

*Your Ride is*  
**YOUR style**



CASINO ENTERPRISE  
**Management**

**2013** MEDIA KIT

# THE CEM



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2013 is a big year for *Casino Enterprise Management* and we have many exciting milestones, new offerings and initiatives to share with you! One that we are most excited about is the celebration of our 10-year anniversary. Can you believe our very first issue debuted 10 years ago in January 2003? Boy, have we evolved. Looking back at our history, we are so proud of where we came from and what we are today.

Many of our initial contributors still work with us, and we are so grateful for their continued support. But what's most exciting is how much we've grown. We debut new articles from new authors almost every month, and our editorial advisory board is always growing.

While we've witnessed significant changes in the industry and our publication throughout these 10 years, our core values and goals are the same as they were back in 2003. We're committed to producing the very best gaming industry trade journal out there and bringing you news you can use. We do this by running articles from the best-thought leaders in our industry who provide practical advice and best practice tips.

As you likely noticed, the platforms by which we do this have grown with us. Now, beyond the pages of our print magazine, we are so excited to offer best-of-breed content in many other ways. From our CEM Audio Edge Internet talk radio station, to our educational and newsworthy video coverage, to our comprehensive website and social media channels, our readers, listeners, viewers and fans can find us virtually everywhere.

CEM Audio Edge started out strong and only continues to grow. We started doing regular podcasts in 2010, and in 2011 we upgraded our offering to a live show that allows for listeners to call in and ask our guests questions. Audio Edge offers a variety of shows each week, and we are excited to announce that we are expanding our programming in 2013 with a show specific to new slot titles, as well as a show dedicated solely to one of the hottest topics in the industry today—i-gaming. In 2011, we also introduced two special guest hosts in addition to our own staff-hosted shows. Brooke Dunn and Valerie Red-Horse each have their own monthly show called *Casino Talk* and *Native American Gaming*, respectively, during which they bring you the latest news and analysis of the industry's hottest issues. Both are experts themselves, and we're thrilled they've chosen to work with us to get their message across to our audience.

One initiative we're particularly proud of here at CEM is the series of awards we host. The first, our *Great Women of Gaming*—where we recognize the outstanding achievements of women in the gaming industry—was a smash success from the beginning, and has continued to be since its creation. Shortly after was our *Slot Floor Technology Awards*, used to honor innovative and new products for the slot floor; this continued every year. We evolved

# VISION

throughout the years to then launch two more series, one for the hospitality industry and another for table games. We also do a special award series called the Indian Gaming Advocate of the Year, which is done in conjunction with Ernie Stevens Jr. of the National Indian Gaming Association, to recognize a leader in tribal gaming. You can continue to look to us to find out about the best products and people in our industry.

We're not sure exactly what's in the cards for the industry down the road, but we are positive you can expect much more from us regardless of what happens. We also want you to be part of our future with any content or insight you have. So if you've got a great idea, help shape CEM's future and give us a call today to tell us about it.

In 10 more years, we are sure we'll have much more exciting things to reflect on, so stay tuned. Thanks to all who have worked with us over the last decade and will continue to do so in the next one. It's been a wonderful ride so far and we very much look forward to letting the good times roll!

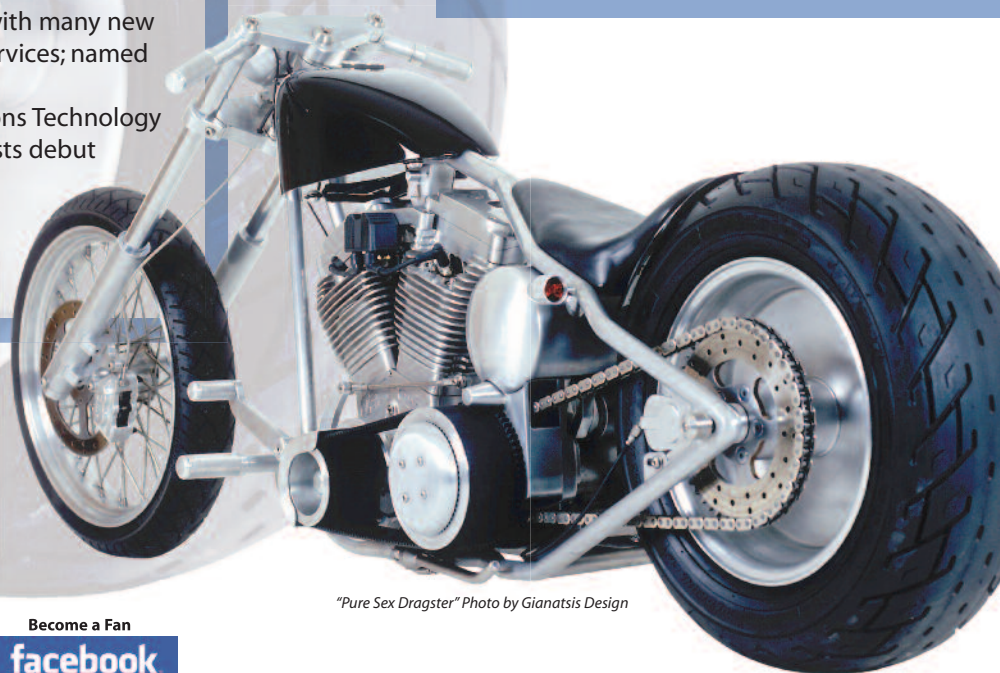
## CEM by the Years

- 2003:** *Casino Enterprise Management's* debut issue comes out in January
- 2005:** CEM produces the first *Casino Lawyer*
- 2006:** CEM launches CasinoFest events
- 2007:** CEM launches Slot Floor Technology Awards and hosts Great Women of Gaming conference
- 2008:** CEM launches e-mail marketing services
- 2009:** CEM unveils new website design with many new features; launches video production services; named official publication of AGEM
- 2010:** CEM launches Hospitality Operations Technology (HOT) Awards; CEM Audio Edge podcasts debut
- 2011:** CEM redesigns website, launches CEMAudioEdge.com with live shows
- 2012:** CEM debuts Top in Ops Awards
- 2013:** CEM's 10-year anniversary!

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Front cover photo of "Pure Sex Dragster" by Steve Kelly Photography



"Pure Sex Dragster" Photo by Gianatsis Design



# CEM 2013 Editorial Calendar

## JANUARY 2013

Theme: 2013 Gaming Industry Forecast  
Bonus Distribution: ICE Totally Gaming  
Ad Space Deadline: Dec. 7, 2012  
Ad Material Deadline: Dec. 11, 2012

## FEBRUARY 2013

Theme: Internet and Mobile Gaming  
Bonus Distribution: Florida Gaming Congress, World Game Protection Conference, iGaming North America  
Ad Space Deadline: Jan. 14  
Ad Material Deadline: Jan. 17

## MARCH 2013

Theme: Tribal Gaming  
Show Review: ICE Totally Gaming  
Bonus Distribution: Indian Gaming  
Ad Space Deadline: Feb. 14  
Ad Material Deadline: Feb. 19

## APRIL 2013

Theme: Responsible Gaming  
Special: Slot Floor Technology Awards  
Show Review: Florida Gaming Congress, World Game Protection Conference, iGaming North America  
Bonus Distribution: Pennsylvania Gaming Congress  
Ad Space Deadline: March 11  
Ad Material Deadline: March 14

## MAY 2013

Theme: Gaming in Asia  
Special: Great Women of Gaming  
Show Review: Indian Gaming  
Bonus Distribution: East Coast Gaming Congress, G2E Asia  
Ad Space Deadline: April 11  
Ad Material Deadline: April 16

## JUNE 2013

Theme: Table Games  
Special: International Table Games Awards  
Show Review: Pennsylvania Gaming Congress  
Ad Space Deadline: May 15  
Ad Material Deadline: May 20

