

## Circulation

**35,000 Total Copies  
Published In 2 Separate Zones  
Every Two Weeks**

Jackpot! boasts the largest circulation of any gaming guide in the Southeast.

Actual circulation varies by season. Annual readership of 3.5 million based on 26 issues and 4 readers per issue.

## Distribution

**Over 500 Distribution Points!**

Jackpot! is available in more than 500 locations from Memphis to the Mississippi Gulf Coast. The region's #1 guide to gaming can be found in casinos, state welcome centers, chambers and tourism offices, hotel and motel lobbies and hundreds of high traffic retail and tourism-related businesses.

Published every two weeks, Jackpot! is filled with the most accurate and timely information for casino enthusiasts!

## Fast Facts

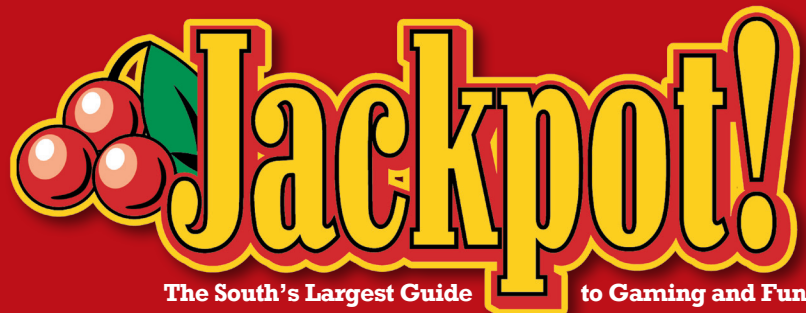
**3.5 Million\* Annual Readers**

What do 3.5 million gaming enthusiasts have in common? Well, they all love the excitement of the gaming resorts and they turn to Jackpot! when planning their trip to the casinos. At 35,000 copies per issue published in two dynamic editions, Jackpot! is designed to reach and penetrate a very large market.

*\*Based on 4 readers per copy.*

**Jackpot! is FREE!**

Every exciting issue of Jackpot! is packed full of valuable information, reviews, and expert gaming advice. Better still, Jackpot! is absolutely FREE to locals and tourists, making Jackpot! not only the largest and most complete guide to gaming and entertainment, but the best value in the casino industry!



## 2017 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.



## 2017 Advertising Rate Sheet

### Modular Ad Size

	26x	13x	1x Open Rate
FULL Page	\$2,000	\$2,200	\$2,400
3/4 Page	\$1,500	\$1,600	\$1,700
2/3 Page	\$1,250	\$1,450	\$1,550
1/2 Page	\$1,100	\$1,200	\$1,300
1/3 Page	\$750	\$850	\$950
1/4 Page	\$600	\$700	\$800

### Cover & Franchise Positions (Based on Minimum 13-Week Contract)

	26x	13x	1x Open Rate
Back Page	\$2,500	\$2,600	N/A
Inside Cover(s)	\$2,200	\$2,400	N/A
Front Page Strip	\$850	\$950	N/A
Dining Guide	\$100	\$150	N/A

# 2017 Publication Schedule

## January 2017

Issue - Jan. 5 - Jan. 18  
 Editorial Deadline by December 26  
 Ad Deadline by December 27

Issue - Jan. 19 - Feb. 1  
 Editorial Deadline by January 9  
 Ad Deadline by January 10

## February 2017

Issue - Feb. 2 - Feb. 15  
 Editorial Deadline by January 23  
 Ad Deadline by January 24

Issue - Feb. 16 - March 1  
 Editorial Deadline by February 6  
 Ad Deadline by February 7

## March 2017

Issue - March 2 - March 15  
 Editorial Deadline by February 20  
 Ad Deadline by February 21

Issue - March 16 - March 29  
 Editorial Deadline by March 6  
 Ad Deadline by March 7

Issue - March 30 - April 12  
 Editorial Deadline by March 20  
 Ad Deadline by March 21

## April 2017

Issue - April 13 - April 26  
 Editorial Deadline by April 3  
 Ad Deadline by April 4

Issue - April 27 - May 10  
 Editorial Deadline by April 17  
 Ad Deadline by April 18

## May 2017

Issue - May 11 - May 24  
 Editorial Deadline by May 1  
 Ad Deadline by May 2

Issue - May 25 - June 7  
 Editorial Deadline by May 15  
 Ad Deadline by May 16

## June 2017

Issue - June 8 - June 21  
 Editorial Deadline by May 29  
 Ad Deadline by May 30

Issue - June 22 - July 5  
 Editorial Deadline by June 12  
 Ad Deadline by June 13

## July 2017

Issue - July 6 - July 19  
 Editorial Deadline by June 26  
 Ad Deadline by June 27

Issue - July 20 - Aug. 2  
 Editorial Deadline by July 10  
 Ad Deadline by July 11

## August 2017

Issue - Aug. 3 - Aug. 16  
 Editorial Deadline by July 24  
 Ad Deadline by July 25

Issue - Aug. 17 - Aug. 30  
 Editorial Deadline by August 7  
 Ad Deadline by August 8

Issue - Aug. 31 - Sept. 13  
 Editorial Deadline by August 21  
 Ad Deadline by August 22

## September 2017

Issue - Sept. 14 - Sept. 27  
 Editorial Deadline by September 4  
 Ad Deadline by September 5

Issue - Sept. 28 - Oct. 11  
 Editorial Deadline by September 18  
 Ad Deadline by September 19

## October 2017

Issue - Oct. 12 - Oct. 25  
 Editorial Deadline by October 2  
 Ad Deadline by October 3

Issue - Oct. 26 - Nov. 8  
 Editorial Deadline by October 16  
 Ad Deadline by October 17

## November 2017

Issue - Nov. 9 - Nov. 22  
 Editorial Deadline by October 30  
 Ad Deadline by October 31

Issue - Nov. 23 - Dec. 6  
 Editorial Deadline by November 13  
 Ad Deadline by November 14

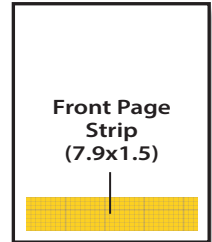
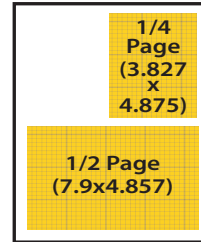
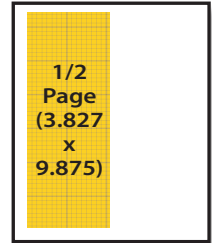
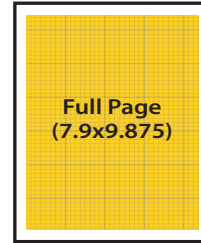
## December 2017

Issue - Dec. 7 - Dec. 20  
 Editorial Deadline by November 27  
 Ad Deadline by November 28

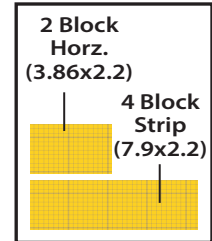
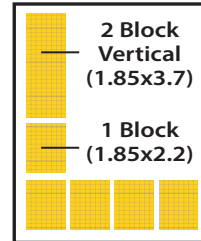
Issue - Dec. 21 - Jan. 3  
 Editorial Deadline by December 11  
 Ad Deadline by December 12

## Formats & Sizes

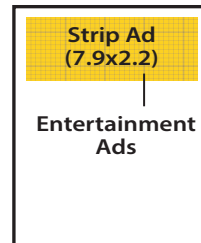
### Standard Ads



### Dining Ads



### Entertainment 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

##### 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.

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

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