

亞博匯 inside asian gaming
iag

MEDIA KIT
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About IAG

Inside Asian Gaming is Asia's leading B2B digital and print media brand for the gaming, resort and entertainment industry. It has the highest website traffic, social media following, digital newsletter distribution and print magazine distribution of any such brand.

Founded in 2005, *IAG* has a broad business editorial focus on the Asian gaming and integrated resort industry. It is widely distributed to industry executives throughout Macau and the rest of Asia in two formats: a monthly English and traditional Chinese fully bilingual digital and print magazine and a daily English language e-newsletter titled *IAG Breakfast Briefing*, delivered at 8am Macau time each weekday. *IAG* also publishes special magazine editions for G2E Asia each May and the Asian Gaming Power 50 each November.

In January 2019, *Inside Asian Gaming* launched *IAG Japan* to cover the burgeoning Integrated Resort industry in Japan. *IAG Japan* publishes in two formats: a monthly Japanese and English fully bilingual digital magazine and a Japanese language daily e-newsletter titled *IAG Daily Briefing*, which is sent at midday Japan time each weekday.

In May 2019, *Inside Asian Gaming* launched in Traditional Chinese, again in two formats: a monthly Chinese and English fully bilingual digital and print magazine and a Chinese language daily e-newsletter which is sent at 11am Macau time each weekday.



➔ About IAG

Since 2008 *IAG* has been renowned for publishing “The Asian Gaming Power 50”. Anxiously awaited each year, The Asian Gaming Power 50 is an annual ranking of the 50 most influential and prominent Asian gaming industry leaders and executives. The Asian Gaming Power 50 is celebrated each November with *IAG* organizing a glamorous Black Tie Gala Dinner in a Macau Integrated Resort ballroom. The gala dinner ballroom location rotates annually amongst Macau’s six Integrated Resort concessionaires.

IAG produces Macau After Dark (MAD), a series of casual industry networking social events held in Macau every few months which brings together key industry decision-makers.

In March 2020, *IAG* announced GAME (Gaming Asia Mega Experience) – an online interactive business insights platform bringing Asian gaming and hospitality industry participants together via a range of engaging online experiences ranging from keynote speeches and presentations from industry heavyweights to workshops, talks and panel discussions.

IAG is the Lead Media Partner for G2E Asia (held each May in Macau), G2E Asia @ the Philippines (which held its inaugural event in December 2019 in Manila), and the G2E Asia Online Conference (which will hold its inaugural event on 7 July 2020). We also publish *G2E Asia Daily*, the daily newspaper of G2E Asia, and co-organize the G2E Asia Awards with Reed Exhibitions.



➔ About IAG

IAG is the Lead Media Partner for the MGS Entertainment Show (held each November in Macau). We also publish *MGS Daily*, the daily newspaper of the MGS Entertainment Show.

IAG is the Asian Lead Media Partner for ICE Asia, which held its inaugural event digitally on 8 and 9 June 2020.

IAG is the Asian Lead Media Partner for SiGMA Manila, which held its inaugural event digitally on 8 and 9 June 2020.

We publish *The Daily Download*, the official daily digital record of ICE Asia and SiGMA Manila.

IAG is the Lead Media Partner for the Phil-Asian Gaming Expo (PAGE), held each July in Manila.

In addition to being the Lead Media Partner for various major industry trade shows throughout Asia, *IAG* is an official media partner of dozens of leisure and gaming industry events held across every continent of the world.



➔ About IAG

IAG attends numerous industry trade shows and international conferences and seminars across Asia and throughout the world, including ICE in London in February, G2E Asia in Macau in May, SiGMA in Manila in June, PAGE in Manila in July, AGE in Sydney in August, G2E in Las Vegas in October, G2E Asia @ the Philippines in Manila in November, MGS in Macau in November and SiGMA in Malta in November and various developing shows covering the burgeoning Japanese IR industry in Tokyo, Yokohama and Osaka. Our CEO Andrew W Scott and our Managing Editor Ben Blaschke variously chair, moderate and speak at such conferences and seminars.

IAG has produced a range of industry conferences and seminars such as the Cambodia International Gaming Conference on behalf of the Ministry of Economy and Finance and the Ministry of Interior of the Kingdom of Cambodia, sessions for the G2E Asia conference and the MGS Entertainment Show conference, and the highly acclaimed “Strategy and Leadership for Personal and Business Success” seminar series.

IAG Consulting is IAG’s consulting business unit, which offers consulting and revenue support services for businesses exploring or operating in the Asian gaming and Integrated Resort industry. IAG Consulting also produces tailor-made training and education programs (and has been commissioned by Philippines regulator PAGCOR to do so) and organizes events on behalf of our clients, such as product launches, seminars and social events.

➔ About IAG

For our main Macau office please phone +853 2883 6497.

For advertising enquiries, please contact Jadeson Ho on +853 6331 5577 or jh@asgam.com.

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For client accounts and subscription enquiries, please contact Caroline lau on +853 2875 2959 or cl@asgam.com.

For events, public relations, media or government affairs enquiries, please contact Victoria Man on vm@asgam.com.

For finance enquiries, please contact Sue Liang on sue@asgam.com.

For all other enquiries, please contact Ana Fan on +853 2883 6497 or ana@asgam.com.

