

Gaming Business Directory Artwork Submission Guidelines and Specifications

Ad and Logo Artwork Required Format

- **High resolution PDF files** are preferred with all fonts embedded. Also will accept **.eps, .ai, .jpg, .psd, or .tif** formats
- CMYK (four color process)
- 300dpi (dots per inch) resolution
- Supply any linked images or photos
- Fonts changed to outlines for vector based files (.eps, .ai)
- NO internal image compression (lzw, jpg)
- NO Mac files that cannot be open on PC
- NO printer's marks (i.e. crop marks)
- NO header or footer information
- NO graphics or text that are not part of the ad

How to Submit Ads and Logos

Compress all files and create a folder based on the advertiser's company name and label file as: "GBD-Your CompanyName-ad" (for ads) or "GBD-Your CompanyName -logo" (for logos)

Note: GBD stands for Gaming Business Directory

E-mail submission (artwork under 5 MB)

Please e-mail artwork to:

Andrea Mullaney

andrea@casinocity.com

+1 617-332-2850 (Ext. 135)

FTP submission (artwork over 5 MB)

Please upload media to our FTP site:

URL: <ftp://ftp.CasinoCityPress.com>

User Name: gbdads

Password: upload303

CD and print ad proofs submission

Please mail CD and print ad proofs to:

Casino City Press

95 Wells Ave

Newton, MA 02459

Note: CD and print ad proofs will not be returned.

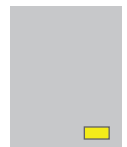
Contact the Marketing Director for Space Reservation and Artwork Deadlines.



Advertising Specifications

Ad Options	Trim Size (w x h)	Live Area (w x h)	Bleed Size (w x h)
Quarter-Page	3.625" x 5"		
Half-Page Horizontal	7.5" x 5"		
Half-Page Vertical	3.625" x 10"		
Full-Page	8.375" x 10.875"		
Inside Back Cover	8.5" x 11"	8" x 10.5"	8.75" x 11.25"
Inside Front Cover	8.5" x 11"	8" x 10.5"	8.75" x 11.25"
Back Cover*	8.5" x 11"	8" x 10.5"	8.75" x 11.25"

* For back cover ad, please do not place any important information near or within the bar code insertion area shown at right. (Area size in yellow = 2" x 1")



To reserve advertising space, contact:

Lisa Pasquarosa

National Sales Manager

lisa@casinocity.com

+1 617-332-2850 (Ext. 131)

For ad and logo submission questions, contact:

Andrea Mullaney

Marketing Director

andrea@casinocity.com

+1 617-332-2850 (Ext. 135)