

ONLINE ADVERTISING

Rates & Specs 2011

GLOBAL Gaming Business

GGB NEWS

CASINO CONNECTION Blog



728 x 90

300 x 250

120 x 240

120 x 90

Approximate ad sizes

All ads span across entire site.

GLOBAL GAMING BUSINESS MAGAZINE WEBSITE ONLY*

728 x 90 (leaderboard banner) PER MONTH \$1500 or \$300 to share with 5 other advertisers + \$15/1K page views**

728 x 90 (footer banner) PER MONTH \$1000 or \$250 to share with 5 other advertisers + \$15/1K page views**

200 x 250 (top right square) PER MONTH \$1500 or \$300 to share with 4 other advertisers + \$15/1K page views**

GLOBAL GAMING BUSINESS MAGAZINE OR GGB NEWS WEBSITES*

120 x 240 3 CONSECUTIVE MONTHS \$150/month per site + \$15/1K page views**
OPEN RATE \$200 + \$15/1K page views

120 x 90 4 OR MORE CONSECUTIVE MONTHS \$125/month per site + \$10/1K page views
OPEN RATE \$150 + \$10/1K page views

GLOBAL GAMING BUSINESS MAGAZINE & GGB NEWS WEBSITES COMBO RATE*

120 x 240 3 CONSECUTIVE MONTHS \$275/month both sites + \$15/1K page views/site
OPEN RATE \$325 + \$15/1K page views/site

120 x 90 4 OR MORE CONSECUTIVE MONTHS \$250/month both sites + \$10/1K page views/site
OPEN RATE \$300 + \$10/1K page views/site

ALL AD MATERIALS SUBMITTED TO GGB NEWS SHOULD BE FORMATTED AS FOLLOWS:

- All files should be submitted in RGB color format, 72 dpi resolution in JPEG, GIF, or SWF format. File size needs to be under 60k. Ad may be animated, with a maximum of two full animation sequence repeats with each page refresh.
- 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
binagupta@bg-bc.com
Rich Geller, Director of European Sales
570-561-2480
rgeller@ggbmagazine.com
- If you have any questions regarding production, please email **Sarah Nichols** at snichols@casinoconnection.com.
- Online ad sizes are based upon IAB standards, www.iab.net. (e-Blast ads are non-standard sizes)

*All rates include advertising on Casino Connection Blog site at No Additional Charge; **Cost per page view will be capped at 20,000 page views. Ask your representative for more information regarding e-Blast advertising opportunities, page views and page view tracking. Weekly analysis will be made available to all advertisers.