2018 Media Kit

GAMING LAW REVIEW
ECONOMICS, REGULATION, COMPLIANCE & POLICY

Print • Website • Email • Custom Solutions • Reprints

The Official Legal Publication of
INTERNATIONAL MASTERS OF GAMING LAW

Mary Ann Liebert, Inc. publishers
www.liebertpub.com/glR
Advantages of Advertising

Gaming Law Review (GLR) presents the latest developments in legislation, regulation, and judicial decisions affecting gaming around the world. As the first journal focused on this specialized area of law, it provides exclusive access to historic and current developments that are impacting today’s legal cases. With authoritative coverage of the legalities of intellectual property and licensing requirements, past and current litigation, and tax issues, the Journal is cited more often by legal courts than any other gaming law journal.

Editorial Excellence

The Editorial Board is led by Sue Schneider, eGaming Brokerage, St. Charles, MO.

Influential Audience

With a worldwide readership of more than 7,500 in over 170 countries, the Journal’s content and communications reach thousands of decision-makers, researchers, clinicians, and professionals in their field.

Our Readers, Your Target Audience

- Lawyers working in casino and gaming legal departments
- Entertainment and sports lawyers
- Intellectual property and licensing lawyers
- Law firms

Bonus Distribution

Advertisers turn to our Journal for our audience, and with bonus distribution at these major industry conferences, you can have your print advertisement reach a broader and highly-engaged audience.

- National Council of Legislators from Gaming States-Winter (NCLGS), Miami, FL, January 5–7
PRINT ADVERTISING

Print That Performs
The foundation of every successful campaign is a strong brand and it begins with print, which provides critical visibility, deep engagement, and brand awareness. Research has shown that display advertising drives view-through leads and stimulates brand engagement while significantly increasing search and purchase intent. Secure a high share of voice (SOV) and trigger action for your products by participating in print advertising campaigns.

Positions, Sizes, and Rates‡

<table>
<thead>
<tr>
<th>Positions, Sizes, and Rates‡</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10–12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B/W Full Page</td>
<td>$2,400</td>
<td>$2,158</td>
<td>$1,935</td>
<td>$1,590</td>
</tr>
</tbody>
</table>

The following rates are to be added to the earned b/w rate.

Preferred Position Rates

<table>
<thead>
<tr>
<th>Preferred Position Rates</th>
<th>Cover 4</th>
<th>Cover 3</th>
<th>Cover 2</th>
<th>Opposite Cover 2</th>
<th>Opposite TOC</th>
<th>Opposite Editorial Board</th>
<th>Opposite Editorial Text</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$495</td>
<td>$250</td>
<td>$450</td>
<td>$150</td>
<td>$175</td>
<td>$150</td>
<td>$150</td>
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</tbody>
</table>

Color Rates

<table>
<thead>
<tr>
<th>Color Rates</th>
<th>Standard 2-Color</th>
<th>Match Color</th>
<th>4-Color</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$500</td>
<td>$550</td>
<td>$775</td>
</tr>
</tbody>
</table>

Discounts

*15% for agencies on all rates

Meeting and Recruitment Rates‡

<table>
<thead>
<tr>
<th>Meeting and Recruitment Rates‡</th>
<th>B/W</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,355</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>$865</td>
<td></td>
</tr>
</tbody>
</table>

High-Impact Opportunities

1. **Cover Tip On**s deliver maximum impact, ensuring your advertising or marketing piece is the first thing readers see when they receive their issue.

2. **Belly Bands** make a statement by wrapping your message around the Journal.

3. **Inserts** stand out from the crowd for maximum awareness, and offer a variety of solutions to distinguish your message and increase your visibility.

Contact Victoria Palusevic to customize an advertising strategy within your budget, and choose the strongest channels to get your message delivered.

Closing Date Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>1/5/2018</td>
</tr>
<tr>
<td>March</td>
<td>2/2/2018</td>
</tr>
<tr>
<td>April</td>
<td>3/9/2018</td>
</tr>
<tr>
<td>May</td>
<td>4/6/2018</td>
</tr>
<tr>
<td>June</td>
<td>5/9/2018</td>
</tr>
<tr>
<td>Jul/Aug</td>
<td>7/6/2018</td>
</tr>
<tr>
<td>September</td>
<td>8/10/2018</td>
</tr>
<tr>
<td>October</td>
<td>9/7/2018</td>
</tr>
<tr>
<td>November</td>
<td>10/5/2018</td>
</tr>
<tr>
<td>December</td>
<td>11/9/2018</td>
</tr>
</tbody>
</table>

Materials due 1 week after reservation dates. All dates subject to change.

