

## 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!

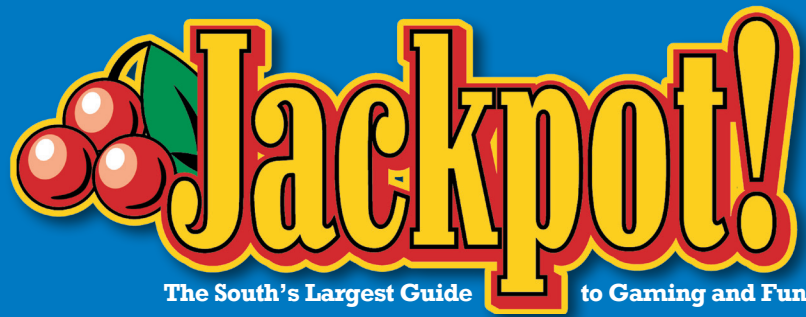
*\*Based on 4.5 readers per copy.*

## 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](http://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

## February 2018

Editorial Deadline  
January 22

Ad Materials Deadline  
January 24

## March 2018

Editorial Deadline  
February 21

Ad Materials Deadline  
February 23

## April 2018

Editorial Deadline  
March 21

Ad Materials Deadline  
March 23

## May 2018

Editorial Deadline  
April 20

Ad Materials Deadline  
April 24

## June 2018

Editorial Deadline  
May 21

Ad Materials Deadline  
May 25

## July 2018

Editorial Deadline  
June 21

Ad Materials Deadline  
June 25

## August 2018

Editorial Deadline  
July 23

Ad Materials Deadline  
July 25

## September 2018

Editorial Deadline  
August 22

Ad Materials Deadline  
August 27

## October 2018

Editorial Deadline  
September 20

Ad Materials Deadline  
September 24

## November 2018

Editorial Deadline  
October 23

Ad Materials Deadline  
October 26

## 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**



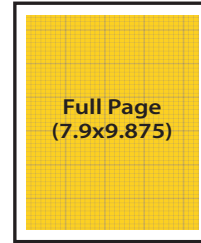
**97.5% Pick-up Rate!**



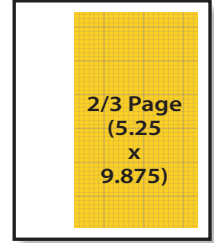
**Only Regional Media Company Dedicated to Supporting the Mississippi Gaming Industry**

## Formats & Sizes

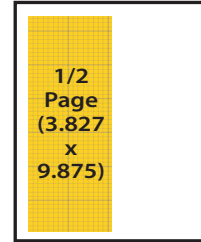
### Standard Ads



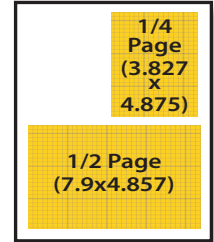
Full Page  
(7.9x9.875)



2/3 Page  
(5.25  
x  
9.875)

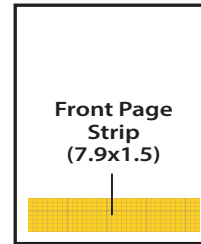


1/2  
Page  
(3.827  
x  
9.875)



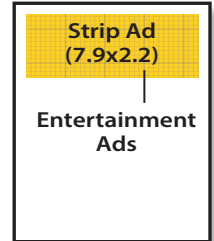
1/4  
Page  
(3.827  
x  
4.875)

1/2 Page  
(7.9x4.857)



Front Page  
Strip  
(7.9x1.5)

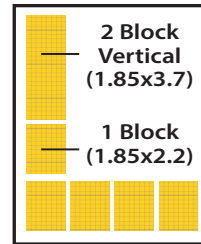
### Entertainment Ads



Strip Ad  
(7.9x2.2)

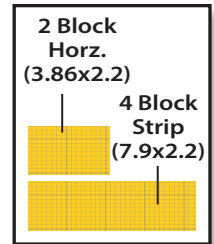
Entertainment  
Ads

### Dining Ads



2 Block  
Vertical  
(1.85x3.7)

1 Block  
(1.85x2.2)



2 Block  
Horz.  
(3.86x2.2)

4 Block  
Strip  
(7.9x2.2)

#### 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.