

Issue Number *Cover Date / Invoice Date* *Distribution Date (Wednesdays)* *Industry Happenings** & Ad Space Reservation (Tuesdays)* *Ad Deadline (Fridays)*

Vol. 22, 2009

1	Jan. 14, 2009	Jan. 7, 2009	Dec. 16, 2008	Dec. 19, 2008
2	Jan. 28, 2009	Jan. 21, 2009	Dec. 30, 2008	Jan. 2, 2009
3	Feb. 11, 2009	Feb. 4, 2009	Jan. 13, 2009	Jan. 16, 2009
4	Feb. 25, 2009	Feb. 18, 2009	Jan. 27, 2009	Jan. 30, 2009
5	Mar. 11, 2009	Mar. 4, 2009	Feb. 10, 2009	Feb. 13, 2009
6	Mar. 25, 2009	Mar. 18, 2009	Feb. 24, 2009	Feb. 27, 2009
7	Apr. 8, 2009	Apr. 1, 2009	Mar. 10, 2009	Mar. 13, 2009
8	Apr. 22, 2009	Apr. 15, 2009	Mar. 24, 2009	Mar. 27, 2009
9	May 6, 2009	Apr. 29, 2009	Apr. 7, 2009	Apr. 10, 2009
10	May 20, 2009	May 13, 2009	Apr. 21, 2009	Apr. 24, 2009
11	June 3, 2009	May 27, 2009	May 5, 2009	May 8, 2009
12	June 17, 2009	June 10, 2009	May 19, 2009	May 22, 2009
13	July 1, 2009	June 24, 2009	June 2, 2009	June 5, 2009
14	July 15, 2009	July 8, 2009	June 16, 2009	June 19, 2009
15	July 29, 2009	July 22, 2009	June 30, 2009	July 3, 2009
16	Aug. 12, 2009	Aug. 5, 2009	July 14, 2009	July 17, 2009
17	Aug. 26, 2009	Aug. 19, 2009	July 28, 2009	July 31, 2009
18	Sept. 9, 2009	Sept. 2, 2009	Aug. 11, 2009	Aug. 14, 2009
19	Sept. 23, 2009	Sept. 16, 2009	Aug. 25, 2009	Aug. 28, 2009
20	Oct. 7, 2009	Sept. 30, 2009	Sept. 8, 2009	Sept. 11, 2009
21	Oct. 21, 2009	Oct. 14, 2009	Sept. 22, 2009	Sept. 25, 2009
22	Nov. 4, 2009	Oct. 28, 2009	Oct. 6, 2009	Oct. 9, 2009
23	Nov. 18, 2009	Nov. 11, 2009	Oct. 20, 2009	Oct. 23, 2009
24	Dec. 2, 2009	Nov. 25, 2009	Nov. 3, 2009	Nov. 6, 2009
25	Dec. 16, 2009	Dec. 9, 2009	Nov. 17, 2009	Nov. 20, 2009
26	Dec. 30, 2009	Dec. 23, 2009	Dec. 1, 2009	Dec. 4, 2009

* Deadlines falling on a major holiday will automatically be changed to the previous business day.

** Card Player cannot guarantee inclusion of all photos due to space availability, and final editing is reserved for all copy. If Industry Happenings material is not submitted by deadlines above, Card Player cannot guarantee its publication.

2009 Print Advertising Rates

Land-Based Casinos

Ad Size	1X	6X	13X	26X
Full Page	\$5,900	\$4,600	\$3,560	\$3,160
2/3	\$4,760	\$3,660	\$2,820	\$2,600
1/2	\$3,600	\$2,760	\$2,160	\$1,960
1/3	\$2,740	\$2,080	\$1,620	\$1,480
1/4	\$1,960	\$1,520	\$1,180	\$1,140
1/6	\$1,340	\$1,040	\$800	\$740
Banner	\$1,480	\$1,280	\$900	\$800
1 Col x 3"	\$680	\$520	\$400	\$360

Premium Positions
(Available for Full-Page Ads Only)

Back Cover	\$40,000
Inside Back Cover	\$30,000
Two-Page Spread (beginning of the magazine)	\$25,000
Inside Front Cover Spread (pages 2 & 3)	\$40,000

Prices listed are gross and subject to change.