## JULY 2013

Theme: Gaming in Europe  
Show Review: East Coast Gaming Congress, G2E Asia  
Ad Space Deadline: June 12  
Ad Material Deadline: June 17

## AUGUST 2013

Theme: Gaming in the U.S. & Canada  
Bonus Distribution: Oklahoma Indian Gaming Association (OIGA)  
Ad Space Deadline: July 11  
Ad Material Deadline: July 16

## SEPTEMBER 2013

Theme: AGEM  
Special: Hospitality Operations Technology (HOT) Awards  
Show Review: Oklahoma Indian Gaming Association (OIGA)  
Bonus Distribution: G2E Las Vegas  
Ad Space Deadline: Aug. 13  
Ad Material Deadline: Aug. 16

## OCTOBER 2013

Theme: The Future of Gaming Technology  
Bonus Distribution: SAGSE Buenos Aires  
Ad Space Deadline: Sept. 6  
Ad Material Deadline: Sept. 10

## NOVEMBER 2013

Theme: Gaming in South and Central America  
Show Review: G2E Las Vegas  
Ad Space Deadline: Oct. 14  
Ad Material Deadline: Oct. 17

## DECEMBER 2013

Theme: Gaming & Government  
Show Review: SAGSE Buenos Aires  
Ad Space Deadline: Nov. 15  
Ad Material Deadline: Nov. 20

# THE **AGEM** ADVANTAGE

Association of Gaming Equipment Manufacturers

Casino Enterprise Management magazine has been the "Official Publication" of AGEM since April 2009, and we are thrilled to offer all members of this outstanding association many benefits. We fully advocate AGEM's mission and initiatives, and show our support by giving back to the organization and its members. That's why AGEM members reap the following incredible benefits and special offers from CEM:

- Discounted rates for all CEM print advertising\*
- Company profile in our G2E issue
- Complimentary highlighted directory listing on CEM's website
- Preferred status at all CEM training and educational events
- Additional editorial opportunities throughout the year
- Dedicated audio and video opportunities
- Dedicated monthly newsletter highlighting recent industry news and special offers from CEM



If you're already one of the 110-plus members of AGEM, the AGEM Advantage is already yours for the taking. If you're not currently a member, it may be time to consider taking advantage of what the organization can do for you. For more information about AGEM and its members, visit [www.AGEM.org](http://www.AGEM.org) or contact Marcus Prater at [agem.org@cox.net](mailto:agem.org@cox.net) or (702) 812-6932.

\*Contact us for discounted rates.

CEM has become much more than a magazine! It is in fact an organization that educates and informs people on the most relevant issues in gaming. From the original magazine to CasinoFest, podcasts, Audio Edge shows and video, you can pick the information you want and the way you want to get it. Our industry is a dynamic and complex one and benefits every month from having an organization like this that creates and distributes information to inform us, educate us and challenge us. Thank you!

your style ■ AGEM Advantage



**Thomas Jingoli**, *President, AGEM, and Chief Compliance Officer, Konami Gaming*

"The partnership between AGEM and *Casino Enterprise Management* has helped our organization and the more than 110 AGEM members tell a collective story about the important impact suppliers have on the global gaming industry. CEM's staff is knowledgeable about the issues affecting our side of the business and motivated to tell our story in the magazine, online and at CEM-organized events."



**Marcus Prater**, *Executive Director, AGEM*

"AGEM and CEM have a strong partnership because we believe in the quality of the magazine, the strength of the staff and the extras that help us spread the AGEM message. AGEM and our 110-plus members from all over the world rely on CEM for information, perspective and insight not found anywhere else. We appreciate the overall commitment Peter Mead and his staff have when it comes to covering and celebrating the gaming industry. And we are thankful for the extraordinary coverage every month of our organization and AGEM's member companies."

In my role, it is important that I keep up to speed with what goes on across our industry. That is not an easy task given the size and scope of our business. There are many publications in which you can read about the gaming industry, some of which provide more value than others. I turn to *Casino Enterprise Management* (CEM) and have done so since its inception given its timeliness, accuracy and relevance of what it provides. In my career I have also partnered with CEM and have found them to be a great ally when it comes to advertising, promotion and getting across a point of view. CEM is a trusted and loyal partner to the gaming industry.



**Gavin Isaacs**, *CEO, Shuffle Master Inc.*



**Bruce Rowe**, *Senior VP of Strategy and Customer Consulting, Bally Technologies*

# PRINT ADVERTISEMENTS

## Ride with the Best

You want to ride with the best, right? The choice is easy—by placing your ad in *Casino Enterprise Management*, you get the best for less. The most options, biggest exposure, best partnerships, highest ROI and so much more.

Not only does CEM have more pages on average in every issue than our competitors, but we also have a better ad-to-content ratio. This means your ad will stand out. Each issue of CEM is packed with top-of-the-line editorial content that floor managers, pit bosses, slot techs, regulators, marketers and more need. Our expert writers inform readers about the topics that matter to them and provide the tools they need to succeed. That's why our magazine has so much value. Your ads are placed among articles that gaming professionals actually read and absorb.

And with a circulation of 15,000-plus, you can be confident that your ad will reach the decision makers in the organizations that matter to you. But it doesn't stop there. When you advertise in CEM's print edition, you get additional exposure via the digital edition. We post every single issue online, which really means twice the exposure for half the cost!

Want your ad to stand out even more? Our options are endless. We offer much more beyond the simple full-page print ads. We have near unlimited size and placements to offer you. And if you just ask, we can ensure you a great custom job. From inserts to centerfolds, ads embedded with audio or video players, even scented, we can do it all. The only limit is your imagination.

We also know that ads work best when seen often, so take advantage of our frequent advertiser discounts. AGEM member? That's another discount!

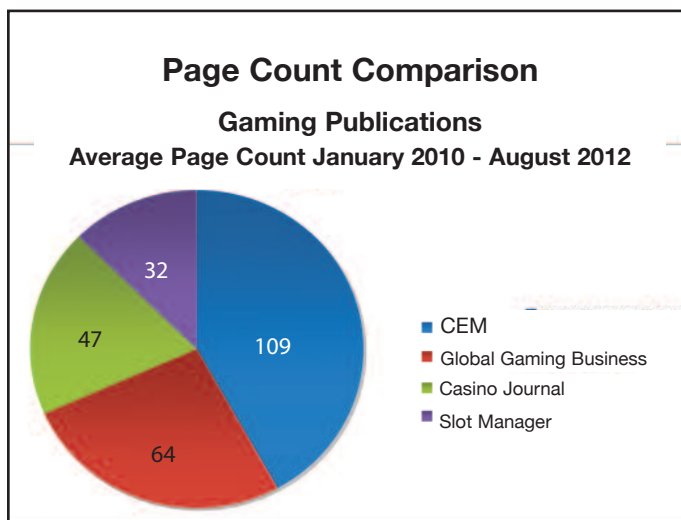
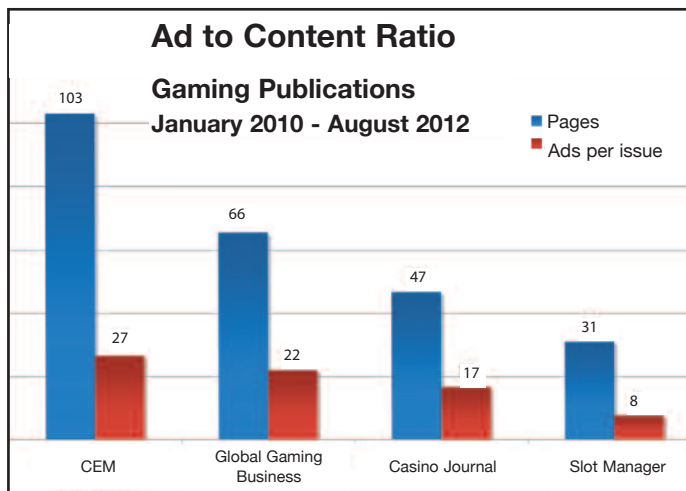
Don't have an ad? Don't worry! Our stellar design team can work closely with you to make an ad that captures your unique brand and message.