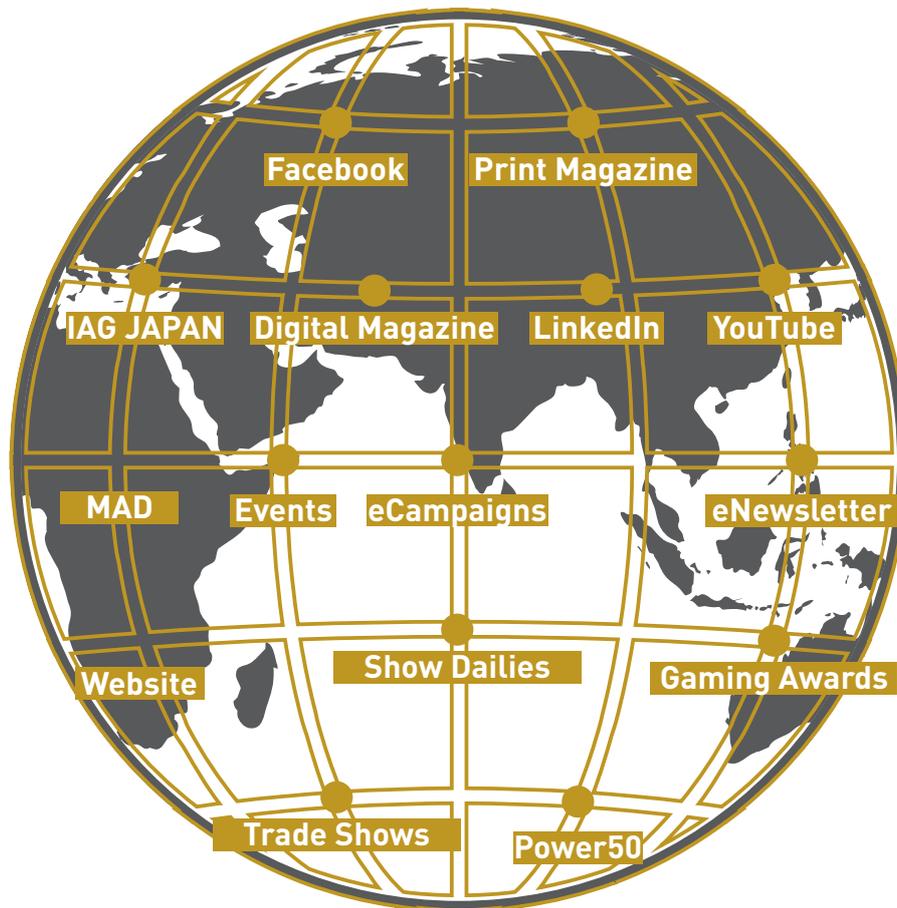
To subscribe to IAG Breakfast Briefing for daily industry news, please visit:

Language	Delivered weekdays at	Subscribe link
English	8am Macau time	https://www.asgam.com/index.php/subscribe/
Chinese (traditional)	11am Macau time	https://zh.asgam.com/index.php/subscribe-zh/
Japanese	12noon Japan time	https://www.asgam.jp/index.php/subscribe-jp/

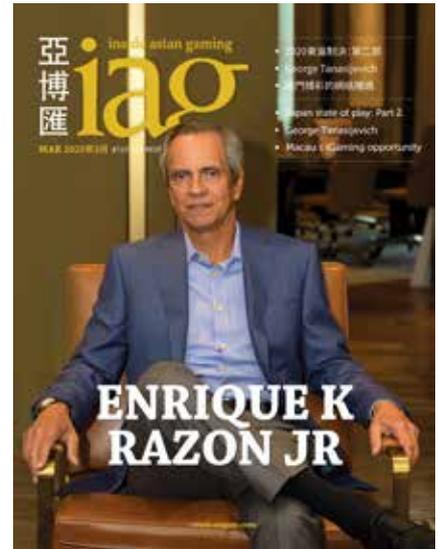
Reach

200,000+ unique visitors

MONTHLY AUDIENCE REACH



Readership



- Asian gaming, integrated resort and hospitality industry executives and professionals
- Operators, suppliers, regulators and academics
- iGaming professionals and service providers
- Investors, policymakers and analysts
- Professionals from the financial, legal and technological sectors

