

GLOBAL Gaming Business

RATES & SPECS 2012

4-COLOR ADVERTISING RATES (MONTHLY NET IN \$USD) EFFECTIVE JANUARY 2012

Size (all prices net)	12x	6x	1x
Two-page Spread	\$7,100	\$7,760	\$8,350
Full Page	\$3,550	\$3,880	\$4,175
1/2 Horiz. 2 Page Spread	\$4,060	\$4,420	\$4,840
2/3 Vert.	\$2,600	\$2,845	\$3,085
Jr. Page or 1/2 Page Horiz.	\$2,030	\$2,210	\$2,420
1/3 Vert. or Square	\$1,520	\$1,645	\$1,770

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 next page 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

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)

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)

2/3 Vert.

Bleed 5 1/2 x 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

Junior page

Non-bleed 5 x 7 7/16 (5 x 7.4375)

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)

1/3 Square

Non-bleed 5 x 4 7/8 (5 x 4.875)

1/3 Vert.

Non-bleed 2 3/8 x 10 (2.375 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

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

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

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

Millimeters | Junior page

Non-bleed 127 x 188.9125

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

Millimeters | 1/3 Square

Non-bleed 127 x 123.825

Millimeters | 1/3 Vert.

Non-bleed 60.325 x 254

ALL AD MATERIALS SUBMITTED TO
GLOBAL GAMING BUSINESS SHOULD
BE FORMATTED AS FOLLOWS:

- **Snail Mail Submission:** All page layouts, images, art and fonts should be supplied on a Mac-formatted CD or zip. All ad materials should be sent to: Attention: David Coheen, Director of Sales, 6625 S. Valley View Blvd., Suite 422, Las Vegas, Nevada 89118.
- **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.
- **Email/FTP Submission:** If under 25 MB, email to cooley7@sunflower.com. (Color proof must still be sent). If over 25 MB, an FTP site is available. Please email Monica Cooley at 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 .tif for the Mac and CMYK only. If additional color (PMS color) is used, please note this when the ad materials are submitted.
- We can only accept Adobe postscript fonts. (We cannot accept forced and/or true type fonts).
- Without color proof, publisher cannot be responsible for the outcome of the ad colors.
- With all ads, please include publication name, advertiser's name, ad size and a contact's phone number in case we have any questions regarding your ad.

QUESTIONS? CONTACT:
INFO@GGBMAGAZINE.COM

**IF YOU HAVE ANY QUESTIONS
REGARDING AD SALES,
PLEASE CONTACT:**

DAVID COHEEN

Sales Director

702-248-1565 x227

dcoheen@ggbmagazine.com

BINA GUPTA

Director of Asian Sales

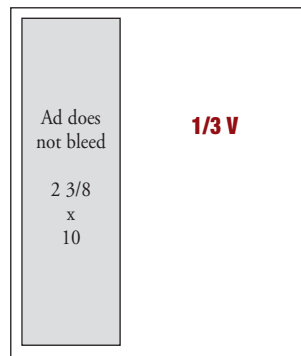
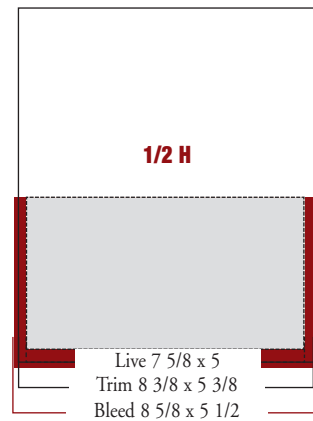
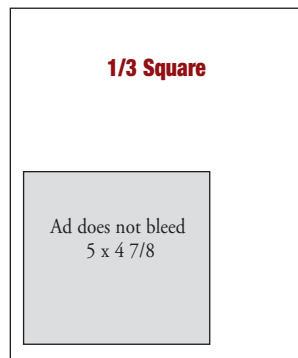
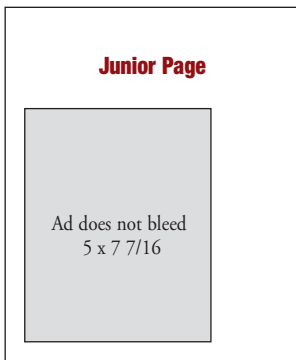
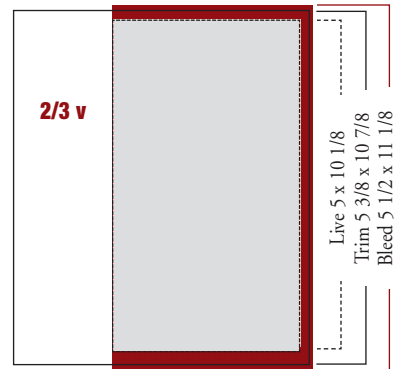
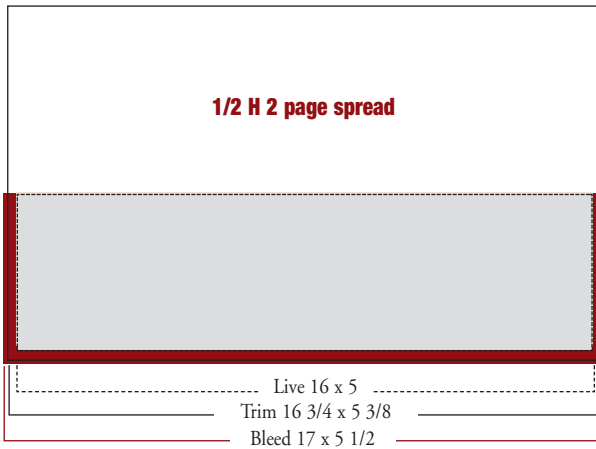
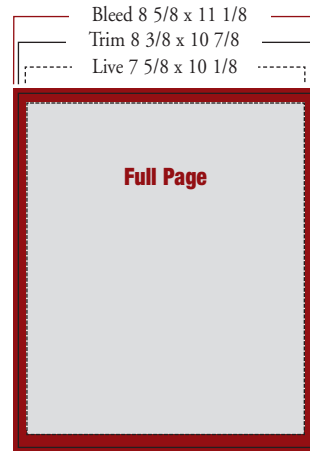
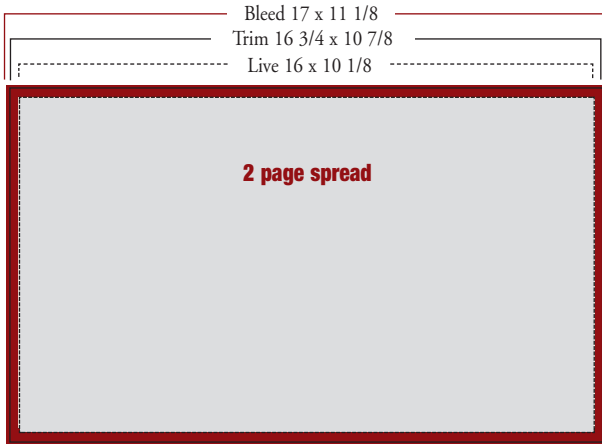
852.2868.1555

852.9371.0300 mobile

binagupta@bg-bc.com

*If you have any questions regarding
production, please email Monica Cooley
at cooley7@sunflower.com.*

DIMENSIONS



- Bleed
- Trim
- Live
- Safe Area
- Bleed Area