Contact Victoria Palusevic to customize an advertising strategy within your budget, and choose the strongest channels to get your message delivered.
DIGITAL ADVERTISING

Website Banner Ad
Maximize brand awareness and reach by adding an online campaign to your print schedule. The online journal platform offers a variety of advertising banner options and customized solutions. Online advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content.

Average Page Views per Month: **3,200**

<table>
<thead>
<tr>
<th>Positions, Sizes, and Rates</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10–12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90)</td>
<td>$965</td>
<td>$920</td>
<td>$870</td>
<td>$830</td>
</tr>
<tr>
<td>Medium Rectangle (300x250)</td>
<td>$860</td>
<td>$820</td>
<td>$770</td>
<td>$730</td>
</tr>
</tbody>
</table>

**Rich Media**
Enhance your brand or product with mobile rich media. Rich media banner ads offer a great deal of flexibility and can also lead to significant increase in branding and user engagement. Rich media banner ads present interactive content such as surveys, videos, registration forms, and more.

<table>
<thead>
<tr>
<th>Positions, Sizes, and Rates</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10–12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium Rectangle (300x250)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

30-day ROS. All rates are net.

**Roadblock**
Eliminate the competition with a sponsored roadblock. Own 100% share of voice and all the advertising space on the journal website for a 24-hour period. Call your sales manager and explore the opportunities.

**Custom Cluster Banner Packages**
Reach an extended audience and achieve maximum visibility with a Customized Cluster Package.

Place your banner ads across these related high-value titles:

Contact **Victoria Palusevic** to customize an advertising strategy within your budget, and choose the strongest channels to get your message delivered.
EMAIL TARGETING

Custom Targeted Email
Maximize your exposure and increase brand awareness by placing a leaderboard banner and your 75 words of custom content in our email message sends.

Promote your products, webinars, conferences, and more in our:
- Featured Articles
- Special Announcements

Reach our readership of over 3,500 opted-in registrants of researchers, thought leaders, and decision makers with purchasing power.

Positions, Sizes, and Rates (per send) 1–3x 4–6x 7–9x 10–12x
Leaderboard and custom content $1,895 $1,800 $1,710 $1,625
Leaderboard without custom content $965 $920 $875 $830
Medium Rectangle (300x250) $860 $820 $770 $735

All rates are net.

Table of Contents (TOC) Email
Each month, our 2,000 opted-in subscribers receive our Table of Contents email alert providing a preview of what’s coming up in the next issue.

TOC email alerts deliver increased reach and visibility for your brand, providing a strong component to your overall marketing strategy.

Positions, Sizes, and Rates (per send) 1–3x 4–6x 7–9x 10–12x
Leaderboard (728x90) $965 $920 $875 $830
Wide Skyscraper (160x600) $860 $820 $770 $735

All rates are net.

The Publisher reserves the right to reject content that it feels is not in keeping with the publication’s standards.

Contact Victoria Palusevic to customize an advertising strategy within your budget, and choose the strongest channels to get your message delivered.
Research Briefings, an established eNewsletter boasting an average of 30% or above open rate, provides key decision makers with top research, open access articles, and highlighted papers in their respective fields. Each issue delivers a selection of the most impactful articles from a portfolio of Mary Ann Liebert, Inc. journals, with complimentary two-week access to content from the date of send to encourage a high level of engagement.

Research Briefings publishes, and distributes to subscribers, five unique eNewsletters with the potential for advertising across products and audiences: Biotechnology/Regenerative Medicine, Clinical Medicine, Surgery, Public Health, and Technology & Engineering.

NEW!
Lead Generation Opportunities Available within Your Target Market
Exclusive sponsorship with 100% share of voice. Showcase your message alongside curated content from relevant Mary Ann Liebert publications. Promote products, videos, white papers, webinars, and more with lead generating opportunities.