Digital Channels

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亞博匯 iag



YouTube

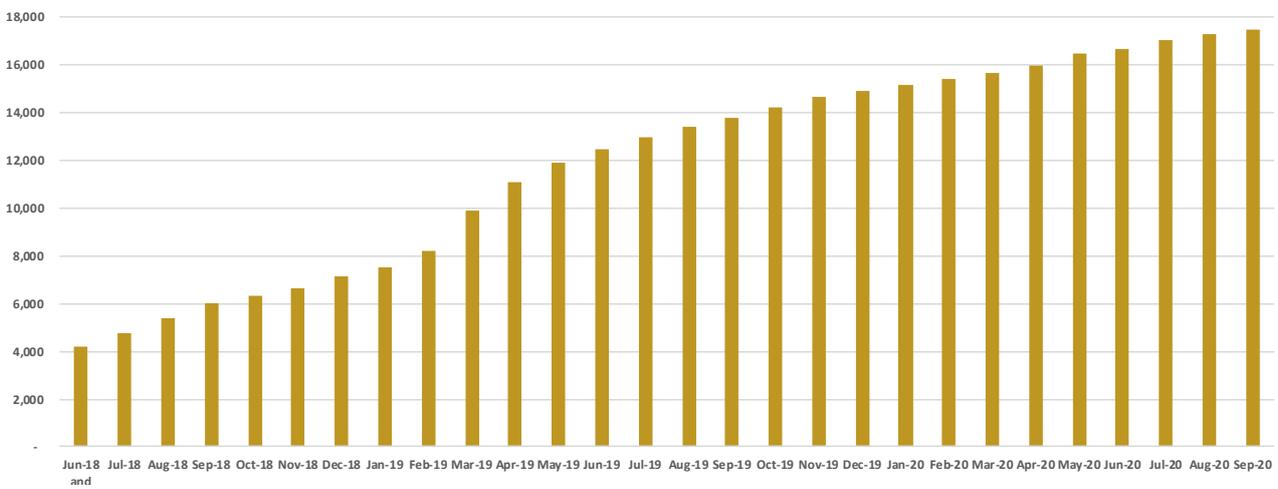


inside asian gaming
iag 亞博匯早報
BREAKFAST BRIEFING

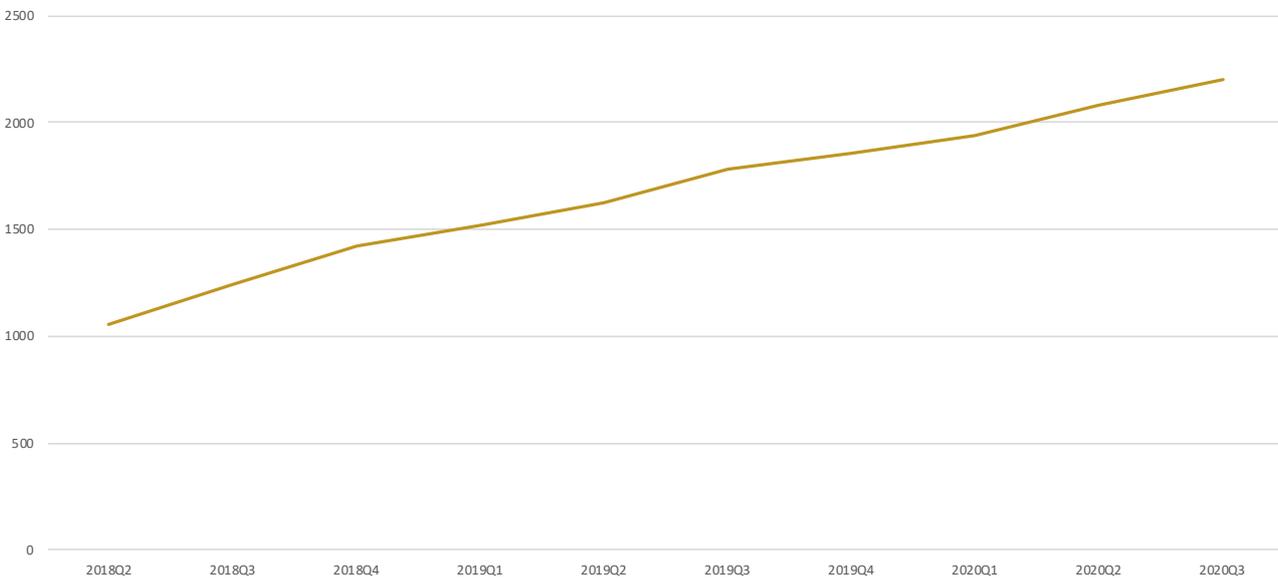


Social Media

LinkedIn IAG LinkedIn followers



IAG Facebook followers



2021 Editorial Calendar

January
2021

Japan market update

With COVID-19 having caused a nine-month delay to Japan's IR application period, IAG provides an updated on who has been left standing in the race to develop the nation's first integrated resorts.

February
2021

Jeju Dream Tower

With Jeju Dream Tower final open, what does this new kid on the block mean for the gaming landscape in Jeju?

March
2021

The Genting Dream

IAG speaks to key people at Genting to find out a little more about how they are recovering from COVID-19 and what the future holds for this global gaming giant.

April
2021

SJM new era

The opening of its long-awaited US\$5 billion IR, Grand Lisboa Palace, welcomes a new area for SJM as it looks to reclaim a significant slice of market share in Macau.

May
2021

Macau/G2E Asia special

We take a deep dive into the state of the Macau gaming market as the industry comes together again for the 2021 rendition of G2E Asia.

June
2021

Alvin Chau

Suncity Group CEO Alvin Chau discusses the state of Asia's VIP market and Suncity's plans to ride out recent headwinds.

* Working titles only. Subject to change due to current events.

➔ 2021 Editorial Calendar

July
2021

Hoiana Grand Opening

IAG takes a close look at Suncity's fancy new Vietnam integrated resort, Hoiana, following its long-awaited grand opening.

August
2021

Crown update

As the gaming industry turns its eyes towards the Australasian Gaming Expo, we look at the changes at Crown Resorts following last year's explosive inquiry while checking up on the progress of its new Crown Sydney development.

September
2021

Francis Lui

IAG sits down with Galaxy Entertainment Group's Vice Chairman, Francis Lui, for an update on the company's Japan plans.

