

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.

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

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

Jackpot!

The South's Largest Guide to Gaming and Fun

2020 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.



2020 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

2020 Publication Schedule

January 2020

Editorial Deadline
December 19

Ad Materials Deadline
December 21

February 2020

Editorial Deadline
January 21

Ad Materials Deadline
January 23

March 2020

Editorial Deadline
February 18

Ad Materials Deadline
February 20

April 2020

Editorial Deadline
March 20

Ad Materials Deadline
March 22

May 2020

Editorial Deadline
April 19

Ad Materials Deadline
April 23

June 2020

Editorial Deadline
May 20

Ad Materials Deadline
May 22

July 2020

Editorial Deadline
June 18

Ad Materials Deadline
June 21

August 2020

Editorial Deadline
July 22

Ad Materials Deadline
July 24

September 2020

Editorial Deadline
August 19

Ad Materials Deadline
August 21

October 2020

Editorial Deadline
September 18

Ad Materials Deadline
September 24

November 2020

Editorial Deadline
October 21

Ad Materials Deadline
October 23

December 2020

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



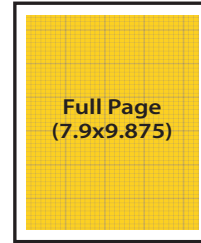
97.5% Pick-up Rate!



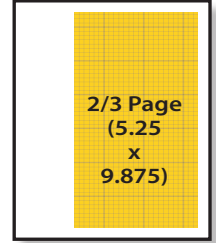
Only Regional Media Company Dedicated to Supporting the Mississippi Gaming Industry

Formats & Sizes

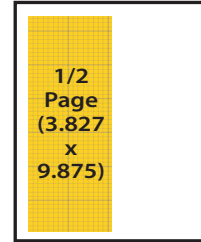
Standard Ads



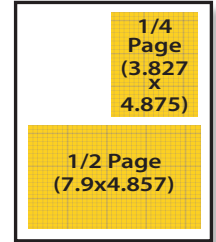
Full Page
(7.9x9.875)



2/3 Page
(5.25
x
9.875)

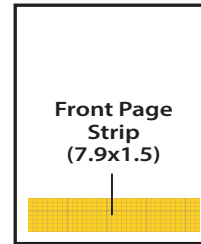


1/2
Page
(3.827
x
9.875)



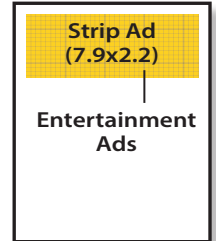
1/4
Page
(3.827
x
4.875)

1/2 Page
(7.9x4.875)



Front Page
Strip
(7.9x1.5)

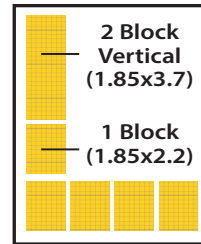
Entertainment Ads



Strip Ad
(7.9x2.2)

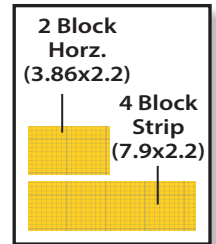
Entertainment
Ads

Dining Ads



2 Block
Vertical
(1.85x3.7)

1 Block
(1.85x2.2)



2 Block
Horz.
(3.86x2.2)

4 Block
Strip
(7.9x2.2)

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.