

2010 AN ANNUAL  
INDUSTRY REPORT

A GLOBAL Business  
Gaming PUBLICATION

# TRIBAL Government Gaming

## MEDIA KIT

**Global Gaming Business magazine** is proud to announce the 8th annual edition of *TRIBAL Government Gaming: An Annual Industry Report*, the most comprehensive annual publication available today covering all Class II & Class III gaming operations in all jurisdictions offering tribal gaming.

## TRIBAL Government Gaming

is more than just a directory or resource guide.

**TRIBAL Government Gaming** features editorial coverage of cutting-edge issues such as tribal sovereignty, Indian gaming regulation, economic diversification, nation-building, compacts and more.

**TRIBAL Government Gaming** reaches key decision-makers in the Indian gaming and traditional casino industries, including operators, regulators, manufacturers and vendors.

**TRIBAL Government Gaming** is a highly visible publication with a circulation of more than 17,000, including bonus distribution at NIGA in April 2010, G2E in November 2010 and other appropriate trade shows and conferences.



\* As an annual publication, tribal government gaming will offer a one-year shelf life providing increased frequency and recall for advertisers. Sponsorship opportunities are available for increased marketing awareness.

# TRIBAL Government Gaming

## RATE INFORMATION

### Exclusive Title Sponsorship:

- Title sponsor corporate logo on front cover of *Tribal Government Gaming*
- Two-page center spread, four-color ad in *Tribal Government Gaming*
- Half-page corporate profile in *Global Gaming Business* magazine's 8th annual *G2E Preview* October 2010

**TOTAL NET INVESTMENT: \$8,000**

### Open Advertising Rates

Back Cover	\$5,000
Inside Front Cover	\$4,500
Inside Back Cover	\$4,000
Full Page	\$3,750
Half Page	\$2,500
Third Page	\$1,750

**Full page ads include half page company profile.**

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All ads are four-color, all rates are NET

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## DEADLINES

**Advertising Space:**

MARCH 10, 2010

**Advertising Materials:**

MARCH 17, 2010

**Publication Date:**

APRIL 2010

**Distribution:**

NIGA 2010

G2E 2010

Total GGB circulation  
poly-bagged with the  
May GGB issue

FOR MORE INFORMATION  
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## EDITORIAL SCHEDULE 2010



### COVER

Oklahoma: Gaming's Biggest Winner

### FEATURES

GROWING AGAIN?/TRIBAL GAMING FINANCING & DESIGN

CARCIERI LEGACY: LAND INTO TRUST

BRANDING TRIBAL CASINOS

PROBLEM GAMBLING

INDIAN COUNTRY & INTERNET GAMING

### COLUMNS

NIGA (ERNIE STEVENS, JR.)

NIGC (SKIBINE)

# TRIBAL Government Gaming AD SPECS

Bleed 17 x 11 1/8  
Trim 16 3/4 x 10 7/8  
Live 16 x 10 1/8

**2 page spread**

**Non bleed 16 x 10**

Bleed 8 5/8 x 11 1/8  
Trim 8 3/8 x 10 7/8  
Live 7 5/8 x 10 1/8

**Full Page**

**Non bleed 7 5/8 x 10**

**1/2 H 2 page spread**

Live 16 x 5  
Trim 16 3/4 x 5 3/8  
Bleed 17 x 5 1/2

**2/3 v**

**Non bleed 5 x 10**

Live 5 x 10 1/8  
Trim 5 3/8 x 10 7/8  
Bleed 5 1/2 x 11 1/8

**Junior Page**

**Non Bleed 5 x 7 7/16**

**1/3 Square**

**Non Bleed 5 x 4 7/8**

**1/2 H**

**Non bleed 7 5/8 x 4 7/8**

Live 7 5/8 x 5  
Trim 8 3/8 x 5 3/8  
Bleed 8 5/8 x 5 1/2

**1/3 V**

**Non Bleed 2 3/8 x 10**

**1/6 V**

**Non Bleed 2 3/8 x 4 7/8**

**1/12**

**Non Bleed 2 3/8 x 4 5/16**

- Bleed** ———
- Trim** ———
- Live** - - - -
- Non Bleed** □
- Non Bleed** ■