

Circulation

400,000+ 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, Mississippi.

Our Northern Zone editorial content covers Tunica & Lula, Mississippi as well as Memphis, Tennessee.

Distribution

Over 400 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.

In 2019, Jackpot! increased 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

2 Million* Annual Readers

What do 2 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!

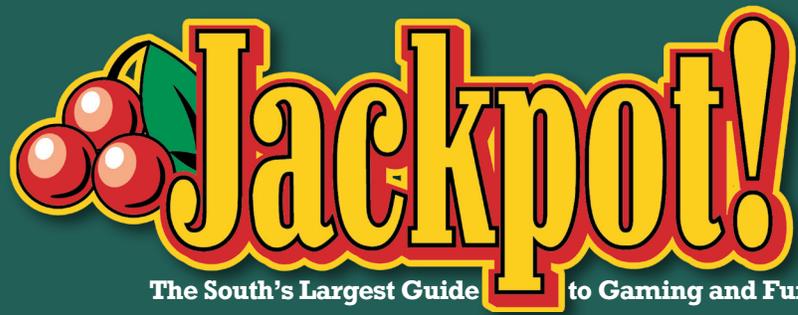
**Based on 5 readers per copy.*

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



2024 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.

NORTHERN ZONE

- West Memphis
- Memphis
- DeSoto County
- Helena
- Tunica County
- Tate County
- Coahoma County

MISSISSIPPI

- Vicksburg
- Jackson
- Philadelphia
- Meridian

SOUTHERN ZONE

- Laurel
- Hattiesburg

* Denotes general delivery area. Map not to scale.

- Slidell
- Gulfport
- Biloxi
- Bay St. Louis
- D'Iberville
- Mobile



2024 Advertising Rate Sheet

Modular Ad Size

	12x	6x	1x Open Rate
FULL Page	\$3,500	\$3,750	\$4,000
2/3 Page	\$2,500	\$2,750	\$3,000
1/2 Page	\$1,800	\$2,000	\$2,200
1/3 Page	\$1,300	\$1,500	\$1,700
1/4 Page	\$900	\$1,100	\$1,300

*All advertising rates are NET.

Cover & Franchise Positions (Based on Minimum 1-Year Contract)

	12x	6x	1x Open Rate
Back Page	\$4,000	N/A	N/A
Inside Cover(s)	\$3,750	N/A	N/A
Front Page Strip	\$1,800	N/A	N/A
Entertainment Page Strip (2 available)	\$1,250	N/A	N/A
Dining Guide	\$250	N/A	N/A

2024 Publication Schedule

January 2024

Editorial Deadline
December 18

Ad Materials Deadline
December 20

May 2024

Editorial Deadline
April 17

Ad Materials Deadline
April 19

September 2024

Editorial Deadline
August 16

Ad Materials Deadline
August 20

February 2024

Editorial Deadline
January 18

Ad Materials Deadline
January 22

June 2024

Editorial Deadline
May 17

Ad Materials Deadline
May 21

October 2024

Editorial Deadline
September 19

Ad Materials Deadline
September 23

March 2024

Editorial Deadline
February 16

Ad Materials Deadline
February 20

July 2024

Editorial Deadline
June 19

Ad Materials Deadline
June 21

November 2024

Editorial Deadline
October 18

Ad Materials Deadline
October 22

April 2024

Editorial Deadline
March 18

Ad Materials Deadline
March 20

August 2024

Editorial Deadline
July 19

Ad Materials Deadline
July 23

December 2024

Editorial Deadline
November 18

Ad Materials Deadline
November 22

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

#1 Guide to Gaming & Fun in the Southeast



**Publishing Partner with Mississippi
Gaming & Hospitality Association**



2 Million Annual Readers!



**#1 Requested Magazine in Mississippi
State Welcome Centers**



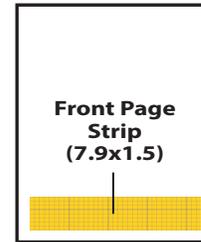
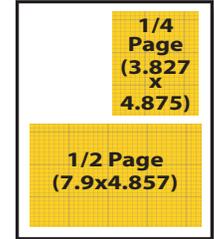
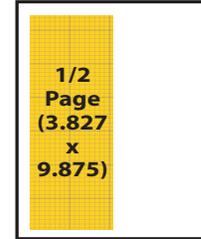
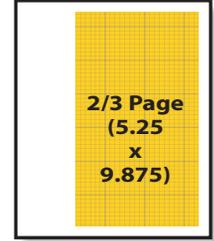
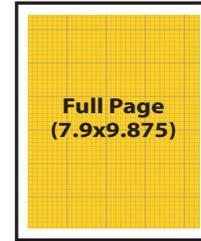
97.5% Pick-up Rate!



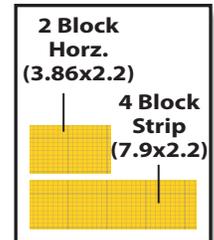
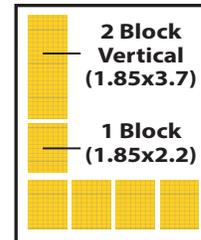
**Only Regional Media Company
Dedicated to Supporting the
Mississippi Gaming Industry**

Formats & Sizes

Standard Ads



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 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.