

## 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 2019, 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!

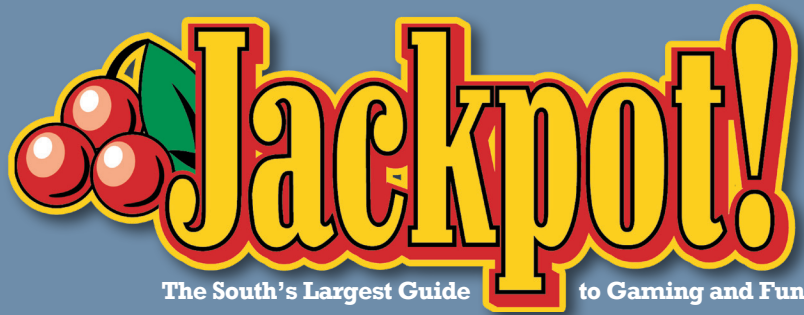
*\*Based on 4.5 readers per copy.*

## 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)



## 2019 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.



## 2019 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

# 2019 Publication Schedule

## January 2019

Editorial Deadline  
December 19

Ad Materials Deadline  
December 21

## February 2019

Editorial Deadline  
January 21

Ad Materials Deadline  
January 23

## March 2019

Editorial Deadline  
February 18

Ad Materials Deadline  
February 20

## April 2019

Editorial Deadline  
March 20

Ad Materials Deadline  
March 22

## May 2019

Editorial Deadline  
April 19

Ad Materials Deadline  
April 23

## June 2019

Editorial Deadline  
May 20

Ad Materials Deadline  
May 22

## July 2019

Editorial Deadline  
June 18

Ad Materials Deadline  
June 21

## August 2019

Editorial Deadline  
July 22

Ad Materials Deadline  
July 24

## September 2019

Editorial Deadline  
August 19

Ad Materials Deadline  
August 21

## October 2019

Editorial Deadline  
September 18

Ad Materials Deadline  
September 24

## November 2019

Editorial Deadline  
October 21

Ad Materials Deadline  
October 23

## December 2019

Editorial Deadline  
November 15

Ad Materials Deadline  
November 19

*\*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



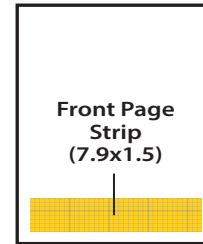
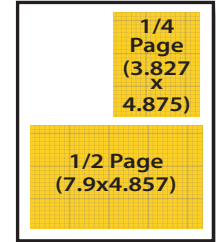
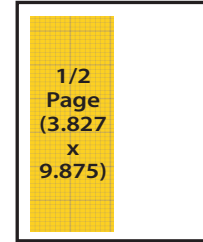
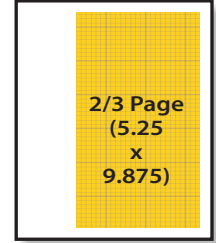
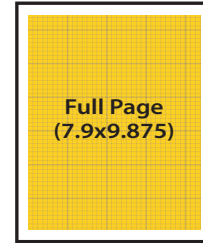
97.5% Pick-up Rate!



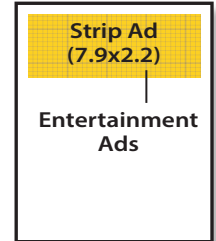
Only Regional Media Company  
Dedicated to Supporting the  
Mississippi Gaming Industry

## Formats & Sizes

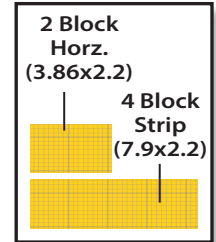
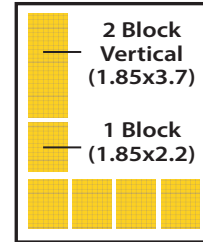
### Standard Ads



### 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

7.9"w x 2.2"h

##### 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.