At CEM, we care about you and understand limited budgets and the importance of a carefully crafted brand image and messaging. So we would be thrilled to work with you to get you the best deal possible to ensure a fair rate, the best placement and top-rate customer service. Whatever your marketing dreams are, *Casino Enterprise Management* print advertising will make them an affordable reality. Call us today to start riding with the best.



**Bob Ambrose**  
Consultant and Educator

*Casino Enterprise Management's* editorial content is factual, timely and technically detailed. As a consultant and educator, I rely on CEM's content to provide me with well-researched articles and advertising information that assists me in making purchasing recommendations. Reading CEM is part of my casino students' classroom experience. My students also use the content of the CEM website featuring their Audio Edge shows. Embracing technology as a learning tool, this weekly online radio show provides interesting interviews and discussions with executives from several disciplines of gaming and hospitality. This is great information for casino students and industry people as well. Thank you for being there, CEM!



### What Can You Do? Anything!

- Full-Page and Two-Page Spreads
- Half-Page Horizontal or Vertical
- Quarter-Page Horizontal or Vertical
- Custom Ad Sizes
- Specialty Inserts
- Audio/Video and more!



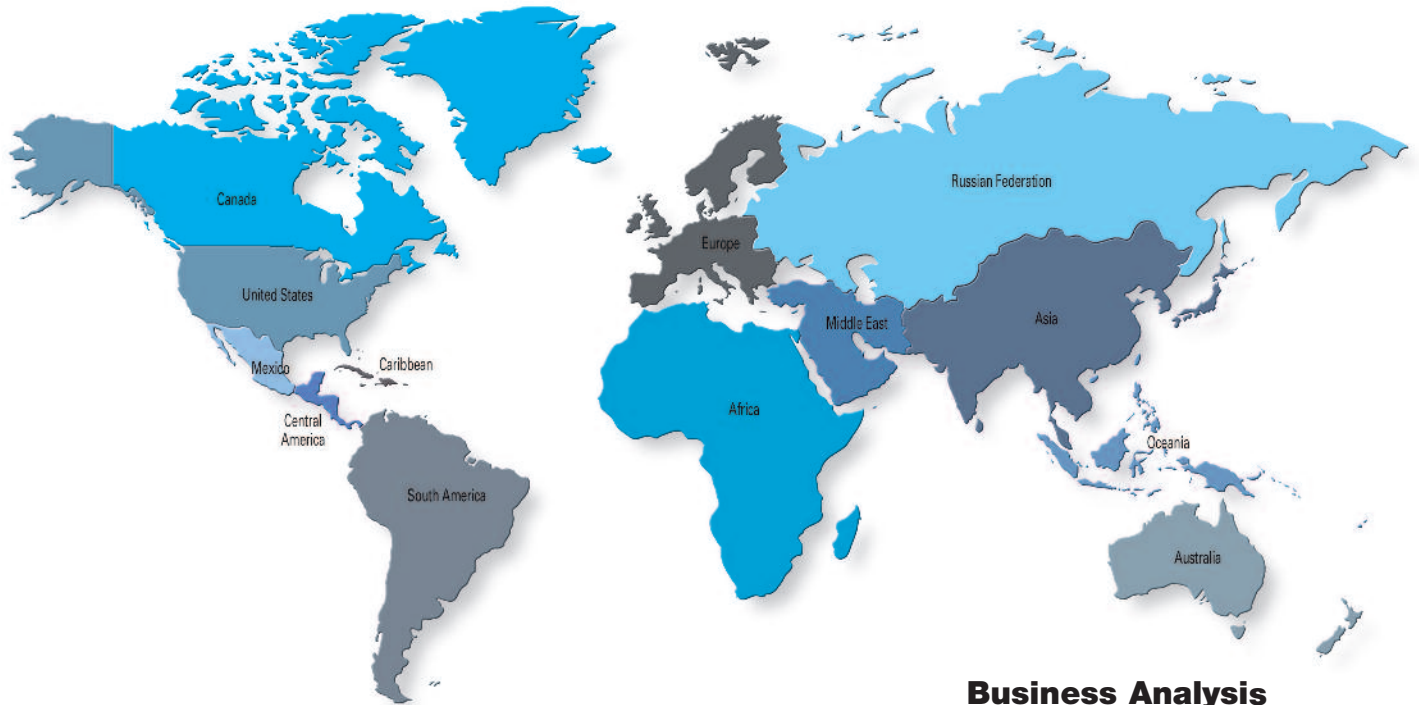
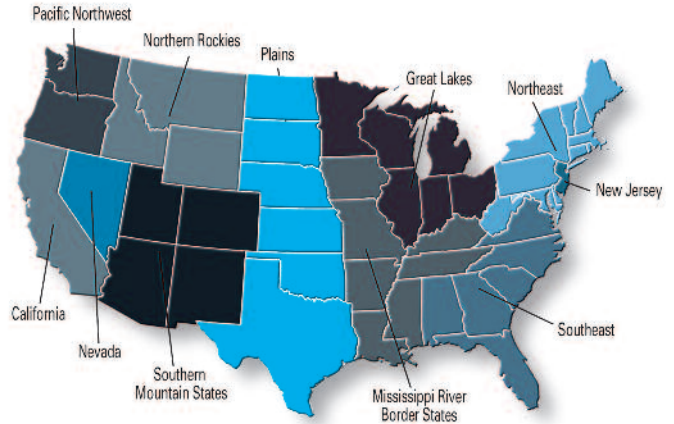
**Tom Nugent**  
President, Gaming and Retail, MEI

*Casino Enterprise Management* breathes fresh air into the world of gaming trade publications. From hard copy to virtual content, their reporting is nothing short of insightful, accurate and, most importantly, relevant to the consumer. I can always count on CEM to deliver trustworthy intelligence on all aspects of the worldwide gaming industry—from new markets and properties to the latest products and trends.

# PRINT DEMOGRAPHICS

Casino Enterprise Management reaches 15,000-plus gaming industry professionals each month! Our magazine is distributed to:

- U.S.: .....11,996
- Int'l: .....2,254
- Bulk: .....725
- All 50 states
- 105 countries on six continents
- 11,961 gaming industry managers, directors and decision makers
- 2,100 gaming suppliers
- 785 tribal government leaders
- 600 gaming regulators
- All 50 U.S. governors and their chiefs of staff
- All members of U.S. Congress



## CIRCULATION

### Territorial Analysis

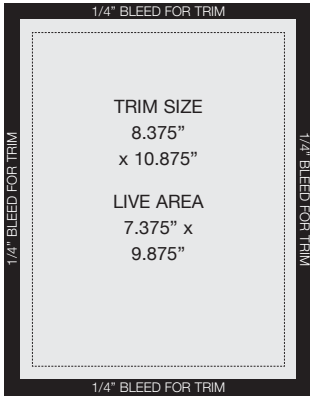
International Countries	Percent	United States	Percent
Europe	37%	Nevada	20%
Canada	26%	California	14%
Asia	11%	Great Lakes	13%
Caribbean	8%	Northeast	12%
Australia	4%	Plains	9%
South America	4%	Southern Mountain States	9%
Oceania	4%	Mississippi River Border	8%
Mexico	3%	Pacific Northwest	7%
Africa	2%	Southeast	5%
Central America	1%	New Jersey	2%
Middle East	0%	Northern Rockies	1%
Russian Federation	0%		

