

CASINO ENTERPRISE

Management



got **image?**
2012 media kit

Official Publication



Association of Gaming Equipment Manufacturers

THE CEM



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Here at CEM, we are overflowing with new ideas, exciting opportunities and friendly faces behind it all. In the past year, we've started doing more and doing it better. You may know us as having the best gaming trade publication in the industry, but we are much more than that. We have many new multimedia offerings to share with you this year. We have forged through this tough economy and come out stronger. Though we know the hard times may not be over, we are here for your good times.

Our mission is to help your company define, grow and promote your image. We do this through unmatched advertising opportunities, informative editorial content and attention-grabbing multimedia storytelling that brings your brand to life.

CEM is the first, and only, casino trade journal to consistently deliver quality content through various multimedia formats on the page and the screen. From the print magazine to the digital edition and extended coverage online, to live Internet talk radio shows and various social network platforms, we work hard every day to share information about important issues, trends, and must-have products and services, while telling your story to potential customers.

With a print circulation of 16,000-plus and 11,150 unique visitors to our website each month, our content is the place to be for your ads to be seen by the right people. Our readers, listeners and viewers include casino executives, directors, managers and staff.

In the print magazine, the CEM team puts out a top-notch publication that is unbeatable every month. It features more articles with better content, meaning our readers can do their job best. Our writers are also the most trusted experts in the industry, sharing their tips and knowledge through the pages of our magazine. It's what our readers have come to expect, looking to us as their go-to resource for the workplace.

When it comes to social media, CEM has become known as a reliable source for gaming industry news and information on LinkedIn, Twitter and Facebook. These outlets give us another opportunity to share your updates with casino operators and industry leaders, while connecting those professionals to one other.

VISION

In the last year, we've also grown our live Internet talk radio offerings. We've increased our show lineup by adding industry experts Brooke Dunn, Mary Lynn Palenik and Valerie Red-Horse as guest hosts. Each takes on topics and guests from different segments of the gaming industry to provide you with interesting shows, both live or on-demand. They, of course, add to our existing programming, that covers new media, AGEM member news, casino construction, gaming law news and more.

One of the other great ways that we are furthering our online initiative is through the creation of our new Audio Edge website, www.CEMAudioEdge.com. It's brand new, and it's where you'll find the latest on upcoming and archived shows, host information and more. This site, combined with the newly renovated CasinoEnterpriseManagement.com, is one of the best ways for our readers to keep up with the industry. Not only that, but they provide a great advertising platform that's sure to get your company's name out there in a way that's friendly and familiar to our readers, listeners and viewers.

Our mission to educate casino staff is also carried out in person once each year through our CasinoFest event series. This training and educational conference and expo allows industry leaders to work with casino staff in an intimate setting that's built to encourage hands-on training, networking and debate. We know how important it is to meet a colleague face-to-face, and we enjoy providing that opportunity to hundreds of attendees each year.

On the following pages, you'll be able to learn more details about our print, website, audio and video advertising, editorial and production options. We encourage you to think about your company's image and how the services we provide will help present it in a way that inspires potential customers to act.

We cannot wait to work with you and share all of the exciting things we can offer in print, over the air and online. Our team of talented staff members (meet them on page 3) will work with you to ensure the best coverage at a great rate, and of course, with the best service. Give us a call today!

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Website: www.casinoenterprisemanagement.com

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

CEM 2012 Editorial Calendar

JANUARY 2012

Theme: 2012 Gaming Industry Forecast
 Bonus Distribution: International Casino Exhibition (ICE)
 Ad Space Deadline: Dec. 12
 Ad Material Deadline: Dec. 16

FEBRUARY 2012

Theme: Economics and Gaming
 Ad Space Deadline: Jan. 12
 Ad Material Deadline: Jan. 18

MARCH 2012

Theme: Gaming in the U.S. and Canada
 Show Review: International Casino Exhibition (ICE)
 Special Supplement: International Table Games Awards
 Ad Space Deadline: Feb. 10
 Ad Material Deadline: Feb. 15

APRIL 2012

Theme: Tribal Gaming
 Bonus Distribution: Indian Gaming 2012 (NIGA),
 Pennsylvania Gaming Congress
 Ad Space Deadline: Feb. 28
 Ad Material Deadline: March 5

MAY 2012

Theme: Gaming in the Far East
 Show Review: Indian Gaming 2012 (NIGA), Pennsylvania
 Gaming Congress
 Special Supplement: Slot Floor Technology Awards
 Bonus Distribution: East Coast Gaming Congress, G2E Asia
 Ad Space Deadline: April 11
 Ad Material Deadline: April 16

JUNE 2012

Theme: Architecture, Construction & Design
 Show Review: East Coast Gaming Congress, G2E Asia
 Special Supplement: Great Women of Gaming
 Ad Space Deadline: May 17
 Ad Material Deadline: May 21

JULY 2012

Theme: Gaming Visionaries
 Ad Space Deadline: June 11
 Ad Material Deadline: June 15

AUGUST 2012

Theme: Gaming in Europe
 Bonus Distribution: Oklahoma Indian Gaming Association
 (OIGA)
 Ad Space Deadline: July 10
 Ad Material Deadline: July 16

SEPTEMBER 2012

Theme: Gaming Technology
 Special Supplement: Hospitality Operations Technology
 (HOT) Awards
 Ad Space Deadline: Aug. 8
 Ad Material Deadline: Aug. 13

OCTOBER 2012

Theme: AGEM
 Bonus Distribution: G2E Las Vegas, SAGSE Buenos Aires
 Ad Space Deadline: Aug. 31
 Ad Material Deadline: Sept. 6

NOVEMBER 2012

Theme: Gaming in South and Central America
 Show Review: G2E Las Vegas
 Ad Space Deadline: Oct. 12
 Ad Material Deadline: Oct. 17

