AS FOLLOWS:

• All files should be submitted in RGBcolor format, 72dpi resolution in JPEG, GIF, or SWF format. File size needs to be under 60k. Ad may be animated, with a maximum of two full animation sequence repeats with each page refresh.

Questions regarding ad sales, please contact:
DAVID COHEN, Sales Director
702-248-1565 x227
dcohen@ggbmagazine.com

BINA GUPTA, Director of Asian Sales
852-2868-1555 • 852-9371-0300 mobile
binagupta@bg-bc.com

Questions regarding production, please email:
ROBERT ROSSIELLO
at ross@casinoconnection.com

• Online ad sizes are based upon IAB standards, www.iab.net. (e-Blast ads are non-standard sizes)

*Cost per page view will be capped at 20,000 page views. Ask your representative for more information regarding e-Blast advertising opportunities, page views and page view tracking. Weekly analysis will be made available.