### Business Analysis

Category	Percent
Native American	38%
Commercial Casinos	31%
Manufacturer/Distributor	14%
Regulators	4%
Racinos	3%
Riverboat Casinos	3%
Law Firms	2%
Associations	1%
Consultants/Analysts	1%
Cruise Ships	1%
Educators	1%
Government	1%

# PRINT AD SPECIFICATIONS

## FULL PAGE W/BLEED



No bleed use live area

## TWO-PAGE SPREAD W/BLEED

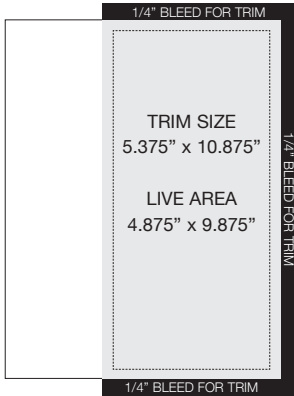


No bleed use live area

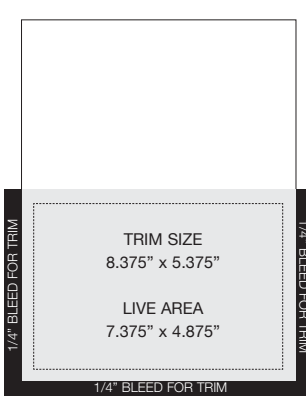
In addition to the ad sizes on the left, custom ad sizes are available. The options are endless—the sky's the limit! Call your sales representative for specifications and pricing. Ask to find out what we can do for your company.

Don't wait any longer – give our representatives a call today at (701) 293-7775.

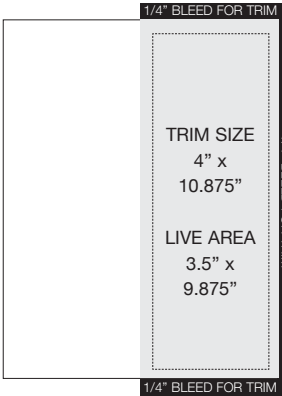
## 2/3 PAGE W/ BLEED



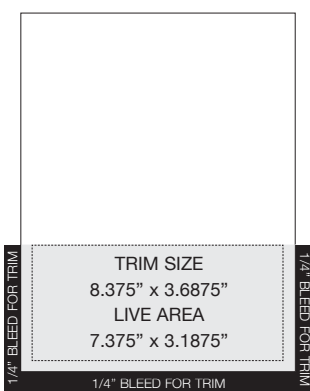
## 1/2 PAGE HORIZONTAL W/ BLEED



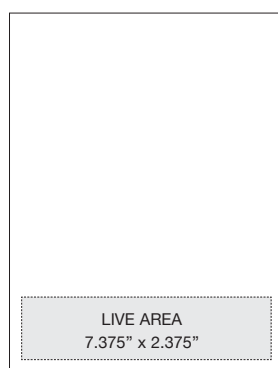
## 1/2 PAGE VERTICAL W/ BLEED



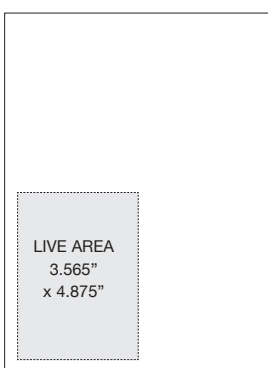
## 1/3 PAGE HORIZONTAL W/BLEED



## 1/4 PAGE HORIZONTAL



## 1/4 PAGE SQUARE



**Robert Allen**  
Corporate VP of Casino  
Operations, Pinnacle  
Entertainment

Thanks to technology, information today is plentiful and easily accessible. *Casino Enterprise Management* magazine consistently stands out as an information resource of choice due to its relevance and credibility. As a gaming executive with nearly 30 years experience in casino operations, I consistently rely on and highly value *Casino Enterprise Management* magazine as the source for information that I can trust—information that helps me succeed in addressing the unique challenges and opportunities inherent in the gaming industry today.

## PRINT ADVERTISING RATES (ALL PRICES ARE NET)

FREQUENCY	2 PAGE SPREAD	FULL PAGE	2/3 PAGE VERTICAL	1/2 PAGE VERTICAL	1/2 PAGE HORIZONTAL	1/3 PAGE HORIZONTAL	1/4 PAGE HORIZONTAL	1/4 PAGE SQUARE
1x	\$9,000	\$5,100	\$4,800	\$4,000	\$4,000	\$4,000	\$3,100	\$2,750
3x	\$8,400	\$4,800	\$4,600	\$3,800	\$3,800	\$3,800	\$2,900	\$2,650
6x	\$8,000	\$4,600	\$4,400	\$3,600	\$3,600	\$3,600	\$2,700	\$2,500
12x	\$7,400	\$4,400	\$4,200	\$3,300	\$3,300	\$3,300	\$2,500	\$2,400

# PRINT MATERIAL REQUIREMENTS

Deviations from these guidelines may require additional time and billable production charges of \$150 per hour. The publisher cannot assume liability for content of advertising matter, either copy or illustrations. All materials and advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisements. *Casino Enterprise Management (CEM)* is printed on an offset web press.

## SUBMISSIONS

We offer a variety of methods for you to submit your artwork. E-mailed files should be addressed to [dsgn3@aceme.org](mailto:dsgn3@aceme.org). Graphic files, layout files, links and fonts larger than 6 MB can be sent using a file sharing service, such as YouSendIt or Dropbox. For more information on this option, contact Amber Hanson at (701) 293-7775 or by e-mail at [dsgn3@aceme.org](mailto:dsgn3@aceme.org).

Files can be uploaded to our FTP site at <ftp://ftp.casinoenterprisemanagement.com>. If you do not have a username and password, please contact Amber Hanson at (701) 293-7775 or [dsgn3@aceme.org](mailto:dsgn3@aceme.org). Please see FTP site for more information listed under submissions.

Overnight mail can be used to transfer artwork to the CEM production office. Please use a well-known, respected overnight courier. We suggest combining both artwork on disk and the color proof in a single package. Remember, art files, layout files and fonts must be provided on CD and must be accompanied by a color press-quality proof.

NOTE: Without a color press-quality proof, the publisher cannot be responsible for the outcome of the ad colors.

<b>Mailing address:</b>	Casino Enterprise Management 112 North University Drive, Suite 300 Fargo, ND 58102 Phone number: (701) 293-7775
<b>File Labeling:</b>	YourCompanyName_AdName_MMY
<b>Example:</b>	BigTimeSlots_PinkFlamingo_0912
<b>Note:</b>	<i>Do not use spaces, slashes or characters other than numbers or letters in the file name. Underscores are OK.</i>

## COLOR

A hard copy, press-quality color proof can be submitted by mail with every ad. All colors should be CMYK processed. If an additional PMS spot color is used, please note this and include the PMS numbers when you submit the ad materials. There is an additional fee for spot color use. If a color press-quality proof is not provided with artwork, one will be made at the cost of \$150 for CMYK or \$300 for PMS and Metallic and will be billed to the advertiser or their agency.

## SIZE AND FILE TYPE

Art should be at least 300 dpi and be 100 percent at the desired print size. All files should originate from Adobe CS2 software or higher or QuarkXpress 7.0 or higher. Artwork MUST be saved either an EPS, PDF or TIFF file for the Mac. For bleeds, keep live matter ¼ inch away from trim on all four sides. If sending a PDF file to us for the first time, please call the CEM production department at (701) 293-7775 before sending it. Layouts should be in QuarkXpress 7.0 or

a later version. Crop marks should print on your color proof. Other unacceptable programs are Microsoft Publisher, Word, Excel and PowerPoint. InDesign files may be accepted with prior approval.

## FONTS

Fonts must be Type 1 Adobe fonts. We DO NOT accept True Type fonts. All fonts and images must be included when submitting your ad materials or the fonts should be converted to outlines or rasterized in the appropriate application. All fonts should be embedded in PDF files.