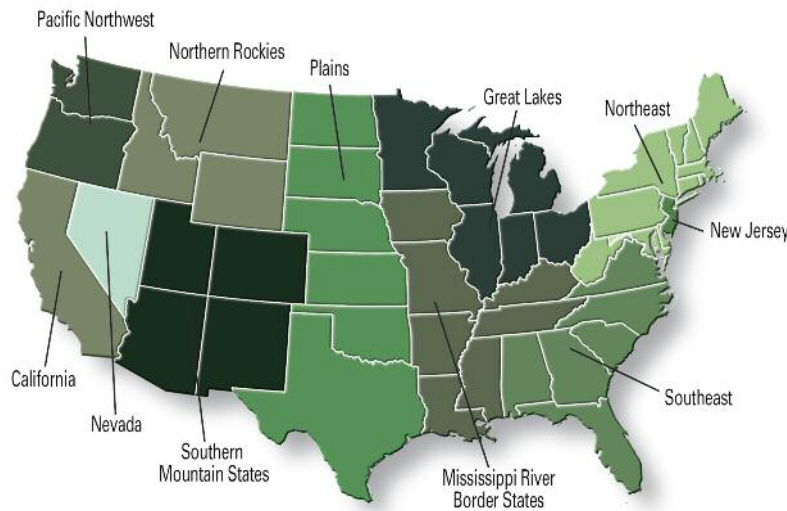
DECEMBER 2012

Theme: Gaming and Government
 Ad Space Deadline: Nov. 12
 Ad Material Deadline: Nov. 16

PRINT DEMOGRAPHICS

Casino Enterprise Management reaches 16,000-plus gaming industry professionals each month! Our magazine is distributed to:

- U.S.:11,912
- Int'l:3,656
- Bulk:725
- All 50 states
- 105 countries on six continents
- 13,100 gaming industry managers, directors and decision makers
- 1,575 gaming suppliers
- 700 tribal government leaders
- 420 gaming regulators
- All 50 U.S. governors and their chiefs of staff
- 112th U.S. Congress



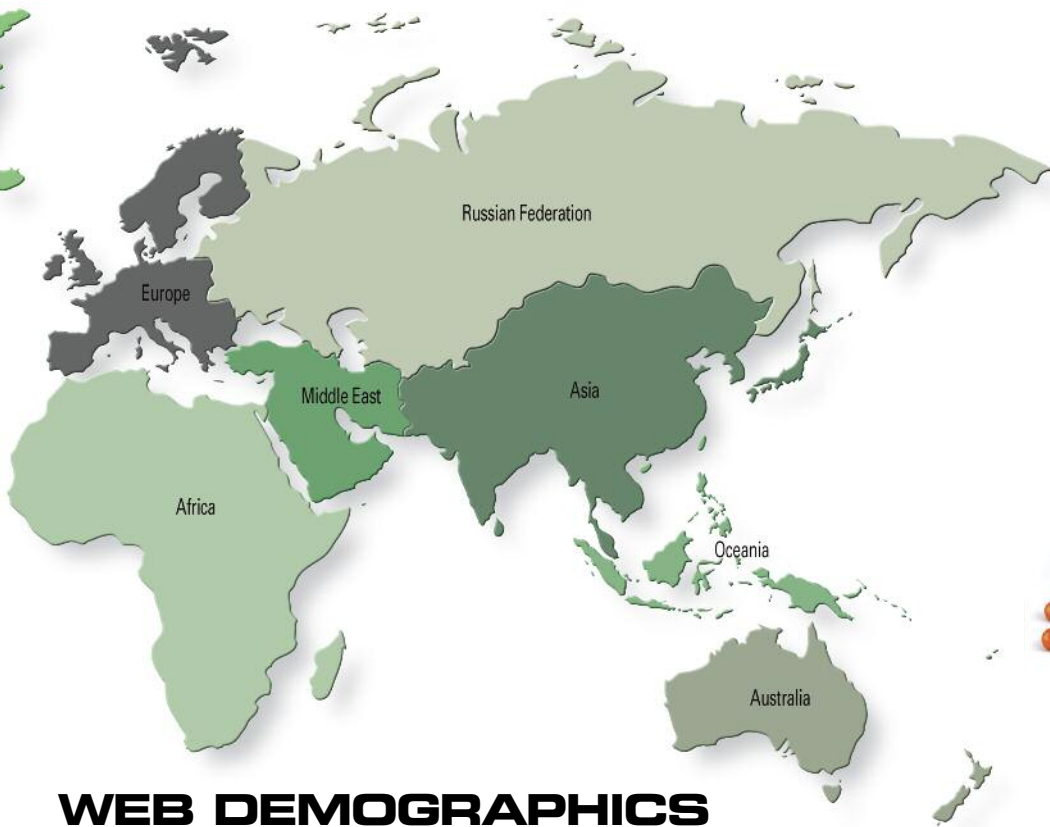
CIRCULATION

Territorial Analysis

International Countries	Percent	United States	Percent
Caribbean	8%	Pacific Northwest	7%
Canada	26%	California	14%
Europe	42%	Nevada	20%
Russian Federation	2%	Northern Rockies	2%
Africa	5%	Southern Mountain States	9%
Asia	4%	Plains	9%
Oceania	3%	Mississippi River Border	8%
Central America	1%	Southeast	5%
South America	4%	New Jersey	2%
Mexico	1%	Northeast	11%
Australia	4%	Great Lakes	13%
Middle East	0%		

Business Analysis

Category	Percent
Native American	38%
Commercial Casinos	28%
Manufacturer/Distributor	16%
Riverboat Casinos	4%
Regulators	4%
Racinos	3%
Law Firms	2%
Government	1%



WEB DEMOGRAPHICS

Web Analytics

The best part about advertising on our website is the 11,150 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 365.

