

## 2010-2011 Publishing Calendar

ISSUE # VOLUME 14	COVER DATE (MONDAY)	DISTRIBUTION DATE (WEDNESDAY)	EDITORIAL DEADLINE (THURSDAY)	ADVERTISING DEADLINE (THURSDAY)	SPACE RESERVATION (TUESDAY)
1	Jul 5	Jun 23	Jun 10	Jun 17	Jun 15
2	Jul 19	Jul 7	Jun 24	Jul 1	Jun 29
3	Aug 2	Jul 21	Jul 8	Jul 15	Jul 13
4	Aug 16	Aug 4	Jul 22	Jul 29	Jul 27
5	Aug 30	Aug 18	Aug 5	Aug 12	Aug 10
6	Sep 13	Sep 1	Aug 19	Aug 26	Aug 24
7	Sep 27	Sep 15	Sep 2	Sep 9	Sep 7
8	Oct 11	Sep 29	Sep 16	Sep 23	Sep 21
9	Oct 25	Oct 13	Sep 30	Oct 7	Oct 5
10	Nov 8	Oct 27	Oct 14	Oct 21	Oct 19
11	Nov 22	Nov 10	Oct 28	Nov 4	Nov 2
12	Dec 6	Nov 24	Nov 11	Nov 18	Nov 16
13	Dec 20	Dec 8	Nov 24 <sup>(WED)</sup>	Dec 2	Nov 30
14	Jan 3	Dec 22	Dec 9	Dec 16	Dec 14
15	Jan 17	Jan 5	Dec 23	Dec 30	Dec 28
16	Jan 31	Jan 19	Jan 6	Jan 13	Jan 11
17	Feb 14	Feb 2	Jan 20	Jan 27	Jan 25
18	Feb 28	Feb 16	Feb 3	Feb 10	Feb 8
19	Mar 14	Mar 2	Feb 17	Feb 24	Feb 22
20	Mar 28	Mar 16	Mar 3	Mar 10	Mar 8
21	Apr 11	Mar 30	Mar 17	Mar 24	Mar 22
22	Apr 25	Apr 13	Mar 31	Apr 7	Apr 5
23	May 9	Apr 27	Apr 14	Apr 21	Apr 19
24	May 23	May 11	Apr 28	May 5	May 3
25	Jun 6	May 25	May 12	May 19	May 17
26	Jun 20	Jun 8	May 26	Jun 2	May 31

2010

2011

## WE ARE IN APPROXIMATELY 421 U.S. CARDROOM LOCATIONS AS OF JULY, 2010

### ARIZONA

- BlueWater Casino
- Bucky's Casino and Prescott Resort
- Casino Arizona at Indian Bend
- Casino del Sol
- Cliff Castle Casino
- Desert Diamond Casino - I-19
- Fort McDowell Casino
- Gila River Casino - Wild Horse Pass
- Harrah's Ak Chin
- Hon-Dah Resort Casino
- Mazatzal Hotel & Casino
- Sheraton Wild Horse Casino

### CALIFORNIA

- Agua Caliente Casino
- Angie's Poker Room
- Artichoke Joe's Casino
- Barona Valley Ranch Resort & Casino
- Bay 101 Casino
- Bear River Casino
- Black Oak Casino
- Black Sheep Inn
- Blue Lake Casino
- Cameo Club Casino
- Casino Club
- Casino Marysville
- Casino Morongo
- Casino Pauma
- Casino Real Card Room
- Casino Royale
- Central Coast Casino - Grover Beach
- Central Coast Casino - Paso Robles
- Chukchansi Gold Resort & Casino
- Chumash Casino
- Club One Casino
- Comstock Card Room
- Cordova Casino
- Deuces Wild Casino
- Diamond Jim's Casino
- Eagle Mountain Casino
- Elk Valley Casino
- Empire Sportsmen's Association
- Feather Falls Casino
- Folsom Lake Bowl Sports Bar and Casino
- Garden City Casino
- Garlic City Casino
- Gold Country Casino
- Golden West Casino
- Harrah's Rincon
- Jackson Rancheria Casino
- Lake Elsinore Casino
- Limelight Card Room
- Livermore Casino
- Lucky Buck Card Club
- Lucky Chances Casino
- Lucky Derby Game Room
- Lucky Lady Casino
- Mike's Card Casino
- Napa Valley Casino
- Oaks Card Club
- Ocean's Eleven Casino
- Oceano Cardroom
- Outlaws Card Power
- Paiute Palace Casino
- Pala Casino
- Palms Casino
- Pechanga Resort & Casino
- Phoenix Casino
- Pit River Casino