October
2021

The Londoner Macao

IAG checks out Sands China's US\$2 billion transformation of Sands Cotai Central into the themed resort, The Londoner Macao.

November
2021

Power 50

It's the issue everyone looks forward to each year! *IAG* once again counts down the 50 most powerful people in Asian gaming in 2021.

December
2021

Philippines special

IAG takes a look at latest developments in the Philippines, including an update on the progress of new developments in Clark and Cebu.

* Working titles only. Subject to change due to current events.

Print Rates

STANDARD ADVERTISING

DPS ROP	US \$ 8,000
Full page ROP	US \$ 5,000
Half page ROP	US \$ 3,000

SPECIAL POSITIONS

Outside back cover	US \$ 8,000
Inside front cover	US \$ 6,000
Inside back cover	US \$ 5,500

SPECIAL FORMAT

Front cover banner	US\$12,000
Inside 4pp gatefold	US\$12,000



Print Specs

Full Page (ROP)

Trim: 210mm (w) x 275mm (h)
Bleed: 216mm (w) x 281mm (h)

Double Page Spread

Trim: 420mm (w) x 275mm (h)
Bleed: 426mm (w) x 281mm (h)



Half Page (Vertical)

Trim: 105mm (w) x 275mm (h)
Bleed: 111mm (w) x 281mm (h)

Half Page (Horizontal)

Trim: 210mm (w) x 137.5mm (h)
Bleed: 216mm (w) x 143.5mm (h)

KEY DATES

Publishing Date: 1st of the month (or earlier)
Booking Deadline : 4 weeks before
Material Deadline: 2 weeks before

MATERIAL SUBMISSION

Hi-res PDF 300 dpi
Use **WeTransfer.com** for large files

Paid Editorial



GET NOTICED!

- Targeted editorial about your business or product(s)
- Published in print magazine and distributed via *IAG*'s extensive digital and social media channels
- High quality writing provided by *IAG* (if required)
- Photography available
- Translated and published in three languages – English, traditional Chinese and Japanese

inside asian gaming
 亞博匯早報
 iag BREAKFAST BRIEFING 

- Daily industry newsletter sent to around 28,000 inboxes at 8am Macau time each weekday
- Asian gaming's most widely distributed and widely read newsletter
- Breaking news, company filings, industry updates, iGaming latest
- Up to date gaming industry stock prices
- List of upcoming industry events
- From the floor coverage of major industry exhibitions and conferences





Rates

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1500	180	US\$3,500
Double Height Banner	833	200	US\$2,250
Banner	833	100	US\$1,500

KEY DATES

Publishing Date: 1st of the month
Booking Deadline: 2 weeks before
Material Deadline: 1 weeks before

OTHER TERMS

Fixed positions incur 15% loading

Contracts generally run by calendar year

Advertising designed by IAG incurs a production fee

Materials must comply with our standard operational guidelines

MATERIAL SUBMISSION

File Format: GIF, JPEG

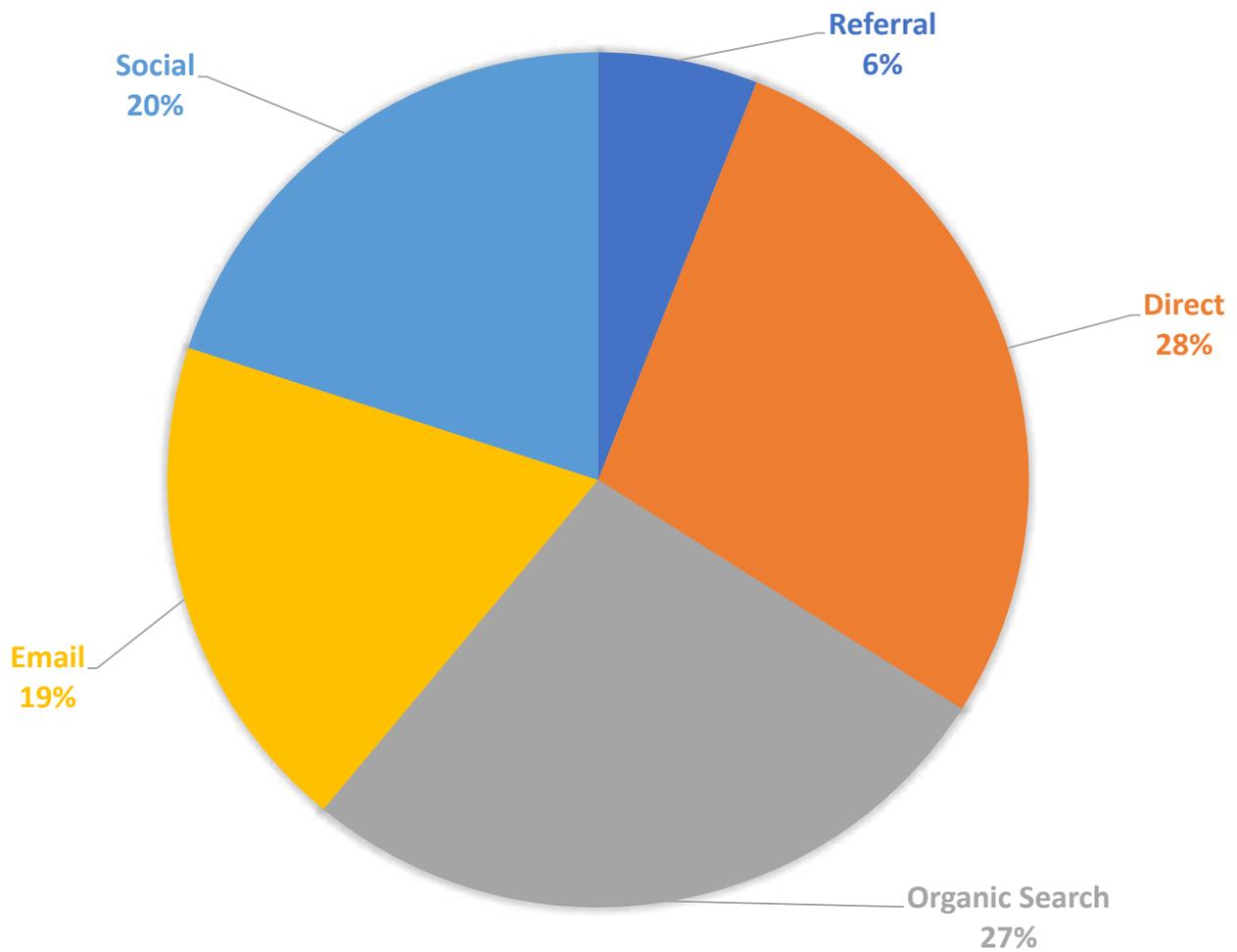
It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

