

Ad and Logo 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
- NO crop marks

How to Submit Ads and Logos

Compress all files and create a folder based on the advertiser's company name and label file as: "CVG_YourCompanyName_ad" (for ads) or "CVG_YourCompanyName_logo" (for logos)
 Note: CVG stands for Casino Vendors Guide

E-mail submission (artwork under 5 MB)

Please e-mail artwork to:

Andrea Mullaney
 Marketing Director
 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

Space Reservation Deadline

February 17, 2017

Artwork Submission Deadline

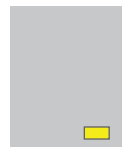
February 24, 2017



Advertising Specifications

| Ad Options | Trim Size (w x h) | Live Area (w x h) | Bleed Size (w x h) |
|----------------------------|-------------------|-------------------|--------------------|
| Quarter-Page Color | 3.625" x 5" | | |
| Half-Page Color Horizontal | 7.5" x 5" | | |
| Half-Page Color Vertical | 3.625" x 10" | | |
| Full-Page Color | 8.375" x 10.875" | 8" x 10.5" | 8.625" x 11.125" |
| Double-Page Color Spread | 16.75" x 10.875" | 16" x 10.5" | 17" x 11.125" |
| Inside Back Cover | 8.375" x 10.875" | 8" x 10.5" | 8.625" x 11.125" |
| Inside Front Cover | 8.375" x 10.875" | 8" x 10.5" | 8.625" x 11.125" |
| Back Cover | 8.375" x 10.875" | 8" x 10.5" | 8.625" x 11.125" |
| Front Cover* | 8.375" x 10.875" | 8" x 10.5" | 8.625" x 11.125" |

* For more details about front cover or card insert specs, please contact our national sales manager below.
 ** 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)