- Players' Poker Club
- Poker Flats
- Rancho's Club
- Red Hawk Casino
- River Rock Casino
- Robinson Rancheria
- San Manuel Indian Bingo and Casino
- Santa Ysabel Casino
- Silver Fox Card Room
- Soboba Casino
- Spa Resort Casino
- Spotlight 29 Casino
- Sue Barrows
- Sycuan Casino & Resort
- Table Mountain Casino & Bingo
- Tachi Palace Gaming Center
- The 101 Club
- The 500 Club
- Thunder Valley Casino
- Turlock Poker Room
- Viejas Casino
- Village Club
- Win-River Casino
- Wine Country Casino

### COLORADO

- Bronco Billy's
- Double Eagle Hotel & Casino
- Fortune Valley Casino
- Golden Gates Casino
- Lady Luck in Black Hawk
- Midnight Rose Hotel & Casino
- Sky Ute Casino Resort
- The Lodge Casino at Black Hawk
- Ute Mountain Casino Hotel & Resort

### CONNECTICUT

- Foxwoods Resort Casino
- Mohegan Sun

### DELAWARE

- Harrington Raceway

### FLORIDA

- Brighton Seminole Bingo and Gaming
- Calder Casino & Race Course
- Dania Jai-Alai
- Daytona Beach Kennel Club
- Ebro Greyhound Park
- Fort Pierce Jai Alai & Poker
- Gulfstream Park Racing & Casino
- Hamilton Jai Alai & Poker
- Hollywood Greyhound Track & Card Room
- Lucky's Card Room & Tampa Greyhound Track
- Magic City Casino
- Mardi Gras Race Track & Gaming Center
- Miami Jai Alai
- Miccosukee Resort & Gaming Center
- Naples-Fort Myers Track & Entertainment Center
- Ocala Poker & Jai Alai
- Orange Park Kennel Club Poker Room
- Palm Beach Kennel Club Poker Room
- Palm Beach Princess
- Pensacola Greyhound Park Card Room
- Sarasota Kennel Club
- Palace Club
- Seminole Casino Hollywood
- Seminole Casino Immokalee
- Seminole Coconut Creek Casino

- Seminole Hard Rock Casino - Hollywood
- Seminole Hard Rock Casino - Tampa
- Seminole Hollywood Classic Casino
- St. Johns Greyhound Park Poker Room
- St. Petersburg Kennel Club
- The Isle Pompano Beach Casino

### IDAHO

### ILLINOIS

- Harrah's Metropolis Casino
- Hollywood Casino - Aurora
- Jumer's Casino & Hotel
- Par-a-Dice Casino

### INDIANA

- Belterra Casino Resort & Spa
- Blue Chip Casino
- Casino Aztar
- French Lick Resort
- Hollywood Casino
- Horseshoe Casino Hammond
- Horseshoe Southern Indiana
- Majestic Star Casino

### IOWA

- Catfish Bend Riverboat Casino
- Diamond Jo's Casino
- Dubuque Greyhound Park and Casino
- Horseshoe Casino - Council Bluffs
- Isle of Capri Casino - Bettendorf
- Isle of Capri Casino - Marquette
- Meskwaki Bingo Casino Hotel
- Prairie Meadows Racetrack & Casino
- The Isle Casino
- Winna Vegas Casino

### KANSAS

- Golden Eagle Casino
- Prairie Band Casino

### LOUISIANA

- Boomtownbelle Casino
- Cypress Bayou Casino
- Grand Casino Coushatta
- Harrah's New Orleans Casino
- Hollywood Casino - Shreveport
- Horseshoe Casino & Hotel
- Isle of Capri Casino - Lake Charles
- Paragon Casino Resort