*English rates only. Rates for traditional Chinese and Japanese shown elsewhere in this media kit.

Website

asgam.com

asgam.com website acquisition sources 1H 2019

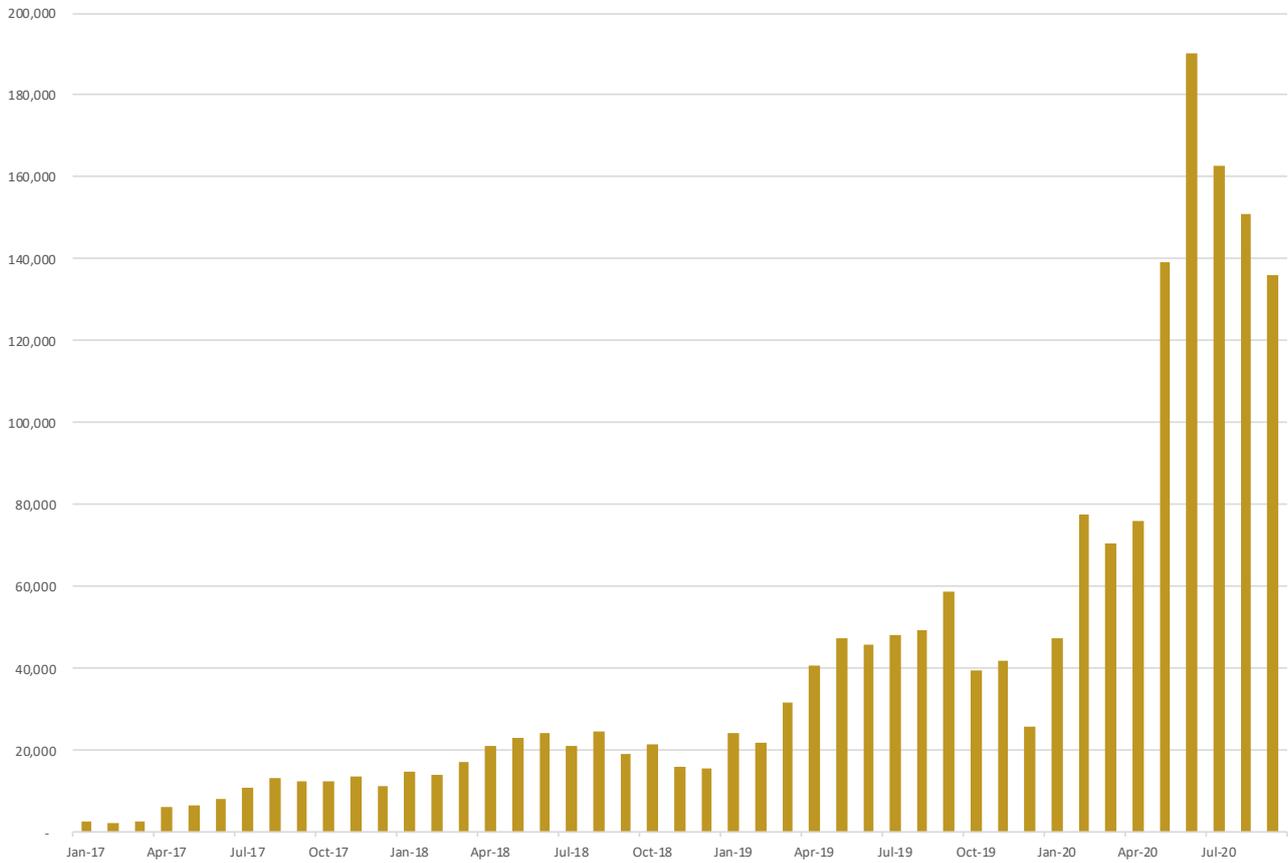


Domain names

- asgam.com
- asgam.jp
- zh.asgam.com
- iagpower50.com
- omedia.mo
- G2EAsiaAwards.com
- G2EAsiaDaily.com
- MGSDaily.com
- iagdd.com