On average, 2,526 unique visitors stop by our website, **www.CasinoEnterpriseManagement.com**, each week from 181 different countries.

Our digital edition is viewed by an average of more than 400 people each month. And they are enjoying their visits as they view an average of 30 pages. Our editorial videos attracted an average of 1,220 views each month in 2011. 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, is also gaining popularity. We tracked an average of 1,025 show listens per month in 2011.

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 website, **www.CasinoEnterpriseManagement.com**, and on our Internet talk radio site, **www.CEMAudioEdge.com**. Please see the information about web advertising on the following pages or contact a sales representative for more information.

Absolute Unique Visitors by Week

Aug 29, 2010 - Aug 29, 2011



Visits for all Visitors by Week

Aug 29, 2010 - Aug 29, 2011



Visits for all Visitors by Month

Aug 29, 2010 - Aug 29, 2011



PRINT ADVERTISEMENTS

More Bang for Less Buck

Why place your ad in *Casino Enterprise Management*? The answer is easy. It all comes down to “more.” More content, more options, more exposure, more ROI—but for less.

Not only does CEM have more average pages 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 16,000-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’re 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!

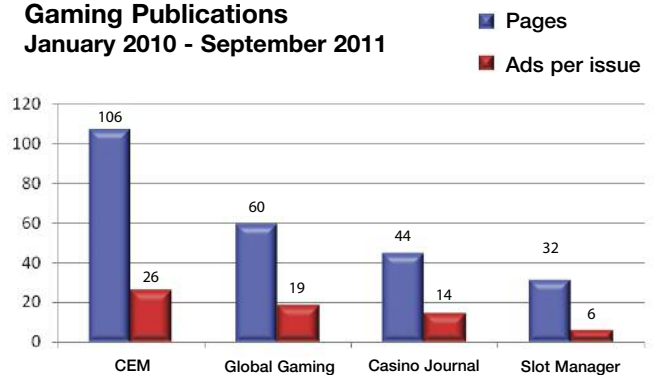
Don’t have an ad? Don’t worry! Our stellar design team can work closely with you to make an ad that captures your unique brand and message.

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. Just call your sales representative today to get started.



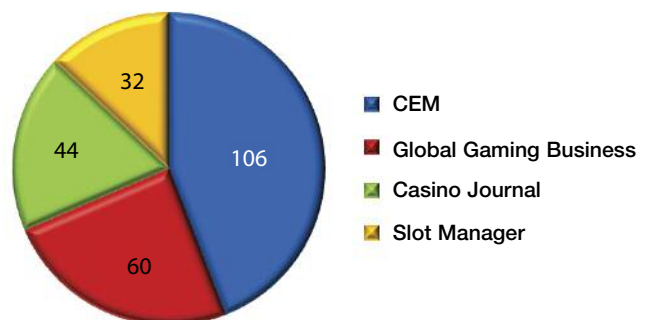
Ad to Content Ratio

Gaming Publications
January 2010 - September 2011



Page Count Comparison

Gaming Publications
Average Page Count January 2010 - September 2011

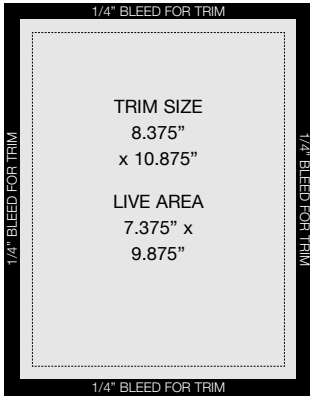


What Can You Do? Anything!

- Full-Page and Two-Page Spreads
- Half-Page Horizontal or Vertical
- Quarter-Page Horizontal or Vertical
- Custom Ad Sizes
- Custom Inserts

PRINT AD SPECIFICATIONS

FULL PAGE W/BLEED



No bleed same as live area

TWO-PAGE SPREAD W/BLEED



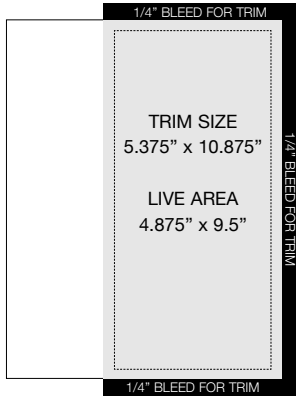
No bleed same as live area

In addition to the ad sizes to your left, custom ad sizes are available. The options are endless—the sky's the limit!

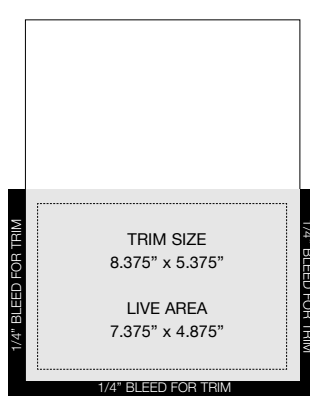
Call your sales representative for specifications and pricing. Ask to find out what we can do for your company.

