

# GGB

Global Gaming  
Business Magazine  
**RATES & SPECS 2018**

## 4-COLOR ADVERTISING RATES (MONTHLY NET IN \$USD)

Size (all prices net)	12x	6x	3x	1x
Full Page	\$3,905	\$4,255	\$4,510	\$4,695
Two-page Spread	\$7,250	\$7,900	\$8,375	\$8,710
1/2 Horiz. 2 Page Spread	\$4,450	\$4,850	\$5,140	\$5,350
2/3 Vertical	\$2,900	\$3,160	\$3,350	\$3,485
Jr. Page or 1/2 Page Horiz.	\$2,245	\$2,450	\$2,595	\$2,700
1/3 Vertical or Square	\$1,675	\$1,825	\$1,935	\$2,010

## AD SIZES Magazine trim size 8.375 x 10.875.

For bleed ads, add 1/8" (.125) on all sides from trim and/or the 2/3 V (top, sides & bottom), 1/2 H 2 page spread, and 1/2 H, (sides & bottom).

### Full Page

Bleed 8 5/8 x 11 1/8 (8.625 x 11.125)  
Trim 8 3/8 x 10 7/8 (8.375 x 10.875)  
Live 7 5/8 x 10 1/8 (7.625 x 10.125)  
Non-bleed 7 5/8 x 10 (7.625 x 10)

### 2 page spread

Bleed 17 x 11 1/8 (17 x 11.125)  
Trim 16 3/4 x 10 7/8 (16.75 x 10.875)  
Live 16 x 10 1/8 (16 x 10.125)  
Non-bleed 16 x 10

### 1/2 Horiz. 2 page spread

Bleed 17 x 5 1/2 (17 x 5.5)  
Trim 16 3/4 x 5 3/8 (16.75 x 5.375)  
Live (16 x 5)  
Non-bleed 16 x 4 7/8 (16 x 4.875)

### 2/3 Vertical

Bleed 5 1/2 x 11 1/8 (5.5 x 11.125)  
Trim 5 3/8 x 10 7/8 (5.375 x 10.875)  
Live 5 x 10 1/8 (5 x 10.125)  
Non-bleed 5 x 10

### Junior page

Non-bleed 5 x 7 7/16 (5 x 7.4375)

### 1/2 Horizontal

Bleed 8 5/8 x 5 1/2 (8.625 x 5.5)  
Trim 8 3/8 x 5 3/8 (8.375 x 5.375)  
Live 7 5/8 x 5 (7.625 x 5)  
Non-bleed 7 5/8 x 4 7/8 (7.625 x 4.875)

### 1/2 Vertical

Bleed 4 3/8 x 11 1/2 (4.375 x 11.125)  
Trim 4 1/8 x 10 7/8 (4.125 x 10.875)  
Live 3 5/8 x 10 1/2 (3.625 x 10.5)  
Non-bleed 3 6/8 x 10 (3.75 x 10)

### 1/3 Square

Non-bleed 5 x 4 7/8 (5 x 4.875)

### 1/3 Vertical

Non-bleed 2 3/8 x 10 (2.375 x 10)

### Millimeters | Full Page

Bleed 219.075 x 282.575  
Trim 212.725 x 276.225  
Live 193.675 x 257.175  
Non-bleed 193.675 x 254

### Millimeters | 2 page spread

Bleed 431.8 x 282.575  
Trim 425.45 x 276.225  
Live 406.4 x 257.175  
Non-bleed 406.4 x 254

### Millimeters | 1/2 Horiz. 2 pg. spread

Bleed 431.8 x 139.7  
Trim 425.45 x 136.525  
Live 406.4 x 127  
Non-bleed 406.4 x 123.825

### Millimeters | 2/3 Vertical

Bleed 139.7 x 282.575  
Trim 136.525 x 276.225  
Live 127 x 257.175  
Non-bleed 127 x 254

### Millimeters | Junior page

Non-bleed 127 x 188.9125

### Millimeters | 1/2 Horizontal

Bleed 219.075 x 139.7  
Trim 212.725 x 136.525  
Live 193.675 x 127  
Non-bleed 193.675 x 123.825

### Millimeters | 1/2 Vertical

Bleed 111.13 x 282.58  
Trim 104.78 x 276.23  
Live 92.08 x 266.7  
Non-bleed 95.25 x 254

### Millimeters | 1/3 Square

Non-bleed 127 x 123.825

### Millimeters | 1/3 Vertical

Non-bleed 60.325 x 254

## ALL AD MATERIALS SUBMITTED TO GLOBAL GAMING BUSINESS SHOULD BE FORMATTED AS FOLLOWS:

• **Postal Mail Submission:** All page layouts, images, art and fonts should be supplied on a Mac-formatted CD or zip. (Color proof must be provided.) Send to: John Buyachek, Director of Sales, 901 American Pacific Dr., Suite 180, Henderson, Nevada 89014.

### • PDFs preferred, Print Optimized:

Document size must include crop marks offset 15 pts and 1/8-inch bleed for all ad bleed pages. Fonts and images must be embedded. (All images and text CMYK and 300 dpi at final size.) Color Management must be turned off. Compress files with Automatic Compression and Quality Set to Maximum. (Acrobat 4 or 5, and 6 compatible, resolution at 2438.) **Color proof must be provided.**

• **Email/FTP Submission:** If under 25 MB, email to [cooley7@sunflower.com](mailto:cooley7@sunflower.com). If over 25 MB, an FTP site is available. Please email Monica Cooley at [cooley7@sunflower.com](mailto:cooley7@sunflower.com) for the FTP instructions.

• All page layouts, images and art should be built in: QuarkXpress 4.0 or higher, Adobe Illustrator 6 or higher, Adobe Photoshop 5 or higher. (We cannot accept ads built in Corel Draw, Microsoft Publisher, Microsoft Word, Excel or PowerPoint.)

• All images and art should be 300dpi/150lpi saved as EPS or TIFF for the Mac and CMYK only. If additional (PMS) color is used, please note this when the ad materials are submitted.

• We can only accept Adobe postscript fonts. (We cannot accept forced and/or true type fonts.) Without color proof, publisher cannot be responsible for the outcome of the ad colors.

• With all ads, please include publication name, advertiser's name, ad size and a contact's phone number.

## ANY QUESTIONS REGARDING AD SALES, PLEASE CONTACT:

### LAUREN BYRGE

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