

# Custom Publishing

Improve brand loyalty, generate corporate credibility and increase revenue with custom publishing from *Casino Enterprise Management*!

CEM's editorial and design teams will work with you to create a unique and professional finished product. No matter the size or scope, custom-published projects can be polybagged with a monthly issue of *Casino Enterprise Management*, reaching all **15,000-plus** subscribers.

## 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 Rates

- Content: \$1,500 per page\*
- Photographer: \$750 half day, \$1,200 full day
- Re-design: \$150 per hour
- Re-edit: \$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

- 35 percent deposit is due at signing
- Word count per page is 600-750 with light graphics, excluding covers and ads
- Publication must be constructed in 8-page increments

## For Example

- A 34-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 is needed, the final cost would be distributed with CEM's regular print run of 16,000-plus, and the client would receive 4,000 additional distribution copies.

For more information, please contact Peter Mead at 701-293-7775 or [peter@aceme.org](mailto:peter@aceme.org).

