

# GGB RATES & SPECS 2019

Global Gaming Business Magazine

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

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

Size (all prices net)	12x	6x	3x	1x
Full Page	\$3,905	\$4,255	\$4,510	\$4,695
Two-page Spread	\$7,250	\$7,900	\$8,375	\$8,710
2/3 Vertical	\$2,900	\$3,160	\$3,350	\$3,485
Jr. Page or 1/2 Page Horiz.	\$2,245	\$2,450	\$2,595	\$2,700
1/3 Vertical or Square	\$1,675	\$1,825	\$1,935	\$2,010

## 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).

### 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)

### 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

### 2/3 Vertical

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 Horizontal

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)

### 1/2 Vertical

Bleed 4 3/8 x 11 1/2 (4.375 x 11.125)  
Trim 4 1/8 x 10 7/8 (4.125 x 10.875)  
Live 3 5/8 x 10 1/2 (3.625 x 10.5)  
Non-bleed 3 6/8 x 10 (3.75 x 10)

### 1/3 Square

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

### 1/3 Vertical

Non-bleed 2 3/8 x 10 (2.375 x 10)

### Centimeters | Full Page

Bleed 21.91 x 28.26  
Trim 21.27 x 27.62  
Live 19.37 x 25.72  
Non-bleed 19.37 x 25.4

### Centimeters | 2 page spread

Bleed 43.18 x 28.26  
Trim 42.55 x 27.62  
Live 40.64 x 25.72  
Non-bleed 40.64 x 25.4

### Centimeters | 2/3 Vertical

Bleed 13.97 x 28.26  
Trim 13.65 x 27.62  
Live 12.7 x 25.72  
Non-bleed 12.7 x 25.4

### Centimeters | Junior page

Non-bleed 12.7 x 18.91

### Centimeters | 1/2 Horizontal

Bleed 21.9 x 13.97  
Trim 21.27 x 13.65  
Live 19.37 x 12.7  
Non-bleed 19.37 x 12.38

### Centimeters | 1/2 Vertical

Bleed 11.11 x 28.26  
Trim 10.48 x 27.62  
Live 9.21 x 26.67  
Non-bleed 9.53 x 25.4

### Centimeters | 1/3 Square

Non-bleed 12.7 x 12.38

### Centimeters | 1/3 Vertical

Non-bleed 6.03 x 25.4

### • PDFs preferred, Print Optimized:

Document size must include crop marks off-set 15 pts and 1/8-inch 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.) **Color proof must be provided.**

• **Email/FTP Submission:** If under 25 MB, email to [cooley7@sunflower.com](mailto:cooley7@sunflower.com). 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 and CMYK only. If additional (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.

## QUESTIONS ON AD SALES? PLEASE CONTACT:

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