

CASINO

INTERNATIONAL

FOR THE GAMING PROFESSIONAL WORLDWIDE

MEDIA INFORMATION

CASINO

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Casino International

Casino International is read by industry professionals worldwide, who are able to digest the latest casino news, features and comment how they like it – in print, on our app, on the website or our ever-growing digital publication. Our feature-led editorial is compiled by a crack team of writers spanning the globe.

We report on all of the major casino trade exhibitions, and the magazine features a regular section devoted to the world of online gaming edited by Matt Broughton. Sharon Harris patrols North America, Ricki Chavez-Munoz handles Latino America, Macau Business handles affairs in Asia, and Jon Bruford, Managing Editor, covers the rest.

The longest-serving international casino title on the market is also the most forward-thinking, using the latest technology to deliver the experience and content our readers want, when and how they want it. Casino International has become the indispensable international business-to-business publication of the casino industry.

Whether you're on an Apple device or Android, laptop, desktop or paper, Casino International strives to be as accessible as possible to our busy readership wherever they are in the world.

To receive your free monthly digitized copy, please email pryder@datateam.co.uk and be sure to check for new webinars regularly at www.casinointernational-online.com

Regular Contributors

Casino International - Online Gaming

Every month Casino International's eGaming section brings you all the news from the world of online gaming, as well as product reviews and expert commentary and analysis on this dynamic sector. Industry profiles and guest columns complete this packed section, giving a valuable insight into this developing industry.

Please email Matt Broughton mrbroughton@hotmail.com

Stateside: Sharon Harris reports on gaming in North America

Latino America: Ricki Chavez-Munoz keeps a watchful eye on Latino America

Macau Business: Hot content from our Asian magazine partners

Banner Advertising

The most prominent advertising position available

- Your banner ad will be positioned prominently within the header section of each web page
- It will feature on every page of the website
- It may rotate with up to 2 other advertisements*
- Solus banner advertising is available - see **Site Sponsorship** overleaf

Button Advertising

Make an impression with an impossible to ignore button ad

- Your button ad will be positioned prominently in the upper, right-hand panel of each web page
- It will feature on every page of the website
- It may rotate with up to 2 other advertisements*
- Only six prominent button ad positions are available

Spot Advertising

Our most cost-effective option

- Your spot ad will be positioned beneath the main navigation block, in the left-hand panel of each web page
- It will feature on every page of the website
- It will not rotate with any other ads in our system
- Twenty prominent logo link positions are available

*We can modify the rate you ad is shown, should you require this.

Rates and Technical Specifications I

	Rates			Technical Specifications		
	1 month	3 months	6 months	Dimensions (w x h in pixels)	Max File Size	Format
Banner Ad	£120	£330	£600	468 x 60	10k	GIF animated GIF or JPEG
Button Ad*	£75	£195	£330	120 x 90	4k	
Spot Ad*	£50	£135	£240	140 x 70	4k	

The duration of your campaign is entirely dependent on your requirements and availability.

* For guaranteed positions - add 20%

Other Online Advertising Options

Site Sponsorship	Poll Sponsorship
<p>Site sponsorship gives one client the opportunity to benefit from a six-month period in which no other advertiser can utilise the site's banner ad position for promotional purposes.</p> <ul style="list-style-type: none"> • Your solus banner ad will be positioned prominently within the header section of each web page • It will be feature on every page of the website • It will not rotate with any other ads in our system • It is the first image that visitors to the site will see and is the only sponsorship banner available 	<p>Question online poll is a very well populated part of the site and is an extremely accurate way of gauging the opinions of our entire online readership. The lifespan of a poll can last up to one month and sponsors can choose the subject matter of their choice. Poll sponsorship includes:</p> <ul style="list-style-type: none"> • Question of your choice with up to three answers • One solus button ad which will be positioned just above the poll, in the upper, right-hand panel of each web page • It will feature on every page of website • It will not rotate with any other ads in our system
Rate: £2,376 per 6-month sponsorship	Rate: £275 per monthly sponsorship
Advertorials	Supplier Directory
<p>Advertorials are the most straightforward way of having your news published online.</p> <ul style="list-style-type: none"> • Your story will be positioned prominently in the centre panel of the site's main 'News' page • It will also feature prominently in the centre panel of the the relevant sub-category (if applicable) • It will feature on the 'News' page for at least one month and will remain in the 'Archive' section of the site indefinitely • Up to 500 words of text and one colour picture is available • Includes a link to your company website 	<p>This new section of the website has been introduced to provide our visitors with a dedicated search facility for product and service suppliers operating within this specialist industry sector. List your company from potential customers.</p> <ul style="list-style-type: none"> • Your full company contact details will be listed prominently within up to five category headings of your choice • Up to 150 words of text and one company logo is available <p>Includes a link to your company website</p>
Rate: £100 per insertion	Rate: £180 per annum

SPECIAL PREMIUM POSITIONS

Front Cover	£2500, €3500, US\$ 4500
Front Covers for Show issues	£5000, €7000, US\$ 9250
Inside Front Cover	£2500, €4125, US\$ 4620
Back Cover	£3000, €3300, US\$ 5550

ADVERTISING RATES (£)

FULL COLOUR	STANDARD RATE	INSERTIONS		
		x3	x6	x12
Double Page Spread	£3,150	£3,045	£2,940	£2,730
Full Page	£2,100	£1,995	£1,890	£1,680
Half Page	£1,470	£1,365	£1,260	£1,155
Quarter Page	£840	£790	£735	£680

ADVERTISING RATES (EURO)

FULL COLOUR	STANDARD RATE	INSERTIONS		
		x3	x6	x12
Double Page Spread	5200	5030	4850	4500
Full Page	3470	3300	3120	2780
Half Page	2430	2250	2080	1905
Quarter Page	1390	1290	1220	1130

ADVERTISING RATES (\$)

FULL COLOUR	STANDARD RATE	INSERTIONS		
		x3	x6	x12
Double Page Spread	\$5,820	\$5,630	\$5,440	\$5,050
Full Page	\$3,880	\$3,690	\$3,500	\$3,100
Half Page	\$2,720	\$2,525	\$2,330	\$2,130
Quarter Page	\$1,550	\$1,460	\$1,350	\$1,250

MECHANICAL DATA

DOUBLE PAGE SPREAD

Bleed	312 x 468
Trimmed	306 x 458
Type area	278 x 432

FULL PAGE

Bleed	312 x 235
Trimmed	306 x 229
Type area	278 x 202

HALF PAGE

1/2 Page Vertical	278 x 98
Horizontal	136 x 202

QUARTER PAGE

Vertical	136 x 98
Horizontal	66 x 202

(quoted in millimetres, vertical and horizontal)

CLASSIFIED ADVERTISEMENTS

INTERNATIONAL RATES (£)

4 colour	£15 per column cm
2 colour	£12 per column cm
Black & White	£9 per column cm

INTERNATIONAL RATES (\$)

4 colour	\$22 per column cm
2 colour	\$17 per column cm
Black & White	\$13 per column cm

INTERNATIONAL RATES (EURO)

4 colour	€25 per column cm
2 colour	€20 per column cm
Black & White	€15 per column cm



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