## CONTACT

The CEM production department encourages you to call for instructions or clarification regarding copy requirements. Please contact Amber Hanson at (701) 293-7775 or [dsgn3@aceme.org](mailto:dsgn3@aceme.org) between the hours of 8 a.m. and 5 p.m. CST.

## RESPONSIBILITY

CEM will not be responsible for any errors that occur as a result of failure to follow these instructions. It is the responsibility of the advertiser to provide complete and error-free files on disk and to provide a press-quality color proof.

## PROTECTED MATERIALS

The publisher cannot and does not assume liability for content of any advertising matter, whether copy, illustration, insertion or photograph. The advertiser and/or its advertising agency is responsible for acquiring any and all necessary permissions for the use of all intellectual property, trade secrets, copyrighted material and protected rights royalty based property used in any advertising submitted to the publisher.

## TERMS, CONDITIONS & COLLECTION OF DEBT

CEM offers credit terms of 30 days net. All orders for space are subject to our credit requirements. A service charge of 1.5 percent per month will be charged to balances owed after 30 days. Monies are due and payable to the publisher for advertising that the advertiser or the advertiser's agent ordered and was published. Debts not paid to the publisher within 30 days are considered past due and credit charges will apply. Debts not paid after 120 days are considered delinquent and collection proceedings will begin. The publisher shall have the right to hold any advertiser and/or its advertising agency jointly and severally liable for any legal expenses, agency expenses or business expenses incurred in the collection of debts owed the publisher. Invoices are payable in U.S. funds only, net 30 days. Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program. The publisher reserves the right to hold the advertiser and/or agency jointly responsible and severally liable for money due and payable. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

# WEB ADVERTISEMENTS

When it comes to your company's advertisements you want as many eyes to see them as possible, right? Lucky for you, the *Casino Enterprise Management* website has more than 150,000 unique visitors each year with more than 500 viewers a day from 190 countries and territories. With the most current and relevant content, you know that our website is where gaming professionals go for the information they want and need. By advertising on the CEM website, you can rest assured that your advertisements will be seen by thousands across the globe.

Options include the traditional banner and button ads and eye-catching digital edition skins and page ears. With that and so many more creative options and pricing plans, our sales team will work with you to develop a custom online advertising plan to fit your unique needs. Now, with the increasingly popular CEMAudioEdge.com, your exposure nearly doubles! When you purchase a button ad with CEM, it rotates through not only the entirety of the CEM website, but the CEM Audio Edge site as well.

## General Digital Ad Guidelines

- Length:** Banners should not exceed 15 second rotations
- Animation:** Ads shouldn't scroll/flash more than three times
- Colors:** 256 or less, RGB format
- Resolution:** 72 dpi
- File Size:** 100KB or less
- Dimensions:** As specified

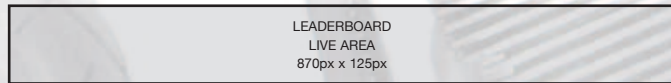
## Ad Submissions

Image formats should be .gif, .jpg or Flash. Animated .gif images are permitted; sound is not. Files should be no larger than 100KB. CEM recommends using fewer than 256 indexed colors. You must supply the URL to which you would like your advertisement linked. All advertisements are subject to approval by CEM management for content, appearance and technical quality.

# www.CasinoEnterpriseManagement.com

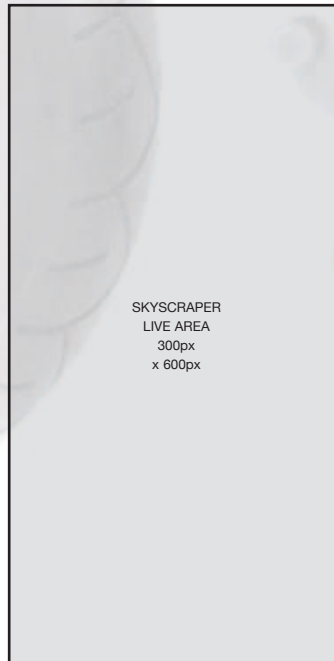
- Description:** *Leaderboard*  
**Position:** Rotates Through Website  
**File Size:** 870 pixels x 125 pixels  
**Format:** .gif, .jpg, .swf  
**Hyperlinked:** Yes  
**Motion:** Animated or Fixed  
**Availability:** Monthly  
**Investment:** \$950

**Leaderboard**  
870 pixels x 125 pixels



- Description:** *Skyscrapers*  
**Position:** Rotates Through Website  
**File Size:** 300 pixels x 600 pixels  
**Format:** .gif, .jpg, .swf  
**Hyperlinked:** Yes  
**Motion:** Animated or Fixed  
**Availability:** Monthly  
**Investment:** \$750

**Skyscrapers**  
300 pixels x 600 pixels



**Button**  
125 pixels x 125 pixels



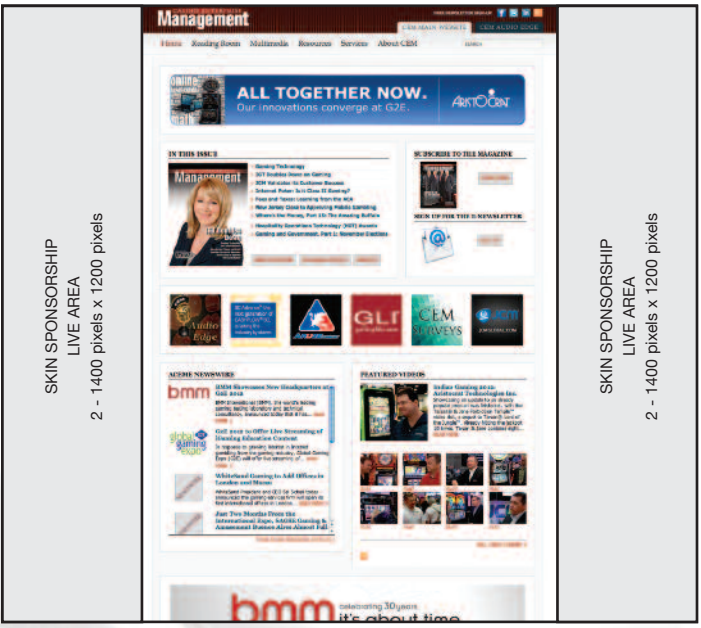
- Description:** *Button/Tile*  
**Position:** Rotates Through Website  
**File Size:** 125 x 125 pixels  
**Format:** .gif, .jpg, .swf  
**Hyperlinked:** Yes  
**Motion:** Animated or Static  
**Investment:** \$650 Monthly

## Who's Online? Everyone!

Since its launch in June 2009, CasinoEnterpriseManagement.com has become the must-visit online resource for casino management professionals. The site averages more than 500 viewers a day from 190 countries in the world.

### Skin Sponsorship

2 - 1400 pixels x 1200 pixels



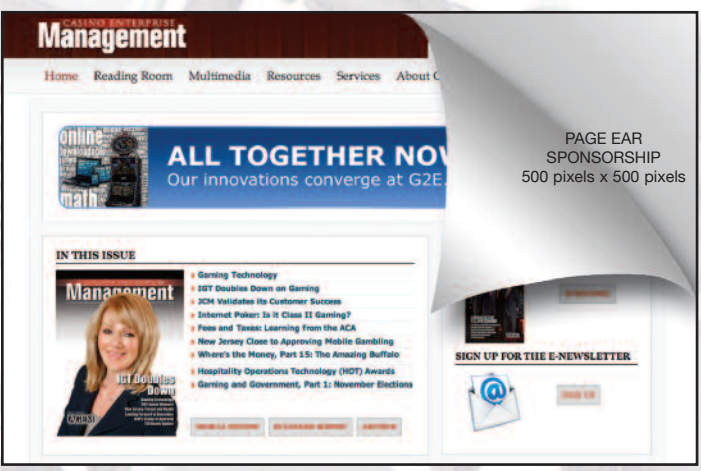
**Description:** *Skin Sponsorship*  
**Position:** Both Left and Right of Live Website Area  
**Viewable:** All Pages of Entire Website  
**File Size:** 1400 x 1200 pixels  
**Format:** .gif, .jpg, .png, .psd  
**Hyperlinked:** No  
**Motion:** Static  
**Investment:** \$6,000 monthly  
**Note:** A 960 pixels middle section of this graphic does not show. The viewable area of the graphic lays to the right and left of the middle section. The non-viewable portion of the image resides behind the main content container for website.