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

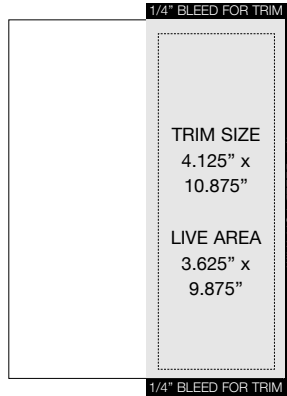
2/3 PAGE W/ BLEED



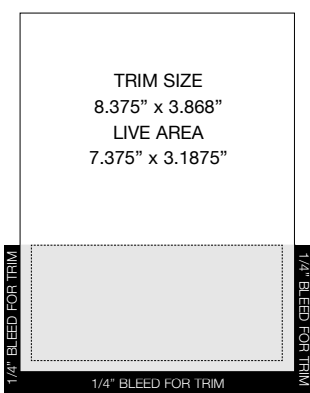
1/2 PAGE HORIZONTAL W/ BLEED



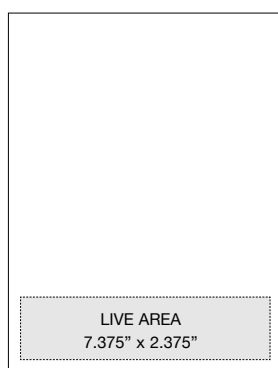
1/2 PAGE VERTICAL W/ BLEED



1/3 PAGE HORIZONTAL W/BLEED

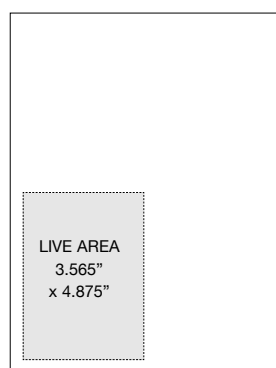


1/4 PAGE HORIZONTAL



Bleed not available

1/4 PAGE SQUARE



Bleed not available



PRINT ADVERTISING RATES (ALL PRICES ARE NET)

FREQUENCY	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	\$5,100	\$4,800	\$4,000	\$4,000	\$4,000	\$3,100	\$2,750
3x	\$4,800	\$4,600	\$3,800	\$3,800	\$3,800	\$2,900	\$2,650
6x	\$4,600	\$4,400	\$3,600	\$3,600	\$3,600	\$2,700	\$2,500
12x	\$4,400	\$4,200	\$3,300	\$3,300	\$3,300	\$2,500	\$2,400

WEB ADVERTISEMENTS

Gaming industry leaders are increasingly going online to educate themselves. By advertising on the *Casino Enterprise Management* website, you can be sure your company is on viewers' minds when they're looking for new information to help them succeed. Our website numbers keep increasing. In fact, we have even reached a point at which we are now receiving as many monthly views online as magazines we physically print and distribute.

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. New this year, we are also offering advertising on our brand-new website, CEMAudioEdge.com. Whether you want to show your support of the podcasts we do with an ad there, or on our main page, the choice is yours!

www.CEMAudioEdge.com

Description: Button
File Size: 125 x 125 pixels
Position: Rotates through website
Hyperlinked: Yes
Motion: Animated or Fixed
Investment: \$650 monthly

Description: Medium Square
File Size: 260 x 260 pixels
Position: Rotates through website
Hyperlinked: Yes
Motion: Animated or Fixed
Investment: \$850 monthly



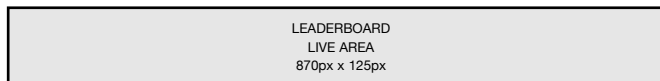
www.CasinoEnterpriseManagement.com

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

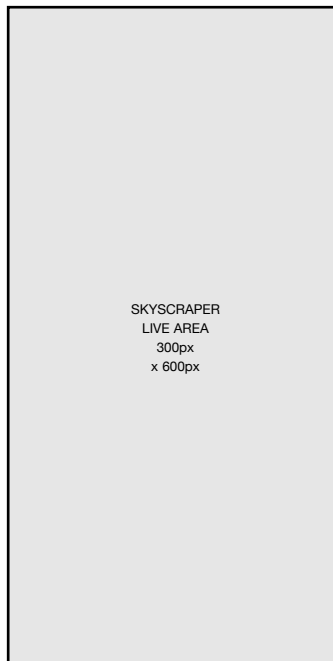
Description: *Skyscrapers*
Position: Rotates Through Website
File Size: 300 pixels x 600 pixels
Format: .gif, .jpg, .swf
Hyperlinked: Yes
Motion: Animated or Fixed
Availability: Monthly
Investment: \$750

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

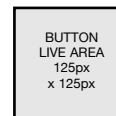
Leaderboard
 870 pixels x 125 pixels



Skyscrapers
 300 pixels x 600 pixels



Button
 125 pixels x 125 pixels

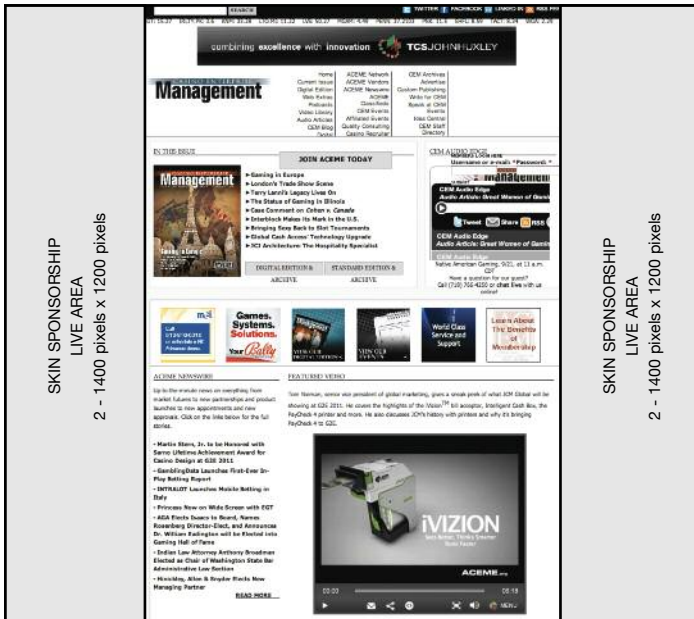


Who's Online? Everyone!

Since its launch in June 2009, CasinoEnterpriseManagement.com has become the must-visit online resource for casino management professionals. The site averages more than 341 viewers a day from 181 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: 500 x 500 pixels
Format: .gif, .jpg, .png, .psd
Hyperlinked: No
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 14 for AGEM discount opportunities.



