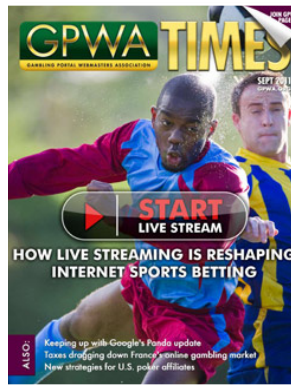


GPWA TIMES

GAMBLING PORTAL WEBMASTERS ASSOCIATION



Advertising in GPWA Times Magazine

GPWA Times Magazine is a fun, fact-filled publication centered on building world-class iGaming portal businesses and connecting webmasters with potential partners. GPWA Times gives affiliates the information they need to maximize profits for both themselves and for affiliate programs — which is why visibility in the magazine is definitely exposure well placed.

Advertising Options & Rates

Advertising Options	Standard Rates		GPWA & APCW Sponsor Rates	
	1x	4x*	1x	4x*
Standard				
Half-Page Display Ad	\$1,500	\$1,200	\$1,200	\$900
Full Page Display Ad	\$2,500	\$2,000	\$2,000	\$1,500
Double-Page Color Spread	\$4,250	\$3,400	\$3,400	\$2,550
Premium				
Full Page (Opposite Table of Contents)	\$3,125	\$2,500	\$2,500	\$1,875
Inside Back Cover	\$3,300	\$2,650	\$2,650	\$2,000
Inside Front Cover	\$4,000	\$3,200	\$3,200	\$2,400
Double-Page Spread (Before Table of Contents)	\$5,000	\$4,000	\$4,000	\$3,000
Centerfold Double-Page Spread	\$5,000	\$4,000	\$4,000	\$3,000
Inside Front Cover Double-Page Spread (Inside Front Cover + Full Page Ad)	\$5,625	\$4,500	\$4,500	\$3,375
Back Cover	\$6,000	\$4,800	\$4,800	\$3,600
Speciality Items				
Card Insert (Double Sided)	\$4,200	\$3,350	\$3,350	\$2,500
Belly Band (Front & Back Full Color Spots)	\$5,000	\$4,000	\$4,000	\$3,000
Foldout	\$9,250	\$7,400	\$7,400	\$5,550

* Price per issue based on prepayment in full.

Advertising Highlights

- Distributed in delegate bags at all major iGaming affiliate trade shows and conferences
- Targeted industry distribution of 4,000 copies per issue 4 times per year
- Shipped FREE to GPWA members
- Long Shelf-Life, High Pass-Along Rate

Contact Info:

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Upcoming Issue:

March 2012 Issue

Deadlines:

Reservation Deadline
 27 February 2012

Artwork Deadline
 2 March 2012

GPWA Times Magazine Ad 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: "GPWAMAG_AdvertiserName_ads" (for ads) or "GPWAMAG_AdvertiserName_logo" (for logos)

E-mail submission (artwork under 5 MB)

Please e-mail artwork to:

Steven Corfman

Steven@GPWA.org

+1 617-332-2850 (Ext. 129)

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:

George Choi

95 Wells Ave, Suite 125

Newton, MA 02459

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

Color Display Ads	Bleed Size	Trim Size	Live Area
Double-Page Spread	17.5" x 11.5"	17" x 11"	16"x10"
Full Page	9" x 11.5"	8.5" x 11"	7.5" x 10"
Half Page Horizontal	✗	7.625" x 4.9"	✗
Color Cover Ads	Bleed Size	Trim Size	Live Area
Inside Front Cover	9" x 11.5"	8.5" x 11"	7.5" x10"
Inside Back Cover	9" x 11.5"	8.5" x 11"	7.5" x10"
Back Cover	9" x 11.5"	8.5" x 11"	7.5" x10"
Color Speciality Ad	Bleed Size	Trim Size	Live Area
Belly-Band Front	8.5" x 2.875"	8.5" x "2.625"	✗
Belly-Band Back Left	4.25" x 2.875"	4.25" x 2.625"	✗
Belly-Band Back Right	4.25" x 2.875"	4.25" x 2.625"	✗
Card Insert (Double-Sided)	7.25" x 5.25"	7" x 5"	6.5" x 4.5"