**Description:** *Page Ear Sponsorship*  
**Position:** Upper Right or Upper Left Corner of Website Pages  
**Viewable:** All Pages of Entire Website  
**File Size:** 100 x 100 pixels for preview  
 500 x 500 pixels for ad  
**Format:** .gif, .jpg, .png, .psd  
**Hyperlinked:** Yes  
**Motion:** Static  
**Investment:** \$4,000 monthly

**Note:** The page ear graphic is produced by creating a 500 x 500 pixel square and dividing it by creating a diagonal bisecting line. This creates two triangles. Only one of the two triangles will be the canvas for the graphic you will create. The live area (visible portion) must be designed to fit into the upper left or upper right corner of the pages of the website.  
 \*See page 4 for AGEM discount opportunities.

### Page Ear Sponsorship

500 pixels x 500 pixels



## WEB DEMOGRAPHICS

The best part about advertising on our website is the 11,000 unique visitors that come to our site each month. They are industry leaders looking for information that will impact buying decisions. We averaged 230 web visitors a day in 2010. That number is now 500.

On average, 4,200 unique visitors stop by our website each week from 190 different countries and territories.

Our digital edition is viewed by an average of more than 400 people each month. And they must be enjoying their visits as they view an average of 30 pages. Our editorial videos attracted an average of 900 views each month in 2012. We've always had top-notch content and production quality, and the industry is starting to take advantage of that by viewing our videos more and more each month. Our CEM Audio Edge programming, made up of live shows and recorded podcasts, continues to gain popularity. We tracked an average of 1,500 show listens a month in 2012.

We have various advertising options available on our websites and digital edition. Advertisers can utilize animation and flash graphics as well as traditional banner and button ads. Web ads can be purchased for placement on our main site, [www.CasinoEnterpriseManagement.com](http://www.CasinoEnterpriseManagement.com), which also rotates on our Internet talk radio site, [www.CEMAudioEdge.com](http://www.CEMAudioEdge.com). Please see the information about web advertising on the following pages or contact a sales representative for more information.



**Mark Jones**  
President, INAG

As I write this, school is just back in session all over the United States, but I know that CEM never takes a vacation. Many in the industry know that when they pick up the magazine it will be full of useful knowledge without the fluff so their time is well spent, and they look forward to next month's issue. Some would say that there is a lot of competition out there trying to get the readers' attention, but once you have read CEM there is little truth in that as CEM is the only competition. Cutting-edge is not just a word to CEM. Visit their website and you will be impressed with all this company has to offer. CEM is not just a magazine, but a full-service gaming industry pool of knowledge one can dive into. Great job folks!

# E-MAIL MARKETING

The ACEME e-mail database is made up of casino managers and gaming executives worldwide. The list is a compilation of many in-house data gathering efforts, including the CEM subscriber database, ACEME Events attendee lists, ACEME call center programs and www.CasinoEnterpriseManagement.com registrants. The list is constantly being worked and includes approximately 12,100 individuals. E-mail blasts are sent in the early morning hours on Tuesdays, Wednesdays or Thursdays to ensure the highest open rates possible.

## Rate

The rate is 25 cents per delivered e-mail. The number will fluctuate based on our current database, but the approximate count is 12,100, costing \$3,025.

## Artwork

Design services are offered at an hourly rate of \$150. If you choose to design your own e-mail marketing pieces, please adhere to the following to ensure the best delivery and appearance:

- Banners, navigation bars and high-priority content should appear near the top of your e-mail. Preview panes typically include the top 300 pixels of the e-mail.
- Use basic HTML. We prefer no use of scripting, embeds, frames, image maps or attachments. Your important content should not appear only in images.
- HTML templates should be no wider than 700 pixels.
- Use tables. We recommend stacked table structure.
- No JavaScript.
- Do not use forms unless absolutely necessary.
- Images should be 72 dpi with their height and width both defined. Use absolute paths.
- Do not use flash or other plug-ins. Link to a hosted landing page if you would like recipients to view plug-in content.
- For plain text e-mails, wrap up the text after 65 characters.
- All featured content should appear in the top 420 pixels of the e-mail.

Before submitting to us, test your template by sending it to as many different e-mail accounts and e-mail programs as possible to ensure it appears as you would like it to. We will also send you a test before it goes out to make sure it is correct.

Any questions? Give us a call at (701) 293-7775.



"Fat Bloke" Photo by Gianatsis Design



Tribal government gaming is an influential force in the world of gaming, and I commend *Casino Enterprise Management* for respecting and reporting on the contributions made by tribal leaders, gaming managers and regulators every month. The magazine's balanced and thorough coverage of the industry helps keep casino management staff well informed of what is happening and what should be expected in the future.

**Ernie Stevens Jr.**  
*Chairman, National Indian Gaming Association*

## CEM REPRINTS

If *Casino Enterprise Management* highlights your company in a vendor profile, buyer review or other article, we offer the opportunity to get that editorial coverage to an even wider audience and double your exposure through our reprint services. Send reprints of our magazine articles to potential and current customers, use them as sales tools or distribute at trade shows. Be it 500 or 5,000 copies, *Casino Enterprise Management* reprint services are made to order. You are assured a top-quality product to impress your co-workers, friends, and even your competitors. Design services are available at a rate of \$150 per hour. For more information, contact us at (701) 293-7775.

## CEM CUSTOM PUBLISHING

The possibilities are endless when you use custom published pieces from *Casino Enterprise Management*. Whether it is your own project or a team effort with your business associates, *Casino Enterprise Management* will publish to suit your needs. So go ahead, impress your co-workers, friends and your competitors. For more information, call us at (701) 293-7775.

Options for custom published pieces include: limited-edition hard- or soft-cover books, digital books, quarterly or semiannual journals, industry reports and supplemental information, loose-leaf services, customer inserts, and much more. Call us today to find out what plan we can put together for you.



### Custom Publishing Rates

<b>Content</b>	\$1,500 per page*
<b>Photographer</b>	\$750 half day or \$1,200 full day
<b>Re-design</b>	\$150 per hour
<b>Re-edit</b>	\$150 per hour

Additional copies \$1,000 per thousand\*

\*Cost reflects distribution to *Casino Enterprise Management's* 15,000+ regular subscribers plus 3,600 additional distribution copies shipped directly to the client.

### Custom Publishing Specifications

A 35 percent deposit is due at signing. Word count per page is 600 to 750 with light graphics, excluding covers and ads (e.g., 9,000 words of editorial content is equal to 12-15 content pages). Publication must be constructed in 8-page signatures (i.e., 8, 16, 24, 32 or 40 pages). See Print Advertising Specifications on page 7 for submission guidelines.

**For example:** A 24-page self-cover publication could have 20 pages of content and 4 ad pages at a cost of \$36,000 plus \$1,200 for photographer. Assuming no additional editing or design work, the final cost would be \$37,200. The project would be distributed with CEM's regular print run of 15,000+ and the client would receive 3,600 additional distribution copies.