Page Ear Sponsorship

500 pixels x 500 pixels



Ad Submissions

Image formats should be .gif, .jpg or Flash. Animated .gif images are permitted; sound is not. Files should be no larger than 80KB. 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.

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
Resolution: 72 dpi
File Size: 60KB or less
Dimensions: As specified

THE CEM AUDIO EDGE

Education Content Delivered by Industry Leaders

In a recent study, *The Infinite Dial 2011: Navigating Digital Platforms*, Edison Research stated "Online radio is on a roll." We couldn't agree more. We are increasing and improving our one-of-a-kind live Internet talk radio content with new shows, new hosts and new ways for you to interact with us online.

The proof is in the numbers. Our average number of listens per month has increased significantly from 2010 to 2011, and is now at more than 1,025 listens per month.

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 three new hosts to our talk radio line-up. Valerie Red-Horse hosts a monthly show focused on news, issues and trends in Native American gaming. Her goal is to cover various aspects of the tribal gaming industry and help educate listeners by interviewing industry leaders who provide analysis, updates and insights.



Brooke Dunn and Mary Lynn Palenik are also hosting their own unique shows, *Casino Talk* and *Point of View*, respectively. Through each of the different shows, our goal is to offer the industry candid and intelligent conversations with industry leaders. We cover a wide variety of topics, and offer the details our audience probably won't find anywhere else.

Our Internet talk radio station also has a new home at www.CEMAudioEdge.com. This site allows listeners to set reminders for upcoming live 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.

CEM Audio Edge Programming

Series	On Air	Topics Covered
New Media Matters	Weekly on 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	Weekly on Tuesdays	Updates of industry news, timely topics and AGEM-member company announcements
Features	Various Wednesdays	Breaking news, CEM award results, interviews with industry leaders, unique products, new company profiles and more
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	Weekly on Thursdays	The latest on news and issues impacting gaming law around the world
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
Point of View with Mary Lynn Palenik	First Friday of each month	The latest developments in gaming presented through insightful and provocative interviews with the industry's top executives hosted by Mary Lynn Palenik, director with PwC
Casino Talk with Brooke Dunn	Second Tuesday of each month	Dunn interviews industry leaders about hot new games, stunning casino resort properties, entertainment acts, politics, charitable contributions, human resources topics and more



Valerie Red-Horse - host
Native American Gaming



Brooke Dunn - host
Casino Talk



Mary Lynn Palenik - host
Point of View

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 2011, Edison Research noted that the weekly online radio audience doubled every five years since 2001, reaching an estimated 57 million listeners each week. With so many options for news and entertainment today, we are offering gaming industry professionals 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!



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!

Audio Advertising Options

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

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

:15 spot: \$400

:30 spot: \$600

Live read: Pre-determined script read by host

Format: Word document sent to CEM via e-mail

:30 live read: \$500

:60 live read: \$750

Live beeper: Semi-scripted conversation between host and company spokesperson

Format: Word document sent to CEM via e-mail

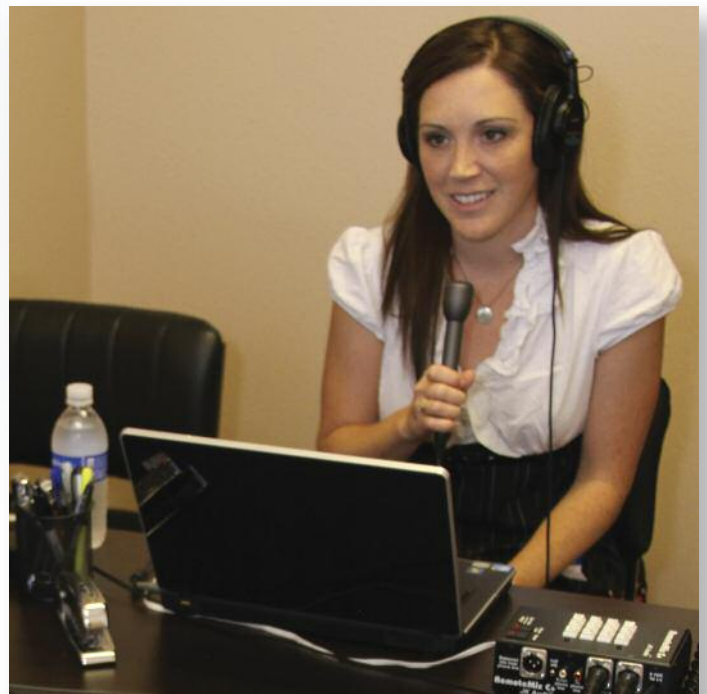
:60 live beeper: \$1,000

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



VIDEO ADVERTISEMENTS

By now, you've likely seen the CEM multimedia team hard at work at major industry trade shows and events. CEM editorial videos deliver the coverage that counts, in a compelling way, to thousands of viewers.

Our editorial videos give companies the opportunity to show off their latest and greatest products, showcase their executive team and speak directly to potential clients. From sit-down interviews to on-site tours and product demonstrations, CEM delivers only the best video content for our viewers. You can find our extensive video library online at www.aceme.org/video-library.

In a recent study, *The Infinite Dial 2011: Navigating Digital Platforms*, Edison Research stated that the weekly audience for online video has tripled in the past five years. Our videos are viewed by upper-level executives, slot floor managers, table games managers, casino marketing departments, tribal gaming leaders, regulators, equipment suppliers, architects and more!

Video engages customers in a unique way and our affordable video advertising options give your company the chance to make a visual statement of your own. Imagine a casino executive watching your video advertisement with a clear call to action, followed by an exciting product demonstration from your VP of sales at G2E. This advertising opportunity cannot be matched by anyone else in the industry.

