

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

Vol. 23, 2010				
1	Jan. 13, 2010	Jan. 6, 2010	Dec. 8, 2009	Dec. 11, 2009
2	Jan. 27, 2010	Jan. 20, 2010	Dec. 29, 2009	Jan. 1, 2010
3	Feb. 10, 2010	Feb. 3, 2010	Jan. 12, 2010	Jan. 15, 2010
4	Feb. 24, 2010	Feb. 17, 2010	Jan. 26, 2010	Jan. 29, 2010
5	Mar. 10, 2010	Mar. 3, 2010	Feb. 9, 2010	Feb. 12, 2010
6	Mar. 24, 2010	Mar. 17, 2010	Feb. 23, 2010	Feb. 26, 2010
7	Apr. 7, 2010	Mar. 31, 2010	Mar. 9, 2010	Mar. 12, 2010
8	Apr. 21, 2010	Apr. 14, 2010	Mar. 23, 2010	Mar. 26, 2010
9	May 5, 2010	Apr. 28, 2010	Apr. 6, 2010	Apr. 9, 2010
10	May 19, 2010	May 12, 2010	Apr. 20, 2010	Apr. 23, 2010
11	June 2, 2010	May 25, 2010	May 4, 2010	May 7, 2010
12	June 16, 2010	June 9, 2010	May 18, 2010	May 21, 2010
13	June 30, 2010	June 23, 2010	June 1, 2010	June 4, 2010
14	July 14, 2010	July 7, 2010	June 15, 2010	June 18, 2010
15	July 28, 2010	July 21, 2010	June 29, 2010	July 2, 2010
16	Aug. 11, 2010	Aug. 4, 2010	July 13, 2010	July 16, 2010
17	Aug. 25, 2010	Aug. 18, 2010	July 27, 2010	July 30, 2010
18	Sept. 8, 2010	Sept. 1, 2010	Aug. 10, 2010	Aug. 13, 2010
19	Sept. 22, 2010	Sept. 15, 2010	Aug. 24, 2010	Aug. 27, 2010
20	Oct. 6, 2010	Sept. 29, 2010	Sept. 7, 2010	Sept. 10, 2010
21	Oct. 20, 2010	Oct. 13, 2010	Sept. 21, 2010	Sept. 24, 2010
22	Nov. 3, 2010	Oct. 27, 2010	Oct. 5, 2010	Oct. 8, 2010
23	Nov. 17, 2010	Nov. 10, 2010	Oct. 19, 2010	Oct. 22, 2010
24	Dec. 1, 2010	Nov. 24, 2010	Nov. 2, 2010	Nov. 5, 2010
25	Dec. 15, 2010	Dec. 8, 2010	Nov. 16, 2010	(Thurs.) Nov. 18, 2010
26	Dec. 29, 2010	Dec. 22, 2010	Nov. 30, 2010	Dec. 3, 2010

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

2010 Print Advertising Rates

Land-Based Casinos

Ad Size	1X	6X	13X	26X
Full Page	\$5,540	\$4,300	\$3,330	\$2,960
2/3	\$4,450	\$3,430	\$2,640	\$2,440
1/2	\$3,370	\$2,590	\$2,020	\$1,840
1/3	\$2,330	\$1,950	\$1,520	\$1,390
1/4	\$1,840	\$1,430	\$1,110	\$1,070
1/6	\$1,260	\$980	\$750	\$700

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 **net** and subject to change.