### OPTIONS INCLUDE

- Limited-edition hard- or soft-cover books
- Quarterly or semiannual journals
- Industry reports and supplemental information
- Loose-leaf services
- Custom inserts

### CUSTOM PUBLISHING BASIC TIME TABLE\*

- Day 1 (Project Start Day): Contract signed and 35 percent deposit due
- Days 2-9: Materials compiled and submitted, photo shoots completed
- Days 10-24: Layout and Design
- Day 25: 1st Client Review
- Day 31: 2nd Client Review
- Day 36: Project Sent to Press
- Day 45: Finished Project Delivered to Client

\*Time frames are approximate. Some projects may take more or less time to complete, depending on size and availability.

## REPRINT RATES USING 60 LB. GLOSS TEXT\*

Copies	2 Pages**	4 Pages**	6 Pages**	8 Pages**
500	\$1,500	\$2,200	\$3,300	\$4,500
1,000	\$2,100	\$2,600	\$3,900	\$5,100
1,500	\$2,700	\$2,800	\$3,700	\$4,800
2,000	\$3,300	\$3,300	\$4,200	\$5,300
2,500	\$3,900	\$4,500	\$5,700	\$6,900
3,000	\$4,500	\$5,100	\$6,300	\$7,500

\*For 80 lb. gloss text, add \$100.

\*\*May require reflowing of text and redesign.

# CEM AUDIO EDGE

Educational Content Delivered  
by Industry Leaders



With the recent growth in multimedia popularity, CEM understands the importance of such outlets as video and audio. In fact, CEM Audio Edge has become one of the most popular ways our readers and listeners get their information. We're constantly changing our show topics and guests, to bring you up-to-date and relevant information.

## Audio Advertising Options

**Spot:** Audio file played pre, mid- or post-show

**Format:** MP3 audio file sent to CEM via e-mail

:30 spot: \$600

**Live read:** Pre-determined script read by host

**Format:** Word document sent to CEM via e-mail

:60 live read: \$750

**Sponsorship:** Live host mention followed by mid-show spot. Guarantees exclusive advertising rights for episode or series.

**Format:** MP3 audio file sent to CEM via e-mail

**Episode sponsorship:** \$2,200

**Series sponsorship:** Contact us for pricing.

## Audio Advertisement Production

If you need help creating an audio advertisement, our CEM production team is here for you. By understanding the industry and the message you want to get across, we can assist you in writing a script, choosing a voice and sounds, and getting an exciting "spot" put together. Just contact us for more information!

Our average number of listens per month has increased significantly from 2011 to 2012, and is now at more than 1,500 listens per month. Plus, the option to listen live has become increasingly popular among listeners!

Our shows air live and are also available on demand online and on iTunes. Live shows allow listeners to interact with our distinguished guests and ask their own questions. Our listeners have almost every option imaginable—listening live at their desk or at home, while driving in the car by using their smartphone or iPad, or listening to the podcast whenever they please.

In 2011, we introduced two new guest hosts to our talk radio lineup, and they've become the hosts of some of our most popular shows. Valerie Red-Horse hosts a monthly show focused on news, issues and trends in Native American gaming. She covers various aspects of the tribal gaming industry and helps educate listeners by interviewing industry leaders who provide analysis, updates and insight.

Brooke Dunn also hosts a unique show, full of robust information and always a few laughs. Through this show, we offer the industry candid and intelligent conversations with industry leaders. He covers a wide variety of topics, and offers details our audience might not find anywhere else.

Our Internet talk radio station is available at [www.CEMAudioEdge.com](http://www.CEMAudioEdge.com). This site allows listeners to view a up-to-date lineup of upcoming shows, listen to past shows on demand and chat with show hosts during live shows. We encourage you to visit the site, learn more about our programming, listen live or whenever you have time, and participate in our live shows.

## Supporting Content with Audio Ads

Research shows that both hearing and seeing an advertisement significantly increases product and brand recall. In fact, one study says that users who listen to Internet radio are *twice* as likely as Internet-only users to respond to an online ad. Imagine listeners hearing your company's name during the live show, then immediately afterward seeing a visual ad with your contact information.

There are many options for your company to advertise with us on CEM Audio Edge. From a fully sponsored episode or series to a live read by the host, we can help you get the word out using audio advertising.

In 2012, Edison Research noted that monthly online radio reaches four in 10 Americans, or an estimated 103 million Americans per month. With so many options for new and entertainment today, we are offering gaming industry professions a unique place to go to get the information they want and need in a format that works for them.

Support our content today by advertising during our shows, and get your company's name on the air!



**Thomas Hoskens, AIA**  
Vice President,  
Cunningham  
Group  
Architecture Inc.

America's new favorite national pastime is gaming. Whether it's Las Vegas-style mega-resorts or the day-trip venues that dot the map, casinos have become an escape from the rigors of life and places to be entertained. CEM brings tells the stories of these destinations and brings them to life. The stories are powerful, entertaining and engaging—more importantly, they enhance the experience of the pastime and need to be put in front of the industry's decision makers. CEM's articles, podcasts and videos, at events like NIGA and G2E, are ideal avenues for telling the right stories to the right people across the entire industry.

## CEM Audio Edge Programming

Series	On Air	Topics Covered
Marketing Matters	Various Mondays	Useful information, best practices and tips regarding social media, other new media online and new media uses at land-based casinos.
AGEM Advantage News	Various Tuesdays	Updates of industry news, timely topics and AGEM-member company announcements.
Tech Check	Various Wednesdays	Covers everything technology, the latest in gaming equipment, surveillance systems and new platforms.
Constructing Casinos	Second Wednesday of each month	Architecture, construction and design, featuring an inside look at the best casino resort buildings in the world and the people who create them.
Gaming Law News	Various Thursdays	The latest on news and issues impacting gaming law around the world.
Variety Friday	Various Fridays	Catch-all show featuring industry forecasts, philanthropy projects, lifestyle profiles, entertainment news and white paper summaries.
Casino Talk with Brooke Dunn	Second Tuesday of each month	Gaming industry veteran Brooke Dunn broadcasts live from Las Vegas, interviewing industry leaders about hot new games, stunning casino resort properties, entertainment acts, politics, charitable contributions, HR topics and more.
Native American Gaming with Valerie Red-Horse	Third Wednesday of each month	Analysis, updates and insight related to the most talked-about trends and issues facing tribal gaming leaders today.

## Your CEM Audio Edge Hosts



**Brooke Dunn**  
Host, Casino Talk



**Valerie Red-Horse**  
Host, Native American Gaming



**Kyle Iverson**  
CEM Host



**Jenessa McAllister**  
CEM Host



**Sheila Morago**  
Executive Director,  
Oklahoma Indian  
Gaming Association

Casino Enterprise Management is the go-to magazine for industry news. Their comprehensive coverage of all aspects of the gaming industry, particularly tribal government gaming, is a resource I could not do without. Add that to the online programs, live talk shows and blogs, and you can get the most up-to-date information available. Thanks Peter, and all your staff, for putting out such a professional and intelligent publication.

There are many sources of information in the gaming industry today, and in a variety of formats. CEM is special and stands above many other sources in three ways. First, it has a strong presence in a number of these media. Their online and print articles tap into expert perspectives and are very well-written, and I particularly enjoy their Audio Edge shows. Second, their information is consistently timely and well-researched. They cover the most important emerging issues in dozens of international marketplaces. Finally, and perhaps most importantly, their contributors manage to give a broad overview and, at the same time, key details about emerging legislation, products and thoughts. Their ability to provide the big picture and the nitty-gritty is critical to a comprehensive understanding in gaming. Thanks for the great work, folks, and please keep it up.