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive sponsorship with lead generation</td>
<td>$3,195</td>
</tr>
<tr>
<td>Exclusive sponsorship without lead generation</td>
<td>$2,195</td>
</tr>
</tbody>
</table>

Target Audience
- Directors of corporate research & development
- Directors of medical research
- Academic department chairpersons, deans, and faculty
- Other top-level decision makers

2018 Topics, Frequency, and Audience

<table>
<thead>
<tr>
<th>Biotechnology/Regenerative Medicine</th>
<th>Clinical Medicine</th>
<th>Public Health</th>
<th>Surgery</th>
<th>Technology &amp; Engineering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emailed to 42,000 12x per year</td>
<td>Emailed to 29,000 12x per year</td>
<td>Emailed to 37,000 6x per year</td>
<td>Emailed to 33,000 4x per year</td>
<td>Emailed to 6,500 4x per year</td>
</tr>
<tr>
<td>Biological Sciences/Biology</td>
<td>Allied Health</td>
<td>Allied Health</td>
<td>General Surgery</td>
<td>Engineering</td>
</tr>
<tr>
<td>Biomedical Engineering</td>
<td>Cardiology</td>
<td>Epidemiology</td>
<td>Urology</td>
<td>Materials Science</td>
</tr>
<tr>
<td>Cell Biology</td>
<td>Family Medicine</td>
<td>Family Medicine</td>
<td></td>
<td>Mechanical Engineering</td>
</tr>
<tr>
<td>Gene Therapy</td>
<td>Internal Medicine</td>
<td>Infectious Diseases</td>
<td></td>
<td>Robotics</td>
</tr>
<tr>
<td>Genetics</td>
<td>Nursing</td>
<td>Public Health</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microbiology</td>
<td>Pediatrics</td>
<td>Sociology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Molecular Biology</td>
<td>Pharmacology</td>
<td>Virology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pathology</td>
<td>Preventive Medicine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pharmacology</td>
<td>Urology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tissue Engineering</td>
<td>Women's Health/OB/GYN</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact Victoria Palusevic to customize an advertising strategy within your budget, and choose the strongest channels to get your message delivered.
Extended Exposure

Reprints

Reprints from our highly cited and prestigious journals are an excellent source of promotion and information about your company’s products and services. Reprints can be used to increase your exposure with credible and unbiased information, to educate your sales force, and to keep shareholders and prospects current. Reprints make valuable sales tools for trade shows, conferences, educational seminars, and mailings, and will help drive traffic to your website. Custom covers and supplementary material may be added. Translations are available in any language. We will assist with Sunshine Act reporting upon request.

ePrints

With seamless access and secure delivery, our journal article ePrints are user friendly, mobile ready, and ideal for sharing. They offer control and flexibility, are not hampered by firewalls, won’t be caught in anti-virus software, and will never violate user privacy.

ePrints are viewable on desktops, tablets, and all mobile devices, with available printing capabilities. Among the many features offered are simple navigational text viewing, custom formatting for small devices, the option of page flipping/continuous flow of content, bookmarking, audio/video active viewer embedding, reference links, and scholarly article quick links. We can provide time and usage reporting as often as requested, and renewal & expiration notifications. Any inclusions that are available as reprints, as well as translations, are also available as ePrints. Monthly download information is available.

Liebert Open Access

Open Access maximizes visibility of your article, with significant increases in readers, citations, and downloads. The online posting of your article will be expedited, and your article will be marked with an icon indicating that it is freely accessible in perpetuity to everyone, including non-subscribers. It ensures rapid, rigorous peer review and editorial attention, and deposit into PubMed Central and other internationally recognized repositories immediately upon publication in print, eliminating the 12-month embargo period. In addition, our marketing department will send out a targeted email announcement featuring a direct link to your article. Information on monthly download totals is available for Open Access articles. All Open Access funding and licensing mandates will comply.

For more information, or to place an order for reprints, ePrints, or Liebert Open Access, contact Karen Ballen at kballen@liebertpub.com or (914) 740-2194
CUSTOM SOLUTIONS

Custom Options to Support Your Brand

Mary Ann Liebert, Inc., publishers offers a variety of sponsored, editorially driven content choices to highlight topics that are most important to you. Numerous opportunities are available to generate new highly qualified leads to feed your prospect pipeline and solidify your reputation as an industry leader.