Website Analytics

asgam.com
Monthly unique users
Jan 2017 to Sep 2020



Website Rates

www.asgam.com

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	860	110	US\$3,500
Half Skyscraper	300	562	US\$1,500
Banner	750	90	US\$1,250
Quarter Skyscraper	300	281	US\$1,000

KEY DATES

Publishing Date: 1st of the month

Booking Deadline: 2 weeks before

Material Deadline: 1 weeks before

OTHER TERMS

- Fixed positions incur 15% loading
- Contracts generally run by calendar year
- Advertising designed by IAG incurs a production fee
- Materials must comply with our standard operational guidelines

MATERIAL SUBMISSION

File Format: GIF, JPEG

It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

*English rates only. Rates for traditional Chinese and Japanese shown elsewhere in this media kit.

Email Marketing campaigns



Ask us about our tailor-made eDM packages:

- Send your message directly to IAG's industry-leading 28,000-strong database
- Campaigns designed to provide maximum impact
- Short-term or long-term options available
- Content production options available

1 EDM blast

US\$1,500

4 EDM blasts

US\$4,000

IAG in traditional Chinese



- Launched in May 2019
- Daily industry newsletter in traditional Chinese sent to around 15,000 readers at 11am Macau time daily

Traditional Chinese Digital Rates

zh.asgam.com

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	860	110	US\$2,500
Half Skyscraper	300	562	US\$1,000
Banner	639	82	US\$800
Quarter Skyscraper	300	281	US\$700



Chinese Rates

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1,500	180	US\$2,500
Banner	833	100	US\$1,000
Double Height Banner	833	200	US\$1,500

inside asian gaming
lag
JAPAN



- Launched in January 2019
- First monthly magazine and daily newsletter covering developments in Japan's IR industry
- Japanese language website at asgam.jp
- Specialist team of Japanese writers and translators based in Japan
- Daily industry newsletter sent to Japanese readers at 12noon Japan time daily

Monthly *IAG Japan* magazine options

STANDARD ADVERTISING

DPS ROP	US \$ 8,000
Full page ROP	US \$ 5,000
Half page ROP	US \$ 3,000

SPECIAL POSITIONS

Outside back cover	US \$ 8,000
Inside front cover	US \$ 6,000
Inside back cover	US \$ 5,500

SPECIAL FORMAT

Inside 4pp gatefold	US\$12,000
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Website Options

asgam.jp

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	860	110	US\$2,500
Half Skyscraper	300	562	US\$1,000
Banner	639	82	US\$800
Quarter Skyscraper	300	281	US\$700



Options

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1,500	180	US\$2,500
Double Height Banner	833	200	US\$1,500
Banner	833	100	US\$1,000

IAG Power 50 Gala Dinner

The Asian Gaming Power 50 Gala Dinner is an exclusive black tie event in which *IAG* counts down the Asian Gaming Power 50 – culminating in our announcement of the year's number one.

Anxiously awaited each year, The Asian Gaming Power 50 is an annual ranking of the 50 most influential and prominent Asian Gaming industry leaders and executives and is anxiously anticipated each December.

The full Asian Gaming Power 50 sponsorship package can be downloaded at the dedicated event website iagpower50.com.



SPONSORSHIP

Sponsorship Level	Price	Benefits
Venue sponsor (rotates annually amongst Macau's six concessionaires)	HK\$888,000 paid in kind (venue, F&B, etc)	<ul style="list-style-type: none"> • 2 tables at P50 Black Tie Gala Dinner (premium position) • Individual backdrop at entrance to P50 Black Tie Gala Dinner • Logo to appear on all event collateral • DPS ad in event guide • Company article/interview in <i>IAG</i> print magazine • Many more benefits ...
After Party Sponsor	US\$32,000	<ul style="list-style-type: none"> • 1 table at P50 Black Tie Gala Dinner (premium position) • Individual backdrop at P50 Black Tie Gala Dinner After Party • Logo to appear on all event collateral • DPS ad in event guide • Company article/interview in <i>IAG</i> print magazine • Many more benefits ...
Welcome Cocktail Sponsor	US\$24,000	<ul style="list-style-type: none"> • 1 table at P50 Black Tie Gala Dinner (premium position) • Individual backdrop at P50 Black Tie Gala Dinner Cocktail Reception • Logo to appear on all event collateral • DPS ad in event guide • Company article/interview in <i>IAG</i> print magazine • Many more benefits ...
Platinum Sponsor	US\$19,000	<ul style="list-style-type: none"> • 1 table at P50 Black Tie Gala Dinner • Logo to appear on all event collateral • FP ad in event guide • Social media promotion • Many more benefits ...
Goodie Bag Sponsor	US\$16,500	<ul style="list-style-type: none"> • 1 table at P50 Black Tie Gala Dinner • Branded goodie bag given to all Gala Dinner attendees • Logo to appear on all event collateral • FP ad in event guide • Social media promotion • Many more benefits ...
Gold Sponsor	US\$13,000	<ul style="list-style-type: none"> • 1 table at P50 Black Tie Gala Dinner • Logo to appear on all event collateral • FP ad in event guide • Social media promotion • Many more benefits ...