### MICHIGAN

- Chip In's Island Resort & Casino
- Fire Keepers Casino
- Four Winds Resort & Casino
- Greektown Casino
- Kewadin Casino - St. Ignace
- Ojibwa Casino
- Saginaw Chippewa Tribe
- Turtle Creek Casino

### MINNESOTA

- Black Bear Casino
- Canterbury Park Racetrack and Card Club
- Fortune Bay Resort and Casino
- Grand Casino Hinckley
- Grand Casino - Mille Lacs
- Northern Lights Casino Hotel

- Running Aces
- Shooting Star Casino and Hotel

### MISSISSIPPI

- Beau Rivage
- Boomtown Casino
- Gold Strike Hotel Casino
- Harrah's Tunica
- Hard Rock Casino
- Hollywood Casino - Bay St. Louis
- Hollywood Casino - Tunica
- Horseshoe Casino Hotel - Tunica
- IP Casino
- Isle of Capri Casino
- Pearl River Resort
- Sam's Town Tunica Hotel & Gambling Hall
- Silver Slipper Casino

### MISSOURI

- Ameristar Casino - Kansas City
- Ameristar Casino - St. Charles
- Harrah's St. Louis
- Lady Luck Casino

### MONTANA

- Doc & Eddie's Casino
- Fat Fender Freddy's Poker Room
- FFF Poker Room
- Grizzly Jack's Saloon
- Locomotive Inn Casino
- Montana Nugget Casino
- Queen of Hearts Cardroom
- Shooters Casino
- Silver Tip Casino
- The Brick Sportsbar & Casino
- The High Roller Poker Room
- The Press Box

### NEBRASKA

- Rosebud Casino

### NEVADA

- Aliante Station
- Aria Resort & Casino
- Arizona Charlie's Hotel & Casino - West
- Atlantis Casino Resort
- Avi Resort & Casino
- Bally's
- Bill's Gambling Hall & Saloon
- Boomtown Hotel & Casino
- Boulder Station Hotel & Casino
- Buffalo Bill's Resort and Casino
- Cactus Petes Resort Casino
- Caesars Palace
- Cannery Casino - Eastside
- Cannery Casino & Hotel
- Carson Valley Inn
- Casino Fandango
- Circus Circus Hotel Casino - Las Vegas
- Circus Circus Hotel Casino - Reno
- Club Cal-Neva Hotel Casino
- Club Fortune
- Colorado Belle Hotel Casino and Microbrewery
- Edgewater Casino Resort
- El Cortez Hotel & Casino
- Eldorado Hotel Casino
- Eureka Casino Hotel
- Fiesta Henderson Hotel & Casino
- Flamingo Las Vegas
- Gold Coast Hotel & Casino
- Golden Nugget Casino
- Grand Sierra Resort & Casino
- Green Valley Ranch
- Hacienda Hotel & Casino
- Hard Rock
- Harrah's
- Harrah's Laughlin
- Harrah's Reno
- Harveys Lake Tahoe
- Hotel Nevada & Gambling Hall
- Imperial Palace
- John Ascuaga's Nugget
- Jokers Wild
- M Resort Spa Casino
- Mandalay Bay Resort and Casino
- MGM Grand
- MontBleu Resort Casino and Spa
- Monte Carlo Resort and Casino
- Montego Bay Casino
- Pahrump Nugget Hotel & Gambling Hall
- Palace Station Hotel and Casino
- Palms Casino Resort
- Peppermill Hotel Casino - Reno
- Planet Hollywood
- Plaza Hotel and Casino
- Poker Palace
- Rainbow Casino & Poker Room
- Red Lion Inn and Casino
- Red Rock Casino
- Rio
- Riverside Resort & Casino
- Riviera
- Sahara Hotel and Casino
- Sam's Town Hotel and Gambling Hall
- Sands Regency Hotel
- Santa Fe Station
- Silverton Casino Lodge
- Southpoint Hotel & Casino
- Spinetti's Home Gaming Supplies
- Sun Coast
- Sunset Station Hotel and Casino
- Texas Station Gambling Hall and Hotel
- The Mirage
- The Orleans
- The Stratosphere
- The Venetian
- Tony Shelton Dealing School
- Treasure Island
- Tropicana
- Tuscany
- Virgin River Casino
- Wendover Nugget
- Winners Hotel & Casino
- Wyn Las Vegas