Video Advertising Options

Description: Pre-Roll Video Advertisement

Position: Beginning of selected CEM video

Size: 720 x 480 pixels 4:3

Format: QuickTime .mov

Length: 5 to 30 seconds

Investment: \$750-\$1,500

Description: Overlay Advertisement

Position: Corner of the screen during video play

Size: 720 x 50 pixels

Motion: Animated or static

Format: QuickTime .mov for animated or video motion or .png or .psd for static

Length: duration of the video

Investment: \$750-\$1,500

Production

If you don't have a video advertisement, we can help! The CEM video production team will work with you to create a video spot that will get your message across to viewers. Our complete in-house video production team members not only understand the demands of visual communication, but also the industry-specific sensitivities and concerns of casino gaming.



THE AGEM ADVANTAGE

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 below 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 podcasts and video opportunities
- Dedicated newsletter highlighting recent industry news and special offers from CEM

If you’re already one of the 100-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 or contact Marcus Prater at agem.org@cox.net or (702) 812-6932.



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

AGEM Says:

“The partnership between AGEM and *Casino Enterprise Management* has helped our organization and the more-than-100 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.”

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



— Marcus Prater, Executive Director, AGEM

“*Casino Enterprise Management* remains extremely committed to covering the supplier side of the gaming business with comprehensive articles and unique insight. AGEM’s partnership with CEM is a key benefit our members enjoy and we are appreciative of the strong support both the AGEM organization and our member companies receive in every issue.”

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



— Dave Krise, Senior VP of Design and Development, DigiDeal

New Members Say:

“The partnership between AGEM and CEM helps us get our message out to our market in a variety of ways. With video coverage at events, consistent editorial coverage as well as AGEM member discounts on ads, we are able to keep our customers in the loop on all the new products at DigiDeal. DigiDeal continues to set the benchmark in electronic table games—both in platform and game development—and we are lucky to have AGEM and CEM on our team.”

— **Dave Krise, Senior VP of Design and Development, DigiDeal**

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

Overnight mail is the preferred method of transferring artwork from the advertiser and/or its advertising agency to the CEM production office. Please use a well-known, respected overnight courier. Since we require a hard-copy press-quality color proof before our press date, 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. Without a color press-quality proof, the publisher cannot be responsible for the outcome of the ad colors.

E-mailing files smaller than 6 MB is acceptable and should be addressed to dsgn3@aceme.org. Graphic files, layout files, links and fonts larger than 6 MB must be mailed on CD or DVD, or uploaded to the FTP site to the CEM production offices. A CEM FTP account must be created for you if you don't already have one. Please contact the CEM production manager at (701) 293-7775 to request one.

Upload Site: <ftp://ftp.casinoenterprisemanagement.com>

Mailing address: Casino Enterprise Management
112 North University Drive, Suite 300
Fargo, ND 58102
Phone number: (701) 293-7775

File Labeling: YourCompanyName_AdName_MMY

Example: BigTimeSlots_PinkFlamingo_0911

Note: Do not use spaces, slashes or characters other than numbers or letters in the file name. Underscores are OK.

COLOR

A hard copy, press-quality color proof MUST be submitted by mail with every ad no matter how it is submitted. 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. Save the artwork as 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.

ONLINE SUBMISSION

All ads should be uploaded to our FTP site: <ftp://ftp.casinoenterprisemanagement.com>. Please see FTP site information listed under submissions for assistance.

CONTACT

The CEM production department encourages you to call for instructions or clarification regarding copy requirements. Please contact Lindsey Volker at (701) 293-7775 or 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 the 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.

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 sales 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):

- | | | |
|---|---|---|
| <input type="checkbox"/> print advertising | <input type="checkbox"/> web advertising | <input type="checkbox"/> podcast ads or sponsorship |
| <input type="checkbox"/> video advertising | <input type="checkbox"/> video/photo production | <input type="checkbox"/> custom publishing |
| <input type="checkbox"/> reprints | <input type="checkbox"/> e-mail marketing | |
| <input type="checkbox"/> other (please explain) _____ | | |

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

CEM SERVICES

CUSTOM VIDEO PRODUCTION

Anyone can throw a video online or make a DVD these days, but it takes a talented crew of gaming-minded professionals to tell your story in a compelling way. You've seen the work our video production team can do on the fly. Now imagine the custom video content we can create for you when it's thoroughly planned out. Our complete in-house video production team not only understands the demands of visual communication, but also the industry-specific sensitivities and concerns of casino gaming.

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

We have the ability to plan video production shoots, from scripting and storyboarding all the way through post-production that will showcase the exact story you are dreaming of. Throughout the process, our clients are as involved as they would like to be, with the option to sign off on each phase of production before moving forward. Every message has a meaning, and CEM Productions 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 can do just about anything you want. Be it professional actors, CEM talent or the CEO, a sound stage or the casino floor, your options with CEM Productions are only limited to your imagination. Narration? Animation? Original score? You ask, we deliver. Your unique, custom video will be a great addition to your website, YouTube page and other social media pages.

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

Product Video Profiles - 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

Question and Answer - Answer those questions potential customers are sure to ask before purchasing your products and/or services

Testimonial - We'll get your favorite customer(s) on camera to talk about why others should work with you

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

Advertisements - Video spots to complement our video coverage, infomercials and local retail spots for TV and radio

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

Trade Show Videos - 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

Equipment: Panasonic P2 AG-HVX200AP video camera, Manfrotto video tripod, Sennheiser wireless lavalier and stick microphones and receiver, and Lowel TOTA lights with Impact umbrellas and stands.

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.

AD CREATION

Don't have an ad? Don't worry! Our stellar professional design team can work closely with you to make an ad that captures your unique brand and message. Rates are affordable at \$150 an hour. For more information, call us at (701) 293-7775.



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 EF5 18-200mm, Impact strobe lights, umbrellas and stands.