G2E ASIA AWARDS

The G2E Asia Awards are co-organized by *Inside Asian Gaming* and G2E Asia.

Held each May on the first evening of the annual G2E Asia trade show and exhibition, the G2E Asia Awards are celebrated with a gala dinner recognizing excellence and innovation within Asian gaming while acknowledging the success and outstanding contributions of the non-gaming aspects of the entertainment industry in Asia.

The G2E Asia Awards presents awards in a total of 12 categories and is judged by a large jury of expert peers from a wide variety of industry sectors.

It is recognized as the most prestigious awards ceremony for the gaming industry in Asia.

The full G2E Asia Awards sponsorship package can be downloaded at the dedicated event website G2EAsiaAwards.com.

SPONSORSHIP

	Welcome Area Sponsor US\$24,000	Platinum Sponsor US\$16,500	Goodbye Bags Sponsor US\$15,000	Gold Sponsor US\$11,500
On the night				
• Sponsorship named at entrance	x			
• Sponsor's bags to guests			x	
• Literature at reception	x	x	x	x
• Souvenir distribution (welcome)	x			
• Souvenir distribution (ceremony)	x			
• Photo opps with model/mascot	x			
• Tables	1 premium	1	1	1
• Logo on ceremony backdrop	at top	x	x	x
• Logo on ceremony signage	at top	x	x	x
• Logo on "Thank you to our sponsors"	at top	x	x	x
Awards event guide				
• Logo	at top	x	x	x
• Organization description	100 words	100 words	100 words	100 words
• Advertisement	double-page spread (premium position)	full page ROP	full page ROP	full page ROP
Editorial				
• Article	x			
• Announcement of sponsors in eDMs	x	x	x	x
• Media partners/ PRs your logo	where app	where app	where app	where app
• Social media	where app	where app		
Awards website				
• Banner ad	x	x		
• Video on website	2 minutes	1 minutes		
• Sponsor logo	at top	x	x	x
• Organization description	100 words	100 words	100 words	100 words
• Link to your website	x	x	x	x
• Online announcement of sponsors	x	x	x	x

MACAU AFTER DARK (MAD)

Macau After Dark (MAD) is a series of industry networking social events held in Macau every few months and hosted by Inside Asian Gaming. While primarily an informal networking event, MAD usually features one Showcase Sponsor offering a very brief presentation of a new product or service to the industry.



Presented by



Who attends MAD?

Each MAD brings together key industry decision-makers with the people they want to meet in a relaxed and friendly environment. Attendees must work for an operator (land-based or online), a supplier to an operator, a VIP promoter or be connected to the industry in some way.

Where is MAD held?

A new venue in Macau is chosen for each event, however free flow wine and beer plus snacks are provided at every venue. In 2019, MAD 1 was celebrated at Duffy's Irish Pub, MAD 2 at Kidult Club, MAD 3 at Barcode and MAD 4 at Prem1er Bar & Tasting Room. In 2020, MAD5 was at Kampek Bar, MAD6 at Vasco Bar and Lounge at Grand Lapa Hotel and MAD7 will be celebrated at a yet-to-be-announced venue on 11 December. Event venues range from casual pubs through to more upmarket cocktail lounges.

When is MAD held?

Macau After Dark is always held on a Friday night in the last month of each quarter.

How can I get involved?

For those working either within the gaming industry or for associated businesses, tickets to each MAD can be purchased for HK\$500. There is also a VIP invited guest list for senior industry leaders.



SPONSORSHIP

	Showcase sponsor US\$8,000	Platinum sponsor US\$4,000	Gold sponsor US\$2,500
Event tickets			
• 16 entry tickets included	x		
• 8 entry tickets included		x	
• 5 entry tickets included			x
Onsite display			
• Dedicated signage at event entrance	customisable	customisable	logo only
• Display literature, business cards and giveaway souvenirs at entrance	x	x	
• Product or service display in networking area	x		
Onsite spoken promotion			
• Showcase sponsor 10 minute presentation	x		
• Emcee mention and thanks	individual mention	individual mention	in aggregate
Print media			
• Logos in IAG advertisements for MAD	x	x	x
• Post event article in IAG	mention and logo	mention and logo	logo only
Digital media			
• IAG Breakfast Briefing advertising promotions	x	x	x
• Pre event article in IAGBB and asgam.com	mention and logo	mention and logo	logo only
• IAG LinkedIn promotions	mention and logo	mention and logo	logo only
• IAG Facebook promotions	mention and logo	mention and logo	logo only
• Pre event press release	mention and logo	mention and logo	logo only

G2E Asia Daily is a daily newspaper produced by *Inside Asian Gaming* at G2E Asia each May in partnership with the show's organizers, the American Gaming Association and Reed Exhibitions.

G2E Asia Daily is printed and distributed each morning of the show at the entrance and various locations around the exhibition halls and conference areas at The Venetian Macao. It is also personally delivered to every booth each morning.

G2E Asia Daily provides comprehensive coverage of G2E Asia and is a unique opportunity for exhibitors to get directly into the hands of visitors. *G2E Asia Daily* has a dedicated website at G2EAsiaDaily.com.

What is G2E Asia?

