Welcome to Canadian Gaming Business Magazine

Canadian Gaming Business (CGB) is the only trade magazine in Canada that is specifically focused on the Canadian gaming industry. CGB is owned, operated and produced in Canada and circulated twice per year to over 5,000 gaming industry professionals.

CGB is owned and operated by the Canadian Gaming Association (CGA) and its Joint Venture business partner, MediaEdge Communications. The magazine provides in-depth information to senior-level decision makers involved in all gaming sectors, disciplines and regions within Canada.

The CGA and MediaEdge also own and produce Canada’s only annual gaming trade show and conference - the Canadian Gaming Summit. The 2019 Summit marks the event’s 23rd anniversary. It will be held in Edmonton, Alberta from June 18-20, 2019. Please visit the Show Website for more details: www.CanadianGamingSummit.com

Electronic Media

The articles from each issue of CGB are posted at www.CanadianGamingBusiness.com, the official website for the magazine. It’s a user-friendly and content-rich site bringing our readers all the current news in a timely, informative format. We also produce our bi-weekly CGB e-News which is distributed to the inboxes of over 9,000 gaming professionals across Canada, with each issue’s content archived on the CGB website. CGB e-News delivers up to the minute industry news including the latest announcements, product releases, mergers and acquisitions, corporate wins, new executive hires and more. Both our CGB website and CGB e-News offer digital advertising opportunities. See more details within this media planner.

About the Canadian Gaming Industry

Generating more than $17 billion in revenue annually, gaming is the largest segment of Canada’s entertainment industry and a pillar of the broader hospitality industry. It directly employs over 135,000 Canadians, supporting more than 267,000 jobs in total, and pays more than $2 billion in salaries annually.

In terms of annual spending power, the gaming industry directly purchases more than $4 billion of goods and services and supports almost $14 billion of purchased goods and services in total. In addition the industry has invested approximately $10 billion in capital assets across Canada.

Past growth was due primarily to the expansion of casinos and the implementation of electronic gaming devices at facilities such as racetracks and other gaming centres and locations. Future growth will depend upon a number of factors including additional new facilities, expansions and refurbishments, adoption of new technologies to deliver product to an increasingly fragmented market and potential changes to the law and regulations governing gaming.

Canadian Gaming Business Circulation

CGB has a controlled and qualified circulation of more than 5,000 gaming industry leaders and decision makers – responsible for property operations and development, procurement of products and services, financial and investment, legal and regulatory, F&B, marketing and entertainment, human resources, and more. In addition to our nationwide coverage, our circulation also includes key industry professionals across other gaming jurisdictions.
PUBLISHING SCHEDULE

<table>
<thead>
<tr>
<th>Issue</th>
<th>Advertising Close</th>
<th>Material Deadline</th>
<th>Publish Date</th>
<th>Key Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2019</td>
<td>March 22, 2019</td>
<td>April 5, 2019</td>
<td>May 2019</td>
<td>2019 Gaming Summit Pre-show Issue, Canadian Gaming Lawyer and a bonus circulation at the 2019 Gaming Summit The Canadian Gaming Association plans to share highlights of the most recent Economic Impact Study alongside articles that study how the Canadian gaming industry has expanded and changed, and global trends that are worth watching.</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>July 19, 2019</td>
<td>August 21, 2019</td>
<td>September 2019</td>
<td>2019 Gaming Summit Post-show issue, Canadian Gaming Lawyer and a bonus circulation at the 2019 G2E Show</td>
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EDITORIAL CONTENT

CGB magazine focuses on issues and topics that are relevant to Canada’s gaming industry, ranging from (but not limited to) advances in game technology and operations to compliance, and from data and analytics to marketing and regulation.

2019 PRINT ADVERTISING RATES (NET PRICING)

<table>
<thead>
<tr>
<th>SIZE</th>
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<tbody>
<tr>
<td>Full page</td>
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<tr>
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<tr>
<td>1/4 vertical</td>
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<td>$1,450</td>
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</table>

SPECIAL POSITIONING

- Double Page Spread: $5,550 to $5,000
- Outside Back Cover: $4,350 to $3,950
- Inside Front Cover: $4,250 to $3,850
- Inside Back Cover: $4,100 to $3,700
- Front Cover Earlug: $2,700 to $2,450

All rates are in Canadian funds

SPECIAL MEMBERSHIP PRINT & DIGITAL AD DISCOUNTS*:

3 Canadian Gaming Association (CGA) Members receive a 15% discount
3 Association of Gaming Equipment Manufacturers (AGEM) Members receive a 10% discount
3 Organizations that are Members of both associations receive a 25% discount

*For minimum 2X/year print ad bookings, or minimum 6X/year e-News or Website ad bookings.
MECHANICAL REQUIREMENTS

Type page: 7.125" x 9.625"
Trim size: 8.125" x 10.875"
Bleed size: 8.375" x 11.125"
Halftone screen: 133 line maximum
Printed offset, saddle stitch bound.

DIGITAL FILES:

Preferred format is Adobe InDesign CS6 or PDF.
Please include all image files and all fonts used in the document and a laser copy for reference.
NO Microsoft Office, Quark XPress or Corel Draw files will be accepted.

