



INTERNATIONAL GAMING & WAGERING BUSINESS

®

igwwb

ALL GAMING ALL THE WORLD

www.igwb.com



Media Planning Guide

2008

INTERNATIONAL GAMING & WAGERING BUSINESS

"ALL GAMING, ALL THE WORLD"

International Gaming & Wagering Business reaches executives worldwide in every segment of the gaming industry, including casinos, lottery, parimutuel, Internet, bingo, charitable and online gaming. *IGWB* offers unbiased news analysis, in-depth features and research reports readers use to better understand the gaming industry and identify the trends that can impact future business strategy.

A recent Signet Research® survey shows the publication reaches top-level decision makers who purchase or influence the purchase of billions of dollars in essential products and services.

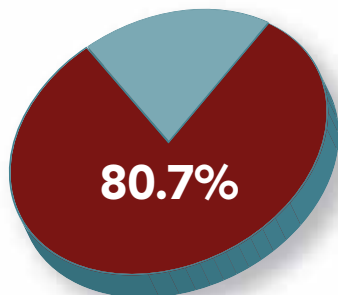
IGWB can offer an integrated media package, offering advertisers the ability to approach gaming executives through print, digital, trade show and online channels.



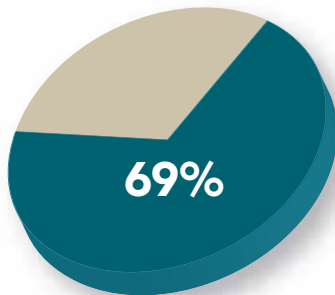
KNOW YOUR AUDIENCE

IGWB is the only global gaming publication with circulation audited by BPA Worldwide. It reaches a total qualified circulation of 12,500.*

Hold Management Positions



Personally Request the Magazine



HERE'S WHAT THE INDUSTRY IS SAYING ABOUT IGWB**

- Plain and simply, IT'S MY BIBLE!
- *IGWB* is a very valuable source of current information in the gaming industry. It allows us to remain current with "what's happening" in the gaming industry.
- It helps me make decisions, and is very informative and prepares and gives me ideas for the future as technology progresses.
- I try to stay on top of new innovations and ideas for the industry. I read every issue of *IGWB* from cover to cover, and discuss applicable articles and ideas with the directors and GM of the properties I work at. *IGWB* is an outstanding resource for me!

Source: *International Gaming & Wagering Business* BPA Worldwide Circulation Statement, June 2007

*Categories of Executive Corporate Management (4,132), Financial Management (799), IT Management (397), Slot, Table Games, And Player Development Management (1,830), Operation/Administration Management (2,337), Food and Beverage Management (587) have been added together for this comparison.

Source: Signet Research Survey-June 2007**

WHY ADVERTISE IN IGWB

A July 2007 Signet Research® survey confirms the value that *IGWB* offers to readers and to advertisers like you:

86% of readers took action as a result of reading advertisements in *IGWB*

86%

77% of *IGWB* readers are involved in purchasing decisions, with 42% saying they approve or authorize purchases

77%

With a pass-along rate of 2.1, a typical issue of *IGWB* is seen by more than 36,000 people

2.9

Source: July 2007 companion questionnaire, conducted by Signet Research®

2008 ADVERTISING RATES

4-COLOR

	1X	3X	6X	12X
Full Page	\$8,365	\$7,985	\$7,425	\$6,780
Jr. Page	\$7,930	\$7,620	\$7,035	\$6,410
1/2 Page	\$6,210	\$5,975	\$5,500	\$5,140
Jr. 1/2 Page Island	\$5,500	\$5,285	\$4,770	\$4,420
1/4 Page	\$5,345	\$5,130	\$4,710	\$4,370
1/8 Page	\$4,040	\$3,830	\$3,525	\$3,275

MECHANICAL SPECS

Digital Ad Requirements

Platforms: MAC format preferred. (IBM-compatible accepted, fonts will be replaced by MAC versions).