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 10,000 individuals. E-mail blasts are sent in the early morning hours on Tuesdays, Wednesdays or Thursdays to ensure the highest open rates possible.

Rate

25 cents per delivered e-mail. The number will fluctuate based on our current database, but the approximate count is 9,500, costing \$2,375.

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.



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. And you are assured a top-quality product to impress your co-workers, friends, even your competitors. Design services are available at a rate of \$150 per hour. For more information, contact Michelle Lass or Blake Reinholt 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, contact Michelle Lass or Blake Reinholt 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

Content	\$1,500 per page*
Photographer	\$750 half day or \$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 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 15 for material 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 60LB. GLOSS TEXT*

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

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

**May require reflowing of text and redesign

CEM TESTIMONIALS



John Roberts
Deputy Commissioner
San Manuel Gaming Commission

"CEM covers the entire scope of gaming and in all facets: print, online, video and podcasts. CEM has been extremely innovative when it comes to timely, in-depth, informative articles authored by the giants of our industry. CasinoFest follows that model by presenting

panels addressing relevant and extremely informative topics presented by the leading experts in all areas of gaming, including the European and tribal gaming arenas. I have worked closely with Peter Mead and his staff over the years and have been very impressed with their knowledge of our industry and their commitment to excellence. Every issue of the print and online edition of CEM, and every CasinoFest, bears the hallmark of dedication to excellence, education and professionalism. Our industry is constantly evolving in many directions, and CEM provides a compass to keep our knowledge base on course."



Chuck Hickey
VP of Slot Operations
Barona Resort & Casino

"I find CEM to be a great resource. We all find ourselves moving in many directions today—and with seemingly less time to do the moving. CEM manages to consolidate meaningful articles around interesting questions or innovative practices that foster discussion or dialogue on a variety of vital-to-the-industry subjects. Peter offers up some interesting and opinionated editorials that I rarely agree with but always find thought provoking and challenging. CEM is a great resource that crosses the internal casino lines (like table games and slots) and offers up timely questions and/or developments. What more could you ask of a magazine or online resource?"



Bruce Rowe
Senior VP of Strategy and Customer Consulting
Bally Technologies

"I have been a reader of CEM since the first issue, participated in CasinoFest many times and interact with the staff frequently. Each publication, regardless of format and event, is thought about from the consumer perspective, and it shows in every case. The content is current, relevant and, most importantly, useful. Questions are raised, strategies and experiences are shared, and lessons are taught that can change the way we think and do business. There is no other publication that has the consistent quality and diversity of content that people not only read, but share with others and the save for future reference, like a great textbook from college."



Frank Fahrenkopf
President and CEO
American Gaming Association

"There are a handful of gaming trade publications that I turn to time and again for the most professional, current and comprehensive reporting on our industry, and CEM is always among them. They're using innovative technologies to deliver breaking news and in-depth coverage in fresh new ways, which makes their coverage even more vital for those looking to succeed in this industry. Good information is a competitive advantage in our business, and leaders need to trust their resources. Without a doubt, I trust CEM to give my staff and me the news we need to know to stay on top of our game."



Mick Roemer
Senior Vice President of Sales
Multimedia Games

"CEM is more than just a great looking magazine with smart, intelligent writers and contributors; it is a trusted source of information about our industry and our world. Peter Mead hand picks the stories, keeping on top of the events that are always timely and relevant. And, he's not afraid to face a little controversy once in a while and stand up for what is right. He has assembled a talented group of writers, editors and staff, and he has done this all in the middle of North Dakota ... God bless him for that! We never pass up an opportunity to work with CEM. There is an implicit trust and loyalty between CEM and their readers. That makes Casino Enterprise Management magazine a perfect vehicle for Multimedia Games to communicate to our customers and the industry. Thanks Peter and CEM for everything you do for us."



Robert Allen
Corporate VP of Casino Operations
Pinnacle Entertainment

"Thanks to technology, information today is plentiful and easily accessible. What makes Casino Enterprise Management magazine consistently stand out as an information resource of choice is 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."



Andrew Burke
Director of Business Development
American Gaming Systems (AGS)

"As a business development professional, I am obsessed with having accurate information on the industry. CEM has long been a great source of up-to-date information on the gaming industry. I rely on CEM for the latest news on new markets, hot new products and the latest gaming trends. I read the publication cover to cover as soon as I get it. If you are a gaming professional and do not have a subscription to CEM, or worse have one but don't read it, then you are at a disadvantage to your competitors."



Wendy Reeve
Executive Director of Casino Operations
Sycuan Casino

"Everything stops when the monthly issue of CEM arrives on my desk. No other gaming-related media affects me the same way; it's both addictive and inspiring. Through networking and web-based media, casino professionals are informed of new products, new properties, new strategies, upcoming events and the ongoing relocation of gaming people. CEM is the only tool that gathers, compiles and publicizes everything you should know in a concise and aesthetically pleasing format. From the monthly recurring updates to the exclusive features, the editorial content is unwavering, unbiased and unprecedented. This magazine brings articles that I share with my management team, and conversation starters that inspire thought-provoking, brain-storming sessions that eventually lead to revenue-producing, cost-saving initiatives. Thank you CEM!"



Bob Ambrose
Educator and Consultant

"Casino Enterprise Management has an editorial style of reporting that displays a great appreciation and understanding of the gaming industry. Its content is factual, timely and technically detailed. I find the advertising information just as interesting and informative as the articles! The CasinoFest platform is great! Its conference model is unique. The CasinoFest program is presented to inform and educate on the industry topics at hand. As a professor of casino management and a consultant, I find the information at the CasinoFest forums valuable. Business is about relationships, and CasinoFest also provides those building blocks by providing the opportunity to network and discuss specific topics with others at each hosted event."