We work with you to brand or customize existing content, create new content, or extend planned live content into enduring materials with the power to build mindshare and extend educational reach through our vertical markets and global community.

Supplements

Leverage our journals’ global reach and access to Key Opinion Leaders in the field.

- Distribute specialized content focusing on one topic to highlight your research
- Special issues are peer reviewed, indexed, and distributed alongside the journal of your choice
- Marketing support includes an email campaign to the appropriate audience

Roundtables

Support education by sponsoring a roundtable conversation that accesses Key Opinion Leaders within a desired market on a specified topic of interest.

- Lead-generating, independent, panel-style discussions facilitate educational dialogue and become an enduring piece for future knowledge exchange
- Offered in print, online, or both
- Marketing support includes email promotion, a press release to target audiences, and visibility on the appropriate journal’s microsite

Sponsored Subscriptions

Reach and interact with your target audience by sponsoring a year-long online subscription(s) to one or more of our journals.

- Engage your audience with a branded welcome letter and customized email campaign produced by us
- Enhance audience engagement with short videos, webinars, or questionnaires
- Receive targeted feedback via quarterly surveys to readership
- Gauge impact with quarterly reports on usage, data on most-read articles, and survey results

eBooks

Create a customized collection of content to heighten brand awareness and generate new leads.

- Branded to a specific journal and audience, eBooks are a tremendous educational resource in the field
- Provides exposure to your related multimedia content and educational resources
- Delivered in a digital format that is optimized for easy viewing on desktop computers, tablets, and smartphones

For more information on Custom Content Programs, contact Jayne Woolf at jwoolf@liebertpub.com, or (914) 740-2255
CUSTOM SOLUTIONS

Custom Content Programs
Reach your target audience through sponsored in-journal content

- Publish custom white paper(s) on the topics of your choice
- Design and create corporate profiles or quarterly columns
- Educate your target market with the guidance of our expert editorial staff
- Our editorial team can cover your prestigious meeting and write a meeting report for publication in a relevant journal
- Marketing support includes email campaign to the appropriate journal audience

Webinars (60–75 minutes)
Demonstrate your expertise and thought leadership to audience segments from our readership communities.

- Premiere turnkey lead-generation vehicle
- You provide the topic, we do the rest, including editorial consulting, event management, promotion, and reporting
- Webinars continue to generate leads well after the event

Web Briefs (10–15 minutes)
Promote your educational message by demonstrating how your products or technologies solve critical problems.

- Exclusively sponsor a lead-generating, highly effective multimedia product that promotes your educational message to a targeted audience
- Feature an expert from your organization or an industry specialist
- Adapt materials from a current campaign or presentation
- Showcased on relevant journal microsite to extend reach and increase the impact of your message
- Marketing support includes email campaign to relevant journal audiences

Branded eNewsletters
Combine current journal developments and news from the field to promote your educational message.

- Customized content that combines current topics in the journal matched with your educational message
- Branded to the journal that reaches your audience, and written and approved by our editorial team

Custom Books
Educate your target audience and highlight your commitment to the field.

- Yearbooks highlight the best journal content for a year, branded in a memorable way to your audience and serves as an enduring educational takeaway
- Publish a one-off book on a relevant topic, or an annual book with content provided to us

www.liebertpub.com/glr
PRINT SPECIFICATIONS

Print Material Requirements

- A high-resolution press-ready PDF file (300 dpi or higher) is required for all electronic submissions. All fonts must be embedded and color files must be created and submitted in CMYK.
- 2-color ads must be provided as black, plus 100% cyan, magenta, or yellow. If other colors are present in the file, an additional charge will be incurred.
- Art with transparency must be flattened.