**Stu Hoegner**  
Gaming Counsel

## Custom Internet Talk Radio Programming

Have an idea for a talk radio show of your own? CEM can help you create a 30-minute radio show totally customizable to your desired message. Each custom radio show will be provided a script to introduce and close the show. It's your choice whether to have a host provided by your own company or have CEM provide an in-house host for you. Each show will be provided a producer for scripting and show assistance purposes. There will also be a call-screener provided to direct phone calls, as well as chat room and Twitter inquiries. A branded HTML template will be provided for client e-mail marketing purposes. A branded banner ad will also be provided for you to utilize on your own website(s). Let CEM help you create your company's custom radio show to get your message out to thousands of gaming industry professionals!

### Show Rates

\$4,000 — Self-hosted show with producer and call screener provided\*

\$4,500 – Host provided with producer and call screener\*

\* Base rates. Complex productions may require additional time and staff, which may require additional charges. Call for further rate details.

## PRODUCT SHOWCASE PHOTOGRAPHY

Building on CEM's ability to provide you with custom content, our team is also available for product showcase photography shoots. We will make your product look its absolute best. We take our time with each shot, ensuring you will get clean, crisp, compelling images. Images will be prepared and delivered for your use in printed materials, videos or online. You will have all rights to the final images.

We will work with you before the shoot to determine exactly what your company wants to get out of the shoot. We will come to you, on-location, and set up the professional photography equipment needed to capture eye-catching images of your products. You can be as involved as you would like in the process. We won't stop shooting until we get exactly what you need to make your company shine.

We also offer post-production services including retouching and delivery via ftp site or DVD. Our equipment includes a Canon EOS 50D still digital camera, Canon Speedlite 580ex, Canon EFS 18-200mm, Impact strobe lights, umbrellas and stands.

Call us today for pricing.



**Stephanie Maddocks**  
President, Power Strategies and Fast Dash

Casino Enterprise Management is my go-to source for gaming industry information. Through the articles, profiles and even the advertisements, I am able to easily keep up on new trends and happenings across the worldwide gaming marketplace. I have enjoyed writing articles for CEM over the years,

exploring a diverse range of topics relevant to casino operations and information technology. CEM provides me the opportunity to share my knowledge and interact with their subscribers. I was privileged this year to receive CEM's Great Women of Gaming award as a proven leader and it is such an honor to be recognized by my peers and share my insights with the CEM readers. I love that I can read the digital versions each month while I'm on the road to stay connected to the industry as a whole.



**Martin Storm**  
President and CEO, BMM

In 2012, BMM established a comprehensive marketing plan to brand its capabilities in the U.S. As part of this program, we decided to increase industry media coverage significantly. After discussing our goals with Peter Mead and CEM, they worked very closely with us to customize a campaign that covered not only advertising, but also editorial, video and radio. Their understanding of the industry and experience with multimedia and online marketing channels was particularly impressive and a real boost for our reach. The professionalism of the whole CEM team and their eagerness to work with us across all levels has been invaluable in helping BMM increase its visibility within the industry. More importantly, CEM's insight and perspective on the gaming industry is a great resource for manufacturers, regulators and operators—and this, in my opinion, makes CEM one of the leading gaming industry publications in the world.

# CEM SERVICES

## CUSTOM VIDEO PRODUCTION

Making a video and posting it online is a project that anyone can tackle, but it takes a creative team of gaming-minded professionals to tell your story in a compelling way. Our video production crew can deliver top-notch video on the fly. Now imagine the completely customizable package we can create for you when it's thoroughly planned out with your specific vision. Our complete in-house video production team understands the demands of visual communication, and always take into account the industry-specific sensitivities and concerns of casino gaming.

Our equipment, training and experience make us the team you can trust with creating and delivering your company's story. We can capture memorable moments as they happen and turn them into a compelling video that will inspire prospective customers to begin a relationship with your company. CEM will make your company come alive on screen.

We have the ability to plan video production shoots from an idea all the way to the screen. From scripting and storyboarding all the way through post-production that will showcase the exact story you are dreaming of. Our clients have the ability to be fully involved with any step of the video package process, with the option to approve each phase of production before moving forward. Every message has a meaning, and CEM prides itself on generating a desired response.

Your project will be on time and within budget. We can even handle distribution. So what are you waiting for? Give us a call today and let's make a plan to showcase the great things you can offer this exciting industry.

We cater to our clients and what they want. Whether it is professional actors, CEM talent or the CEO, a sound stage or the casino floor, your options with CEM are only limited to your imagination. Narration? Animation? Original score? Your wish is our command. Your unique, custom video is an essential addition to your website, YouTube page and other social media pages.

**Corporate Profiles** - Share your message with investors, employees and everybody else

**Product Demos** - Show off your product at work on-location or in a controlled setting, use this on your website, in an e-mail marketing campaign or physically distributed media kits

**Special Event Coverage** - Let our team take their newsroom experience to your event to cover the highlights as they unfold

**Training/Educational** - Perfect for product education, sales training, orientation and motivation

**Trade Shows** - Manufacturers: Work with us to create a customized G2E video. Operators: Create a video to show your players how hard your team works at trade shows to find the best new games for them to play. Or give your players a customized sneak peak at a game coming to your floor soon.



### General Custom Video Shoot Package

#### Rates

\$600 per day of shooting with a professional videographer on site

\$900 per day of shooting with a producer/on-air host and professional videographer on site

\$150 per hour of editing\*

\* Base rates. Complex productions may require additional equipment or staff, which may require additional charges.

Call for further pricing.



**Valerie Red-Horse**

President, Red-Horse Financial Group Inc. and Red-Horse Native Productions Inc.;  
Founder White Earth Cass Lake Mission Trip

Casino Enterprise Management provides important industry coverage for both the commercial and tribal gaming sectors. Over the years I have followed their impressive growth and depended on their news and media for myself, my business and my clients. This last year they stepped up, going beyond the role of a premiere media source, and attended the White Earth Cass Lake Mission trip and donated media services for the important tribal community event. They are an exemplary organization and I am proud to be associated with them as a consumer, web host and writer.

# THE CEM TEAM

## Publisher



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## Office Manager



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FTP: <ftp://ftp.casinoenterprisemanagement.com>



"Black Bull" Photo by Gianatsis Design

# REQUEST A CEM PROPOSAL

Interested in advertising in the gaming industry's leading trade journal? Want more info? Simply fill out this form and fax it back to our office at (701) 293-6176, and a CEM account manager will get in touch with you.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**AGEM Member**  YES  NO

I am interested in (check all that apply):

- print advertising
- video advertising
- reprints
- other (please explain) \_\_\_\_\_
- web advertising
- video/photo production
- e-mail marketing
- podcast ads or sponsorship
- custom publishing
- custom audio shows

My advertising budget is (optional): \_\_\_\_\_

My company does our budget (check one):

- calendar year
- fiscal year
- other (please explain) \_\_\_\_\_

Have you advertised with CEM before (check one)?

- YES
- NO

Best time and way to reach you:

- Morning
- Afternoon
- Phone
- E-mail

Notes

# a special thanks to russell mitchell and exile cycles



Russell Mitchell is the president of Exile Cycles, now in its 18th year of doing business. The company has grown from its modest beginnings into a multi-million dollar corporation. Today, Exile Cycles manufactures and sells nearly every conceivable part of a motorcycle. Exile still produces a handful of complete custom bikes each year, and these machines have been featured in hundreds of magazine articles and TV specials around the globe. Exile Cycles are instantly recognizable for their clean, tough, industrial styling. They are like a breath of fresh air amidst the mass of over-painted, over-chromed customs that have so long been the standard in the U.S. The good news is that the minimalist styling that has always been popular in Europe is now catching on fast in the U.S., and Exile Cycles is leading the charge. In fact, Russell has been preaching this styling ethic from his soapbox for so long he virtually has a monopoly on it.

Again a very special thanks to Russell Mitchell and Exile Cycles for the privilege to use their custom works of art in our 2013 Media Kit.

Sincerely,  
Peter E. Mead, Publisher  
**Casino Enterprise Management**

CASINO ENTERPRISE  
**Management**