I. Nelson Rose
Professor and Consultant

"I have been writing my Gambling And The Law® columns for Casino Enterprise Management for more than eight years. I have seen it grow from a hard-copy resource for executives and other professionals in the gaming industry into a full-service information and education center. The magazine

continues to expand its coverage, both in scope and in depth. It is now complemented by online videos, Audio Edge podcasts and annual CasinoFest conferences. I often act as a consultant and expert witness for governments and industry around the world, and I do not know of anyone anywhere who is doing as much as successfully as Peter Mead and his staff."



Steve Walther
Vice President of Marketing
Aruze Gaming

"As media consumption is evolving for the gaming industry, Casino Enterprise Management has remained at the forefront in both quality and options. From their increasingly impressive print magazine and their timely web content to their new

media podcasts and streaming content, CEM provides top-quality information channels for consumers and producers alike. CEM satisfies both my consumer media need, as well as my advertising needs. As a consumer of information, I appreciate the content diversity found in the magazine. It helps me understand my customers better if I get a well-rounded view of the industry and the issues facing those who purchase from us. I thoroughly enjoy the well-written articles and informative online content. As an advertiser, I look for a conduit that brings maximum relevant exposure for the money spent with a quality readership. The content provided by CEM naturally brings a following of quality readership and exactly the type of decision makers I want to receive my messages. It is hard to imagine any leader in this industry not deriving significant value from Casino Enterprise Management."



Rob Bone
Senior Vice President of North American Sales
WMS Gaming

"In today's gaming environment, insight and objective perspectives are more critical than ever before. Not only is the content important, but the ability to access it via e-mail, websites and other virtual tools is the difference between good and great. Peter Mead and his team at CEM

understand this phenomenon and have transformed the way that trade information is distributed and digested. And it's not just what CEM does that is unique, but how they do it is their element of distinction. CEM's whole team is professional, courteous and well-informed about the many trends and occurrences in the market today. I know I speak for many when I say that CEM is a partner that people simply want to work with."



Valerie Red-Horse
President
Red-Horse Financial Group Inc.
and Red-Horse Native Productions Inc.

"Casino Enterprise Management has demonstrated to me that they are much more than a magazine—they have cutting-edge online programs, live talk shows and blogs, and have a presence at all the major industry events. Their

comprehensive coverage of both the commercial and tribal gaming sectors provides their audience with the broadest possible information. I always find something from their various media formats that is new and exciting, and can be applicable and valuable to my gaming business. Besides being a great source of media and information, CEM also employs some of the nicest, dedicated and most professional staff members who are thoughtful, cutting-edge and innovative."



Max Rubin
Consultant
Barona Resort & Casino

"Casino Enterprise Management is the "how to" magazine for the gaming industry. Their stable of writers is a virtual "who's who" of seasoned gambling experts who focus on both current and future issues facing gaming operators.

They present real-life, practical (and simple) solutions and advice about our everyday operating issues—coupled with the unparalleled success of CEM's annual CasinoFest, premier gaming conferences and expo seminars that feature unrivaled hands-on engagement for industry executives. CEM clearly stands at the forefront of providing 'serious education for serious gaming professionals."



Bob Yabroff
Chairman
Gary Platt Manufacturing

"Gary Platt has been advertising with Casino Enterprise Management since its inception. We have always supported Peter Mead 100 percent, and his staff is a pleasure to work with. We wanted to do a special project for Gary Platt for his retirement. We called CEM and explained what we had in mind. They did the photography and wrote a very nice tribute to Gary. Gary was very pleased. We were pleased with the way that CEM cared about this project as much as we did. CEM is always receptive to our needs, and we would recommend Casino Enterprise Management to anyone in the industry."



Paul Speirs
President
Steinbeck Communications

"One of the many things I love about ACEME and CEM is their video element. CEM's incredibly professional crew has a remarkable ability to put every client at ease, and the result is a video story that brings both the magazine and the issues of the day to life. Every client of mine who has been in front of CEM's cameras has raved about the experience."



Kevin Parker
Co-Founder
Lynx Gaming Solutions

"With its attractive presentation, clear photos and easy reading, Casino Enterprise Magazine is an important and relevant publication that I absolutely recommend for all casino/industry personnel. It is a one-stop guide to current events throughout the many facets of gaming, from

operations and regulation to architecture and legislation. Additionally, CEM's CasinoFest is one of the most comprehensive educational experiences available in the industry today. There are few venues that allow the opportunity to both learn from industry experts and allow personal interaction with those same experts."



Orrin Edidin
President
WMS Gaming

"Casino Enterprise Management is a must-read. The breadth of detail in covering news and trends has shown that CEM continues to raise the bar in reporting on the casino and gaming industry. Whether it's spotlighting a new casino, a new game or a rising executive, CEM gets the story to all of us who need to know. CEM has been a huge benefit for not only getting the WMS message across, but for the entire casino industry."



Daniel J. Tucker
Chairman
California Nations Indian Gaming Association

"Casino Enterprise Management is a one-stop shop for gaming industry news. The vast coverage of all facets of the industry, including tribal government gaming, is an invaluable resource I turn to often. From the latest innovations to legislation affecting our industry, I can

always count on CEM to provide the most up-to-date information and insight. The professionalism, intelligence and heart of CEM's staff and writers come through in every issue."



Andrew Cardno
Chief Technology Officer
BIS

"Quite simply, CEM magazine is the voice of the gaming industry; it draws from the experience of operators and suppliers to provide up-to-the-minute opinions on important and topical issues in the industry. As a regular contributor to CEM, I have come to appreciate the quality

of the editorial work and their constant drive to ensure quality and independence in the articles."



CASINO ENTERPRISE
Management



112 North University Drive, Suite 300, Fargo, ND 58102 • Phone: 701.293.7775 Fax: 701.293.6176
www.casinoenterprisemanagement.com • www.aceme.org