

G2E ASIADaily

MEDIA KIT 2019

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The official newspaper of G2E Asia

About



Day 1
Tue 15 May 2018
(in 2019 will be Tue 21 May)



Day 2
Wed 16 May 2018
(in 2019 will be Wed 22 May)



Day 3
Thu 17 May 2018
(in 2019 will be Thu 23 May)

WHAT IT IS

- The official newspaper of G2E Asia
- Partnership between G2E Asia and IAG
- Full show coverage including exhibition floor, show conference, networking events, product launches, press conference, industry interviews and more

TARGET AUDIENCE

- All visitors to G2E Asia
- Asian gaming, integrated resort and hospitality industry executives and professionals
- Investors, policymakers, analysts, operators and academics
- Professionals from the financial, legal, technological, design and architectural fields
- Affluent demographic of key decision makers

LANGUAGE

English

PAGES

32 on day 1, 24 on days 2 and 3

FREQUENCY

Daily on 21, 22 and 23 May 2019

FIRST ISSUE

16 May 2017 (day 1 of 2017 show)

WEBSITE

www.g2easiadaily.com

Editorial

- 4-color print
- High quality magazine paper
- Newspaper style coverage
- What's inside?
 - News from the exhibition floor
 - Analysis of show conference talks
 - Coverage of networking events
 - Exhibitor product launches and features
 - Press conferences
 - Industry interviews
 - Double page exhibition floor map
 - Useful info boxes for show attendees



Distribution

- As the official newspaper of G2E Asia the publication has blanket distribution throughout the length and breadth of the show
- Copies of G2E Asia Daily are placed in every single show stand every morning of the show before opening time
- Distribution locations
 - In person distribution: IAG ambassadors walk the show floor offering G2E Asia Daily to show attendees
 - At show reception
 - Show entry and exit points
 - Numerous official G2E stands across the show floor
 - At the conference
 - Nearby show networking events

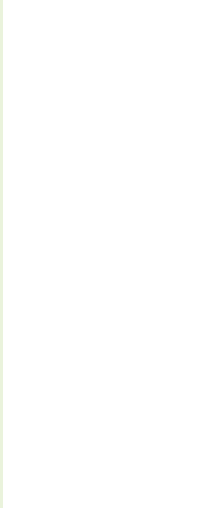


Specs



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 14 May 2019

Material deadline: by 16 May 2019

Editorial Material Deadline:

by 8 May 2019

MATERIAL SUBMISSION

Hi-res PDF 300 dpi

Use **WeTransfer.com** for large files

Rates

STANDARD ADVERTISING

Full Page ROP	HK\$ 36,000
Half Page Horizontal	HK\$ 30,000
Half Page Vertical	HK\$ 27,000
Quarter Page	HK\$ 21,000
Banner	HK\$ 21,000

SPECIAL POSITIONS

Outside Back Cover	HK\$ 90,000
Inside Front Cover	HK\$ 72,000
Inside Back Cover	HK\$ 54,000
Page facing IBC	HK\$ 45,000

TITLE SPONSORSHIP

- Logo on every page
 - Front cover banner
 - 2 ROP full page ads each day
 - Editorial every day
- HK\$230,000**

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

CONTACT US

For sales enquiries:

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For artwork submission:

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Website

WWW.G2EASIIDAILY.COM

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	860	110	HK\$15,000
Half Skyscraper	300	562	HK\$7,500
Banner	639	82	HK\$6,000
Quarter Skyscraper	300	281	HK\$4,500

KEY DATES

Publishing Date: Within 48 hours of receipt of material

Booking Deadline : 2 weeks before

Material Deadline: 1 week before

OTHER TERMS

Fixed positions incur 15% loading

Contracts generally run by calendar year

Advertising designed by G2E Asia Daily incurs a production fee

Materials must comply with our 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)

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G2E ASIADaily

is part of Macau's largest media company



We proudly produce and operate



Please contact us for media kits or more details on any of our products