

Circulation

900,000+ Copies Published Annually and Printed Monthly In 2 Separate Zones

Southern Zone editorial content copy covers the Mississippi Gulf Coast & gaming markets of Vicksburg & Philadelphia, MS.

Our Northern Zone editorial content covers Tunica & Lula, Mississippi as well as Memphis, Tenn.

Distribution

Over 700 Distribution Points!

The Region's #1 Guide to Gaming & Fun can be found in casinos and high-traffic tourism locations such as State Welcome Centers, hotels, motels, chambers and tourism-related businesses.

For 2018, Jackpot! will increase our distribution into casino feeder markets such as Slidell, Covington & Mandeville, Louisiana, Mobile, Alabama, Hattiesburg & Jackson, Mississippi, Memphis, Tennessee and Interstate 20 east & west of Memphis and Hwy 61 South of Tunica, Mississippi.

Readership

4 Million* Annual Readers

What do 4 million gaming enthusiasts have in common? Well, they all turn to Jackpot! for the most accurate and timely information on casinos in the Southeast to plan their next trip to a resort!

Jackpot! delivers the largest gaming readership in the Southeast!

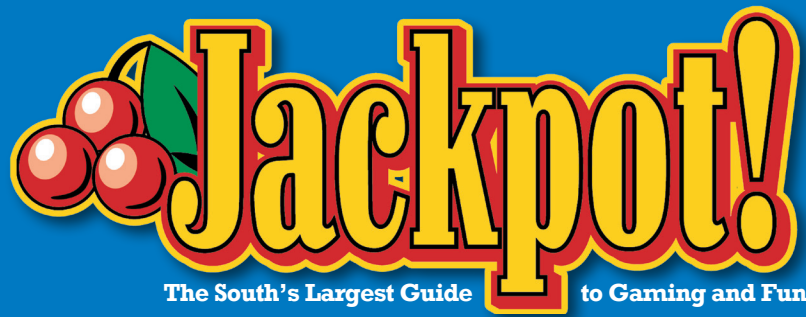
**Based on 4.5 readers per copy.*

Content

Every exciting issue of Jackpot! is packed full of valuable information, reviews, gaming advice, entertainment, dining, winners and complete casino directories to make each trip to a resort a winning experience!

And best of all, **Jackpot! is FREE!** Now that's a winning deal!

Read Jackpot! online: www.jackpotmagazine.com



2018 MEDIA KIT

Zones Coverage

Jackpot! publishes two distinctly zoned editions to better reach the player visiting casinos in Mississippi. The editorial content, circulation and distribution for each zone specifically targets travelers to casinos in these geographic zones.



2018 Advertising Rate Sheet

Modular Ad Size

	12x	6x	1x Open Rate
FULL Page	\$4,000	\$4,250	\$4,500
2/3 Page	\$2,600	\$2,800	\$3,000
1/2 Page	\$2,000	\$2,150	\$2,300
1/3 Page	\$1,600	\$1,800	\$2,000
1/4 Page	\$1,200	\$1,350	\$1,500

*All advertising rates are NET.

Cover & Franchise Positions (Based on Minimum 1-Year Contract)

	12x	6x	1x Open Rate
Back Page	\$4,750	N/A	N/A
Inside Cover(s)	\$4,500	N/A	N/A
Front Page Strip	\$1,800	N/A	N/A
Entertainment Page Strip (2 available)	\$1,500	N/A	N/A
Dining Guide	\$300	N/A	N/A

2018 Publication Schedule

January 2018

Editorial Deadline
December 22

Ad Materials Deadline
December 27

May 2018

Editorial Deadline
April 20

Ad Materials Deadline
April 24

September 2018

Editorial Deadline
August 22

Ad Materials Deadline
August 27

February 2018

Editorial Deadline
January 22

Ad Materials Deadline
January 24

June 2018

Editorial Deadline
May 21

Ad Materials Deadline
May 25

October 2018

Editorial Deadline
September 20

Ad Materials Deadline
September 24

March 2018

Editorial Deadline
February 21

Ad Materials Deadline
February 23

July 2018

Editorial Deadline
June 21

Ad Materials Deadline
June 25

November 2018

Editorial Deadline
October 23

Ad Materials Deadline
October 26

April 2018

Editorial Deadline
March 21

Ad Materials Deadline
March 23

August 2018

Editorial Deadline
July 23

Ad Materials Deadline
July 25

December 2018

Editorial Deadline
November 20

Ad Materials Deadline
November 26

**Deadlines subject to change. But, don't worry; ample notice will be given.*

#1 Guide to Gaming & Fun in the Southeast



4 Million Annual Readers!



Publishing Partner with Mississippi Gaming & Hospitality Association



#1 Requested Magazine in Mississippi State Welcome Centers



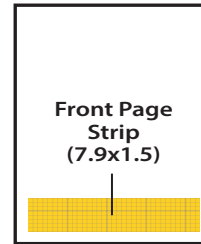
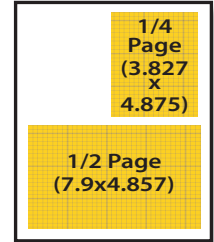
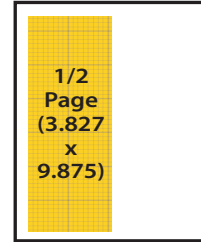
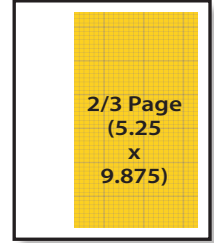
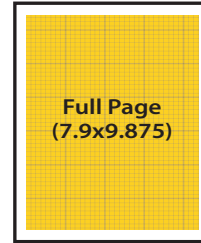
97.5% Pick-up Rate!



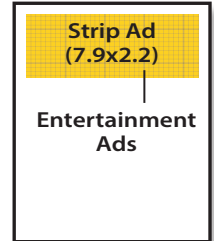
Only Regional Media Company Dedicated to Supporting the Mississippi Gaming Industry

Formats & Sizes

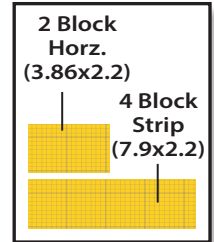
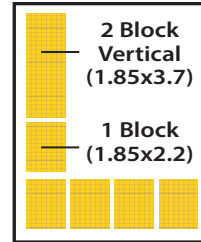
Standard Ads



Entertainment Ads



Dining Ads



Standard Ads

Full Page - No Bleed

7.9"w x 9.875"h

Full Page - With Bleed

9.25"w x 11.125"h

2/3 Page Horizontal

5.25"w x 9.875"h

Half Page Horizontal

7.9"w x 4.857"h

Half Page Vertical

3.827"w x 9.875"h

Quarter Page

3.827"w x 4.875"h

Front Page Strip

7.9"w x 1.5"h

Dining Ads

1 Block

1.85"w x 2.2"h

2 Block Horizontal

3.86"w x 2.2"h

2 Block Vertical

1.85"w x 3.7"h

4 Block Horizontal

Strip

7.9"w x 2.2"h

Entertainment Ads

Horizontal Strip Ads

7.9"w x 2.2"h

All camera-ready ads need to be provided at 300 dpi. Full Page ads can be provided with or without bleed area. Only Full Page ads can contain bleed area.