Preferred File Formats: InDesign, Quark, Photoshop and Illustrator files accepted. PDFs are accepted; please call the production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission: IGWB recommends submitting your files via FTP or email. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

FTP Login Information: Go to www.upload.bnpmmedia.com and choose IGWB from the drop down menu and follow on screen directions.

Matched colors: Add \$775 per color to black and white page rate.

Metallic colors: Contact your account executive for a quote.

Blood charge: 15% additional on space and color.

Special and/or Guaranteed Positions:

1. Guaranteed positions, including center spreads and special positions: Add 10%
2. Fractional bleeds: Add 15% to space and color. All fractional ads are placed at the discretion of the publishers. Requested position is honored if possible and is subject to on-time receipt of material.

Inserts and Gatefolds: Supplied inserts are accepted; all inserts must have the publisher's approval. Please contact your account executive for details and rates for inserts, gatefolds and other creative opportunities.

Agency Commissions: 15% commission is granted to recognized agencies on earned space, bleed position and color only. Extra charges and other production charges aren't commissionable.

Reprints: Reprints are available starting in quantities of 500 and can be ordered in either 4-color or black and white. Completed reprints ship to your requested destination within three to four weeks for a quick turnaround. Get your custom no-obligation quote today. Contact Jill DeVries; Phone (248) 244-1726; Email devriesj@bnpmmedia.com.

List Rentals: Effective January 1, 2008: For postal information, contact Rob Liska at 800-223-2194 x.726 or by email at robert.liska@edithroman.com. For email information, contact Shawn Kingston at 800-409-4443 x.828 or by email at shawn.kingston@epostdirect.com.

Terms & Conditions

Payment Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Short Rates & Rebates: Advertisers will be short rated if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that which they have been billed.

Agency Commission: 15% of gross billing allowed to recognized agencies on space, color and position. Bills are issued same day as publication. Commission not allowed on other charges such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges and non-display advertising.

Copy & Contract: Advertiser and agency assume liability for all content (including text, representation and illustrations) of advertisements printed and all claims arising therefrom against publisher.

CLASSIFIED ADVERTISING

IGWB Classified Advertising is an affordable way to reach a wide audience with news of employment opportunities, new distributors and potential investors. Column-inch and display-ad rates available.


















B/W Classified Display Rates

	1x	3x	6x	12x
Full Page	\$7,300	\$6,820	\$6,290	\$5,040
1/2-Page	\$3,650	\$3,410	\$3,145	\$2,520
1/4-Page	\$1,520	\$1,420	\$1,310	\$1,050
Junior 1/2-Horizontal	\$1,140	\$1,065	\$985	\$790
Column-inch rates	\$152	\$142	\$131	\$105

4-color add \$1,985 per ad.

For more information on Classified Advertising, please contact Diana Rotman at (847) 405-4116 or rotmand@bnpmmedia.com

AD SIZES

	Trim Size U.S.: 10-1/4" x 13-5/8" Metric: 26.035 cm x 34.067 cm		1/2 Vertical U.S.: 4-1/2" x 12-3/8" Metric: 11.43 cm x 31.432 cm
	Full Page Bleed U.S.: 10-1/2" x 13-7/8" Metric: 26.67 cm x 35.242 cm		Junior 1/2 Page Horizontal U.S.: 6-7/8" x 5" Metric: 17.462 cm x 12.70 cm
	Full Page Live Area U.S.: 9-1/4" x 12-3/8" Metric: 23.495 cm x 31.432 cm		Junior 1/2 Page Island U.S.: 4-1/2" x 7-1/4" Metric: 11.43 cm x 18.42 cm
	Two Page Spread Bleed U.S.: 20-3/4" x 13-7/8" Metric: 52.705 cm x 35.242 cm		1/4 Square U.S.: 4-1/2" x 6" Metric: 11.43 cm x 15.24 cm
	Two Page Spread Live Area U.S.: 19-1/2" x 12-3/8" Metric: 49.53 cm x 31.432 cm		1/4 Page Horizontal U.S.: 9-1/4" x 3" Metric: 23.495 cm x 7.621 cm
	Junior Page U.S.: 6-7/8" x 10" Metric: 17.462 cm x 25.40 cm		1/4 Page Vertical U.S.: 2-3/16" x 12-3/8" Metric: 5.537 cm x 31.432 cm
	Junior Page Bleed U.S.: 7-1/2" x 10-3/4" Metric: 19.05 cm x 27.305 cm		1/8 Horizontal U.S.: 4-1/2" x 3" Metric: 11.43 cm x 7.621 cm
	Junior Page Spread U.S.: 14-3/4" x 10" Metric: 37.47 cm x 25.40 cm depth		1/8 Vertical U.S.: 2-3/16" x 6" Metric: 5.537 cm x 15.24 cm
	1/2 Horizontal U.S.: 9-1/4" x 6" Metric: 23.495 cm x 15.241 cm		