GENERIC PDF FILES:

Generic PDF files, created with Adobe Acrobat Distiller using high resolution CMYK (no colour profiles), with all the fonts embedded. “Save-as” PDF files (Adobe Illustrator, Adobe Photoshop) and native application files (QuarkXpress, Adobe InDesign, Pagemaker, Corel Draw, Microsoft Word) are not acceptable for digital ad submissions. These files are not final material and can create problems with reproduction.

WHEN SENDING MATERIAL:

1. Submit files on a Macintosh formatted CD-ROM.
2. Include a Magazines Canada standards colour proof, for accurate reproduction. All colour files must be accompanied by a colour proof or a separated laser proof. Publisher assumes no responsibility for accuracy where no proof is provided.
3. Upload files to the FTP site
   Host: ftp3.mediaedge.ca
   Username: me_gaming_ad
   Password: artwork
4. Digital materials, film, artwork, etc. to be sent to: Production Manager 5255 Yonge Street, Suite 1000, Toronto, ON M2N 6P4

POLYBAGS/INSERTS

Contact publisher for quotation and specifications.

SHIPPING INSTRUCTIONS FOR INSERTS

Check with publisher for information. Send six samples of insert to production manager.

Publisher
Chuck Nervick
416-512-8186 ext. 227
chuckn@mediaedge.ca

Managing Editor
Greg Furgala
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gregf@mediaedge.ca

Our mission is to produce market leading, superior quality magazines, conferences and trade show brands that provide distinctive and effective ways to deliver client information to key industry players.

CGB MAGAZINE

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MediaEdge

Publications produced by MediaEdge Communications Inc.
TAKE ADVANTAGE OF CGB’S DIGITAL MARKETING OPPORTUNITIES...

Our CGB Website content encompasses all sectors of the Canadian gaming industry: Provincial Lottery and Gaming Corporations, Casinos and Racetracks, Charitable Gaming and Bingo, First Nations, i-Gaming, Elected Officials, Regulatory Agencies and more, and represents a readership of senior decision makers connected to: Property Operations and Development, Procurement of Products and Services, Finance and Investment, Legal, F & B, Marketing and Entertainment, Human Resources and other gaming disciplines.

HOME PAGE & INSIDE PAGES

www.CanadianGamingBusiness.com provides professionals in all gaming sectors and regions with up-to-date Canadian industry information - delivering current profiles, the latest products, feature stories, and a wealth of valuable content from each CGB issue and e-Newsletter. The CGB website offers decision makers the latest news in a timely and informative format, and serves as a key portal to the official site for the annual Canadian Gaming Summit: www.CanadianGamingSummit.com. Drive traffic and business to your site by booking one of our high profile CGB Website ads today.

CGB WEBSITE ADS

WEBSITE AD RATES (3 MONTH MINIMUM)

1. Video Feature . . . . $900/month . . . . $750/month . . . . $650/month
   HD: 1920 x 1080 or 1280 x 720
   Quicktime or Avi
   3X 6X 12X

2. Skyscraper . . . . $800/month . . . . $700/month . . . . $625/month
   120 x 600 pixels,
   72 DPI gif or jpg only RGB
   3X 6X 12X

3. Leaderboard . . . . $700/month . . . . $625/month . . . . $550/month
   728 x 90 pixels,
   72 DPI gif or jpg only RGB
   3X 6X 12X

4. Button . . . . $400/month . . . . $350/month . . . . $325/month
   125 x 125 pixels,
   72 DPI gif or jpg only RGB
   3X 6X 12X
**TAKE ADVANTAGE OF CGB’S DIGITAL MARKETING OPPORTUNITIES...**

Our bi-weekly CGB e-News content encompasses all sectors of the Canadian gaming industry: Provincial Lottery and Gaming Corporations, Casinos and Racetracks, Charitable Gaming and Bingo, First Nations, i-Gaming, Elected Officials, Regulatory Agencies and more, and represents a readership of senior decision makers connected to: Property Operations and Development, Procurement of Products and Services, Finance and Investment, Legal, F & B, Marketing and Entertainment, Human Resources and other gaming disciplines.

**Canadian Gaming Business e-News** is produced in conjunction with the Canadian Gaming Association and has a readership of over 9,000 gaming industry leaders representing all of Canada’s sectors and regions. Distributed bi-weekly, and with its content archived on the CGB website year round, CGB e-News provides readers with a valuable source of the most current industry content featuring the latest announcements, product releases, mergers and acquisitions, corporate wins, new executive hires, and more, from across Canada and supported with breaking stories drawn from the world’s headlines. CGB e-News provides an excellent opportunity to deliver your branding message in a timely and user friendly manner directly to the inboxes of industry decision makers. Take advantage of our new “Product Spotlight” opportunities to showcase your latest product with an image and linked content featured within the CGB e-News, then have your content travel to the CGB website where it remains archived.

**E-NEWS AD RATES (3 MONTH MINIMUM OR 7 BI-WEEKLY ISSUES)**

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<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
<th>Dimensions</th>
<th>Format</th>
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<td>Pencil</td>
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<td>Bottom Box</td>
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<tr>
<td>Sponsor Content</td>
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<tr>
<td>Product Spotlight</td>
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All ads must be 72 dpi gif or jpg only RGB. No animated ads for E-News.