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 quarterly 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 2018 Summit marks the event’s 22nd anniversary. It will be held in Niagara Falls, Ont. from June 18-20, 2018. 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 6,000 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 $15 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>
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<tbody>
<tr>
<td>Spring 2018</td>
<td>February 9, 2018</td>
<td>February 16, 2018</td>
<td>March 2018</td>
<td>2018 Gaming Summit Pre-Show Issue</td>
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<tr>
<td>Summer 2018</td>
<td>May 11, 2018</td>
<td>May 18, 2018</td>
<td>June 2018</td>
<td>Bonus Distribution at 2018 Gaming Summit</td>
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<tr>
<td>Fall 2018</td>
<td>August 17, 2018</td>
<td>August 24, 2018</td>
<td>September 2018</td>
<td>Bonus Distribution at 2018 Global Gaming Expo (G2E)</td>
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### EDITORIAL DEPARTMENTS
- Data Analytics
- Responsible Gaming
- Executive Profile
- Customer Service
- Facility Profile
- Corporate Profile
- Sports Betting
- Charitable Gaming
- Marketing & Communications
- Finance
- Horse Racing
- Security & Surveillance
- Entertainment
- Food & Beverage
- Legal/Regulatory
- Human Resources

### EDITORIAL PLANNER

**SPRING 2018**
- **Feature:** The Non-Traditional Gaming Experience
- **Gaming Industry Q&A:** Responsible Gambling
- **Industry Spotlight:** Food and Beverage

**SUMMER 2018**
- **Feature:** Innovation and Diversification
- **Gaming Industry Q&A:** Developments in iGaming
- **Industry Spotlight:** Charitable and Commercial Gaming

**FALL 2018**
- **Feature:** Marketing and Loyalty
- **Gaming Industry Q&A:** Social Media Engagement
- **Industry Spotlight:** Data Analytics

**Winter 2018/2019**
- **Feature:** Facilities and Operations
- **Gaming Industry Q&A:** Staff Training and Education
- **Industry Spotlight:** Security Operations

### 2017-18 PRINT ADVERTISING RATES (NET PRICING)

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<th>SIZE</th>
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**SPECIAL POSITIONING**
- Double Page Spread
- Outside Back Cover
- Inside Front Cover
- Inside Back Cover
- Front Cover Earlug

*For advertising rates, please contact: Chuck Nervick, Publisher 416-512-8186, ext. 227 or Toll Free: 1-866-216-0860 chuckn@mediaedge.ca

**All rates are in Canadian funds**

**SPECIAL MEMBERSHIP PRINT & DIGITAL AD DISCOUNTS:**
- Canadian Gaming Association (CGA) Members receive a 15% discount
- Association of Gaming Equipment Manufacturers (AGEM) Members receive a 10% discount
- Organizations that are Members of both associations receive a 25% discount

*For minimum 4X/year print ad bookings, or minimum 6X/year e-News or Website ad bookings.
SIZE OF ADVERTISEMENTS

FULL PAGE
Bleed Size: 8.375” x 11.125”
Trim Area: 8.125” x 10.875”
Live Area: 7.1/8” x 9.5/8”

2/3 PAGE
VERTICAL
4.563” x 9.563”

1/2 PAGE
VERTICAL
3.375” x 9.563”

1/3 PAGE
SQUARE
4.563” x 4.75”

1/4 PAGE
VERTICAL
3.375” x 4.75”

1/2 PAGE
ISLAND
4.563” x 7.375”

1/2 PAGE
HORIZONTAL
7.125” x 4.75”

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.
CGB WEBSITE

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
   Quicktime or Avi
   HD 1280 x 720 or 1920 x 1080
2. Skyscraper
   120 x 600 pixels, 72 DPI gif or jpg only KGB
3. Leaderboard
   728 x 90 pixels, 72 DPI gif or jpg only KGB
4. Button
   125 x 125 pixels, 72 DPI gif or jpg only KGB

For advertising rates, please contact:
Chuck Nervick, Publisher
416-512-8186, ext. 227 or Toll Free: 1-866-216-0860
chuckn@mediaedge.ca
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 6,000 gaming industry leaders representing all of Canada’s sectors and regions. Distributed bi-weekly or 26 times per year, 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)

For advertising rates, please contact:
Chuck Nerwick, Publisher
416-512-8186, ext. 227 or
Toll Free: 1-866-216-0860
chuckn@mediaedge.ca

All ads must be 72 dpi gif or jpg only RGB. No animated ads for E-News