* All measurements are width x depth

2008 INTEGRATED MARKETING PACKAGES

The 2008 Integrated Media Planner includes a full range of solutions from brand advertising to integrated direct response e-media programs and relationship building face-to-face events. Our editorial, sales and e-media team offer you expertise and experience, develop custom programs to reach your marketing goals, enhance new product initiatives and get results!

Contact your sales rep for pricing and custom program information. To view samples of the online products listed, please visit — portfolio.bnpmmedia.com.



Our Digital Edition Reaches 11,375

COMPONENT	DESCRIPTION
Print	<ul style="list-style-type: none"> The foundation of any successful integrated media program
Web Ads	<ul style="list-style-type: none"> Generate brand awareness Promote new products and events Drive new traffic to your website or online store Maximize your marketing message throughout the website
Video (under 2 min.)	<ul style="list-style-type: none"> Video clips offer an opportunity for companies to introduce their latest products and services, recap trade show exhibits, provide demonstrations or educational information on technical advancements.
Showroom/ Microsites	<ul style="list-style-type: none"> Detailed product information to qualified buyer's at the moment of decision Increase Brand Awareness with industry professionals Strengthen your search engine optimization with more external links to your website
Products	<ul style="list-style-type: none"> Position your ad to appear in current archived articles that pertain to your product or service. Ads link to your website to drive customers while they have your product information in their thoughts.
eNews	<ul style="list-style-type: none"> Thousands of e-subscribers receive up-to-the-minute information on market conditions, technology developments and industry practices, Features Title: Gaming Headlines.
Sponsored/Custom E-Newsletter	<ul style="list-style-type: none"> A fully customized e-newsletter to subscribers of your choice to launch a new product, promote brand awareness, etc.
Webinar	<ul style="list-style-type: none"> A web seminar sponsorship allows for unique ways to introduce new products, services, or technologies directed at your target audience.
White Papers	<ul style="list-style-type: none"> Crawled by our Google-powered search, the white papers reach the widest possible audience with our BNP Media search engine. Sponsorships are available if you would like to be seen on all the pages in this section.
Lists	<ul style="list-style-type: none"> Reach the right markets and professionals looking for your products and services.
Online Directory	<ul style="list-style-type: none"> Makes it easier and more effective for buyers to find you and for your marketing message to stand out — online.
Additional Options	<ul style="list-style-type: none"> Virtual Trade Shows Live Events Sponsorships Linx Blogs/Bulletin Boards (Communities) Custom E-Mags

SERVICES

CLEAR SEAS RESEARCH



Searching for ways to better position your company in the market? Seeking new ideas on how to improve product acceptance?

Venturing into new markets and not sure which path to take? Get the vital market data you need with Clear Seas Research -- charting your company's future with effective research solutions. For more information, please visit our website www.clearseasresearch.com.

IGWB DIGITAL EDITION

Ask your sales person for details about our featured monthly digital edition of *IGWB*.

Reaching an average of 11,375 online readers!

CUSTOM MEDIA -SINGLE SOURCE SOLUTIONS

IGWB creates completely customized and industry leading media solutions. Let us help you engage your audience in any combination of custom products, including magazines, newsletters, eBooks, white paper/case studies, web portals/microsites/online resource centers, advertorials, online content and more.

For more information contact your IGWB sales rep.



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