

MEDIA SUBMISSION OPTIONS

Before submitting media, compress all files and create a folder based on your advertiser name and label compressed file as: "GBD_AdvertiserName"

- 1. E-MAIL SUBMISSION**
(Ads under 5 MB)
Please e-mail media to our graphic designer: George@CasinoCity.com
- 2. FTP SUBMISSION**
(Ads over 5 MB)
Please upload media to:
ftp://ftp.CasinoCityPress.com
User: gbdads
Password: upload303
- 3. CD & PRINTOUT SUBMISSION**
Mail to: George Choi
Casino City Press
95 Wells Ave
Newton, MA 02459

CDS WILL NOT BE RETURNED.

ACCEPTABLE FORMATS

CMYK, 300dpi resolution.

Eps format preferred, with all fonts embedded. Also will accept .ai, .jpg, .pdf, .psd, or .tif.

Fonts preferably changed to outlines. Always supply any linked pictures.

WE CANNOT...
open Mac files to check for correct ad specs and to place files.

PLEASE DO NOT...
include any internal compression (lzw, jpg). Embed color profiles. Include alpha channels, layers, masks, or clipping paths. Include any printer's marks, header/ footer information, object text that is not part of the ad.

LOGO SUBMISSION

Send logo in any of the formats specified above and e-mail to: George@CasinoCity.com

DEADLINES

Space reservation and artwork deadlines are listed on the enclosed publication schedule

B/W DISPLAY ADS	BLEED SIZE	TRIM SIZE	LIVE AREA
Full Page	N/A	7.375 x 9.875	N/A
¼ Page	N/A	4.9" x 4.9"	N/A
½ Page Horizontal	N/A	7.375" x 4.9"	N/A
½ Page Vertical	N/A	4.9" x 9.875"	N/A

COLOR TAB AD

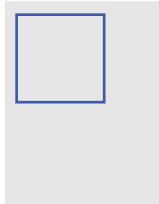
Full Page	N/A	7.875" x 10.375"	N/A
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COLOR COVER ADS

Inside Front	9.0" x 11.50"	8.5" x 11"	7.5" x10.0"
Inside Back	9.0" x 11.50"	8.5" x 11"	7.5" x10.0"
Back	9.0" x 11.50"	8.5" x 11"	7.5" x10.0"

AD LAYOUT

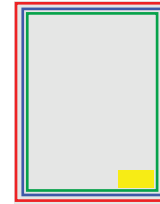
¼ Page



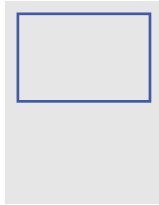
Full Page Display



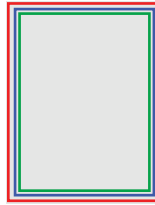
Back Cover



½ Page Horizontal



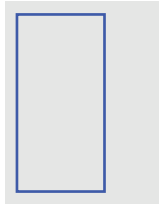
Full Page Tab



Bar Code Insertion

For back cover ad, please do not place any important information near or within the yellow box shown above. (Box = 2" x 1")

½ Page Vertical



Inside Front & Inside Back Cover



SALES CONTACTS

- If your company name begins with A through K contact:

Marcy Grand (Sr. Account Executive)
marcy@CasinoCity.com
617-332-2850 Ext.126

- If your company name begins with L through Z contact:

Adam Newman (Sr. Account Executive)
adam@CasinoCity.com
617-332-2850 Ext.122

MARKETING CONTACTS

Andrea Mullaney
(Marketing Director)
andrea@CasinoCity.com
617-332-2850 Ext.135

Bill Riley (Marketing Manager)
billr@CasinoCity.com
617-332-2850 Ext.116

George Choi (Graphic Designer)
George@CasinoCity.com
617-332-2850 Ext.137