G2E Asia is an international gaming trade show and conference for the Asian gaming industry. Organized by the American Gaming Association (AGA) and Reed Exhibition, it provides a one-stop platform to industry professionals to network, forge fresh connections, source new products and solutions and gain a deeper insight into the latest global industry trends. It is the sister show of Global Gaming Expo (G2E) which is held in Las Vegas, Nevada each year. *G2E Asia* made its debut in 2007 and has since defined itself as the preeminent show for the Asian gaming-entertainment industry.



G2E ASIA Rates

STANDARD ADVERTISING

Full Page ROP	US\$4,500
Half Page ROP	US\$4,000
Quarter Page	US\$2,500
Banner	US\$2,500

SPECIAL POSITIONS

Outside Back Cover	US\$11,000
Inside Front Cover	US\$9,000
Inside Back Cover	US\$7,000
Page facing IBC	US\$5,500

TITLE SPONSORSHIP

- Logo on every page
 - Front cover banner
 - 2 ROP full page ads each day
 - Editorial every day
- US\$29,000**

OTHER TERMS

- Advertising clients receive editorial coverage
 - No length guarantee
 - No proof reading provided
- Other creative advertising options available
- All bookings non-cancellable
- Non-exhibitors incur 20% loading
- Fixed positions incur 15% loading
- Advertising designed by *G2E Asia Daily* incurs a production fee
- Materials must comply with our standard operational guidelines

G2E ASIA Specs

Full Page (ROP)

Trim:
242mm (w) x 335mm (h)
Bleed:
248mm (w) x 341mm (h)

Half Page (Vertical)

Trim: 103mm (w) x 305mm (h)
Bleed: 109mm (w) x 311mm (h)

Half Page (Horizontal)

Trim:
212mm (w) x 150mm (h)
Bleed:
218mm (w) x 156mm (h)

Quarter Page

Trim:
103mm (w) x 150mm (h)
Bleed:
109mm (w) x 156mm (h)

Banner

Trim:
212mm (w) x 58mm (h)
Bleed:
218mm (w) x 64mm (h)

KEY DATES

booking deadline: by 12 May 2020
Material deadline: by 14 May 2020
Editorial Material Deadline:
by 6 May 2020

MATERIAL SUBMISSION

Hi-res PDF 300 dpi
Use **WeTransfer.com** for large files

MGS Daily is a daily newspaper produced by *Inside Asian Gaming* at MGS Entertainment Show each November in partnership with the Macau Gaming Equipment Manufacturers Association.

MGS Daily is printed and distributed each morning of the show at the entrance and various locations around the exhibition halls and conference areas at The Venetian Macao. It is also personally delivered to every booth each morning.

MGS Daily provides comprehensive coverage of MGS Entertainment Show and is a unique opportunity for exhibitors to get directly into the hands of visitors. *MGS Daily* has a dedicated website at MGSDaily.com.

What is MGS Entertainment Show?

Organized by Macau Gaming Equipment Manufacturers Association, MGS Entertainment Show is a showcase for the Asia's most innovative and creative products related to casino, leisure and service sectors. Aside from technological developments, it also offers unique business networking opportunities. It is a show established and run by local Macau representatives with the support of the Macao SAR government.





Rates

STANDARD ADVERTISING

Full Page ROP	US\$4,500
Half Page ROP	US\$4,000
Quarter Page	US\$2,500
Banner	US\$2,500

SPECIAL POSITIONS

Outside Back Cover	US\$11,000
Inside Front Cover	US\$9,000
Inside Back Cover	US\$7,000
Page facing IBC	US\$5,500

TITLE SPONSORSHIP

- Logo on every page
 - Front cover banner
 - 2 ROP full page ads each day
 - Editorial every day
- US\$29,000**

OTHER TERMS

- Advertising clients receive editorial coverage
 - No length guarantee
 - No proof reading provided
- Other creative advertising options available
- All bookings non-cancellable
- Non-exhibitors incur 20% loading
- Fixed positions incur 15% loading
- Advertising designed by *MGS Daily* incurs a production fee
- Materials must comply with our standard operational guidelines

MGSDAILY 日报 Specs

Full Page (ROP)

Trim:
242mm (w) x 335mm (h)
Bleed:
248mm (w) x 241mm (h)

Half Page (Vertical)

Trim: 103mm (w) x 305mm (h)
Bleed: 109mm (w) x 311mm (h)

Half Page (Horizontal)

Trim:
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Banner

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KEY DATES

Booking Deadline: 6 November 2020

Material Deadline: 9 November 2020

Editorial Material Deadline:

5 November 2020

MATERIAL SUBMISSION

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The Daily Download:

- is the official daily newspaper of ICE Asia and SiGMA Asia, produced by Inside Asian Gaming.
- is printed and distributed each morning of the show at the entrance and various locations around the show exhibition halls and conference areas. It is also personally delivered to every booth each morning.
- is bilingual, published in English and simplified Chinese.
- provides comprehensive show coverage and is a unique opportunity for exhibitors to get directly into the hands of visitors.
- provides attendees with detailed information about ICE Asia and SiGMA Asia, including all panel times, topics and speakers, highlighted speaker interviews, session spotlights, sponsor information and more.
- is emailed to IAG's 28,000-strong database and distributed by both Clarion and SiGMA Group respectively. All content is also published on The Daily Download's dedicated website at iagdd.com.



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Bleed:
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Banner

Trim:
212mm (w) x 58mm (h)
Bleed:
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