MISSISSIPPI GamingNews
2025 MEDIA KIT

MISSISSIPPI MGHA GAMING & HOSPITALITY ASSOCIATION

Official newsmagazine of the
Mississippi Gaming & Hospitality Association

ADVERTISING RATES

Modular Sizes	4x	1x	MGHA discounted rates
Double Truck	$2,000	$2,250	$1,600
Full Page	$1,500	$1,700	$1,200
2/3 Page	$1,000	$1,200	$900
1/2 Page	$875	$950	$750
1/3 Page	$700	$800	$550
1/4 Page	$500	$600	$400

Premium Positions

	4x	1x	MGHA
Pages 3,5,7 or Inside Front Cover or Inside Back Cover	$1,650	$1,850	$1,350
Back Cover	$1,800	n/a	$1,500

Casino & Corporate Sponsorships

$300	-	251 hotel rooms or larger
$250	-	151 - 250 hotel rooms
$250	-	Corporate Sponsorship
$200	-	0 - 150 hotel rooms

SPONSORSHIPS

Each issue, all sponsors will be listed on a special Sponsor page within the magazine with their logo displayed. The logo will hotlink to the sponsor's website home page within the FREE virtual magazine found on our website. 4x contract display advertisers* will receive a free sponsorship each issue.

1. All rates in net dollars.
2. All rates include process color.
3. Gaming News is published quarterly.
4. Gaming News reserves the right to edit in whole or in part, accept or refuse any advertisement.
5. Advertisements are accepted electronically via e-mail: **loribeth@m2mediacorp.com**

MISSISSIPPI GamingNews
PROUD SPONSORS OF GAMING NEWS
Thank you to the following casinos and businesses for sponsoring the official newsmagazine of the Mississippi gaming industry.

SILVER SLIPPER · Hard Rock · SCARLET PEARL · HORSESHOE TUNICA · Treasure Bay · AGEM · Beau Rivage · RubinBrown · PALACE CASINO RESORT · WATERVIEW · Knight Abbey · GOLD STRIKE · tpi · GOLDEN NUGGET · RIVERWALK · Fitz

Only *Mississippi Gaming News* covers all casinos in Mississippi. Your sponsorship is the affordable way to show your support and allow *Mississippi Gaming News* to publish the most complete and accurate industry newsmagazine. All sponsors get their logo displayed, and the logo will hotlink to the sponsors' website home page within the FREE virtual magazine found on our website. Contract display advertisers* will receive a free sponsorship each issue in appreciation for their support.

TO BE A SPONSOR OF MISSISSIPPI GAMING NEWS CONTACT:
LORI BETH SUSMAN AT: loribeth@m2mediacorp.com or 228-861-8379
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www.mslagamingnews.com

AD SIZES

Full Page - Trim Size
8 3/8 x 10 7/8 – 8.375 x 10.875

Full Page - Full Bleed
8 5/8 x 11 1/8 – 8.625 x 11.125

Full Page - No Bleed
7 3/8 x 9 7/8 – 7.575 x 10.075

Two Thirds Page - Vertical
4 7/8 x 9 7/8 – 4.875 x 10.075

Half Page - Horizontal
7 3/8 x 4 7/8 – 7.575 x 4.875

Half Page - Vertical
3 5/8 x 9 7/8 – 3.625 x 9.875

Third Page - Square
4 7/8 x 4 7/8 – 4.875 x 4.875

Third Page - Vertical
2 3/8 x 9 7/8 – 2.375 x 10.075

Third Page - Horizontal
7 3/8 x 3 3/8 – 7.575 x 3.375

Quarter Page - Vertical
3 5/8 x 4 7/8 – 3.625 x 4.875

FULL PAGE · TWO THIRDS PAGE VERTICAL · THIRD PAGE HORIZONTAL · HALF PAGE HORIZONTAL · HALF PAGE VERTICAL · THIRD PAGE VERTICAL · THIRD PAGE SQUARE · QUARTER PAGE

2025 PUBLICATION SCHEDULE & DEADLINES

SPRING 2025 (mid-February to mid-May)
Editorial/Space Deadline **January 17, 2025** | Ad Materials Deadline **January 24, 2025**

SUMMER 2025 (mid-May to mid-August)
Editorial/Space Deadline **April 18, 2025** | Ad Materials Deadline **April 25, 2025**

FALL 2025 (mid-August to mid-November)
Editorial/Space Deadline **July 18, 2025** | Ad Materials Deadline **July 25, 2025**

WINTER 2025 (mid-November to mid-February)
Editorial/Space Deadline **October 17, 2025** | Ad Materials Deadline **October 24, 2025**

*Deadlines subject to change. But, don't worry; ample notice will be given.

FAST FACTS

Why Should Your Company Be An Advertiser In Mississippi Gaming News?

♠ Gaming News is the Official Newsmagazine of the Mississippi Gaming & Hospitality Association.

♠ Published quarterly, MGN features complete gaming and non-gaming revenue figures and analysis, columns by industry experts & gaming leaders.

♠ Up to 5,000 copies per quarter shipped to all Mississippi casino properties & managers, Gaming Commission members, Mississippi Gaming & Hospitality Association leadership and Associate Members, State legislatures, Governor's office and regional mayors' offices.

♠ E-Blast edition and digital edition published quarterly.

♠ Industry news from American Gaming Association.

♠ Vendor & Associate Member profiles.

Production Requirements

Electronic Submission E-mail submissions must be made as attachments and must be no more than 12MB to transmit. All other ads may be submitted via our website. Call for specifications, (228) 385-7707, ext 302.

Preferred Formats Digital ads as PDF, TIFF or JPEG; other formats will not be accepted.

Images All images must be 300 dpi and must be CMYK at 100% of size.

Fonts PDF fonts must be embedded and PHOTOSHOP files must be flattened without layers.

Trim Size and Bleeds Only double spread and full page ads are allowed to bleed. All ads must be built to their trim size with 1/8" bleed. All important text or images must be inside the final trim size by 3/16" (live area).

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