Ad Measurements

<table>
<thead>
<tr>
<th>Print Positions</th>
<th>Inches</th>
<th>Millimeters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size</td>
<td>8½” x 11”</td>
<td>216mm x 279mm</td>
</tr>
<tr>
<td>Full Page</td>
<td>8½” x 11”</td>
<td>216 mm x 279mm</td>
</tr>
<tr>
<td>Bleed</td>
<td>¼”</td>
<td>6mm</td>
</tr>
<tr>
<td>Live Material</td>
<td>8” x 10½”</td>
<td>203mm x 267mm</td>
</tr>
<tr>
<td>Half Page</td>
<td>8½” x 5¼”</td>
<td>216mm x 133mm</td>
</tr>
<tr>
<td>Bleed</td>
<td>¼”</td>
<td>6mm</td>
</tr>
<tr>
<td>Live Material</td>
<td>7½” x 5”</td>
<td>191mm x 127mm</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>17” x 11”</td>
<td>432mm x 279mm</td>
</tr>
<tr>
<td>Bleed</td>
<td>¼”</td>
<td>6mm</td>
</tr>
<tr>
<td>Live Material</td>
<td>16” x 10½”</td>
<td>406mm x 267mm</td>
</tr>
</tbody>
</table>

Custom Ad Measurements

<table>
<thead>
<tr>
<th>Print Positions</th>
<th>Inches</th>
<th>Millimeters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Tip Ons</td>
<td>up to 8½” x 5”</td>
<td>214mm x 127mm</td>
</tr>
<tr>
<td>Belly Band</td>
<td>19” or 20” x 5½”</td>
<td>483mm or 508mm x 140mm</td>
</tr>
<tr>
<td>Insert</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loose</td>
<td>8¾” x 10½”</td>
<td>213mm x 276mm</td>
</tr>
<tr>
<td>Bound</td>
<td>8¼” x 11¼” add ¼” for trim</td>
<td>222mm x 286mm</td>
</tr>
<tr>
<td>Bleed</td>
<td>¼”</td>
<td>6mm</td>
</tr>
<tr>
<td>Live Material</td>
<td>8” x 10”</td>
<td>203mm x 254mm</td>
</tr>
</tbody>
</table>

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Submit Materials to:

Print Production
Kyna McCrary
T: (914) 740-2270
kmccrary@liebertpub.com

Digital Production
digitalproduction@liebertpub.com
DIGITAL SPECIFICATIONS

Banner Sizes

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Leaderboard</td>
<td>728x90</td>
</tr>
<tr>
<td>2 Medium Rectangle</td>
<td>300x250</td>
</tr>
<tr>
<td>3 Medium Rectangle</td>
<td>300x250</td>
</tr>
<tr>
<td>4 Wide Skyscraper</td>
<td>160x600</td>
</tr>
</tbody>
</table>

Web/Email Banner Material Requirements

- All images must be in JPG or GIF format
- Animated GIFs acceptable (all pertinent information must be included on the first frame)
- File size may not exceed 45KB
- Supply URL for banner link
- Send files to digitalproduction@liebertpub.com

Video Material Requirements

Submit materials to: digitalproduction@liebertpub.com

- Client must submit a previously encoded Flash video file (.flv file extension with a maximum streaming bit rate of 700 kbps) OR for a fee ($250/hr) we can accept a digital file in AVI, WMV, MPEG or QuickTime format and we will encode it to the Flash format
- Video content must not exceed 15 seconds
- Ad is subject to editorial review
- Ad must be submitted a minimum of five (5) business days prior to the expected start date to allow for processing and review

Rich Media Material Requirements

Initial file size is 40KB. Be sure to supply URL to use for banner link. Special instructions for SWF (FLASH): Please refer your FLASH developer to this section. FLASH files must contain a button instance and the ClickTag Code below must be programmed into the button instance. The button in your FLASH movie cannot contain any click-through URLs in the ActionScript. If it does, we will not be able to track clicks. Please revise the code to exclude any URLs and use the ClickTag code instead: On (release) {get URL (clickTAG,"_blank");} Files must be saved for FLASH Player 6 and ActionScript 1, or above.

Website Banner Custom Targeted Email

TOC Reporting Metrics

For banners on our email communications, we provide detailed reports upon request including:

- Send Date
- Sent
- Total Banner Clicks
- Unique Opens
- Open Rate
- Total Banner CTR

Please allow one week after request date for delivery of reports.
Multiple **Platforms**…
Maximum **Performance**

Victoria Palusevic
Director of Advertising Sales
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fax: (914) 740-2112
vpalusevic@liebertpub.com