### NEW HAMPSHIRE

- Manchester Poker
- Rockingham Park Poker Room
- Sharky's Poker Room at Dover Bowl
- The Lodge at Belmont

### NEW JERSEY

- Bally's Atlantic City - Poker Room
- Caesars Atlantic City

- Harrah's Atlantic City
- Sands Hotel and Casino
- Showboat Atlantic City
- Tropicana Casino and Resort
- Trump Taj Mahal Casino Resort

### NEW MEXICO

- Buffalo Thunder Casino
- Inn of the Mountain Gods
- Isleta Casino and Resort
- Route 66 Casino
- Sandia Casino
- Santa Ana Star Casino

### NEW YORK

- Seneca Allegheeny Casino
- Seneca Niagara Casino
- Turning Stone Casino Resort

### NORTH CAROLINA

- Harrah's Cherokee Casino

### NORTH DAKOTA

- Dakota Magic Casino & Hotel
- Sky Dancer Hotel & Casino
- Spirit Lake Casino and Resort

### OHIO

- Evergreen Players Club
- Platinum Players Club
- Buffalo Run Casino
- Cherokee Casino - West Siloam Springs
- Cherokee Casino & Resort
- Cherokee Nation Casino
- Chickasaw Ada Gaming Center
- Chickasaw Riverwind Casino
- Choctaw Casino, Durant
- Choctaw Casino, Pocola
- Comanche Nation Casino
- Comanche Red River Casino
- Dnwestream Casino
- Fire Lake Grand Casino
- First Council Casino
- Gold River Casino
- Osage Million Dollar Elm Casino
- River Wind Casino
- Riverspirit Casino
- Treasure Valley Casino
- WinStar Casino
- Chinook Winds Casino
- Full House Poker
- International Poker House
- Kah-Nee-Ta High Desert Resort & Casino
- Seven Feathers Hotel & Casino Resort
- Spirit Mountain Casino - Williamina
- The Club House
- The Mill Casino Hotel
- Wildhorse Resort and Casino
- Tropicana
- Seven Feathers Hotel & Casino Resort
- Spirit Mountain Casino - Williamina
- The Club House
- The Mill Casino Hotel
- Wildhorse Resort and Casino

### OREGON

- Chinook Winds Casino
- Full House Poker
- International Poker House
- Kah-Nee-Ta High Desert Resort & Casino
- Seven Feathers Hotel & Casino Resort
- Spirit Mountain Casino - Williamina
- The Club House
- The Mill Casino Hotel
- Wildhorse Resort and Casino

### PENNSYLVANIA

- Harrah's Chester
- Hollywood Casino, Grantville
- Mt. Airy Casino
- The Meadows Racetrack and Casino
- Mohegan Sun at Pocono Downs
- Rivers Casino
- Sands Casino Resort
- Bad River Lodge Casino
- Ho-Chunk Casino, Hotel & Convention Center
- L.C.O. Casino
- The Meadows Racetrack and Casino
- Menominee Casino
- Oneida Casino
- Potawatomi Bingo & Casino
- St. Croix Casino

### SOUTH DAKOTA

- Cadillac Jack's
- Dakota Sioux Casino
- Gold Dust
- Grand River Casino & Resort
- Old Style Saloon #10
- Prairie Wind Casino
- Silverado Historic Franklin Hotel Gaming Complex

### TEXAS

- Kickapoo Lucky Eagle Casino

### WASHINGTON

- Aces Casino
- Angel of the Winds
- Big Daddy's Casino
- Blue Mountain Casino
- Cable Bridge Casino
- Cadillac Ranch Casino
- Chip's Casino - Bremerton
- Chip's Casino - La Center
- Chip's Casino - Lakewood
- Club Casino
- Crazy Moon Casino
- Diamond Lil's Cardroom
- Drift On Inn Roadhouse Casino
- Freddie's Club
- Golden Nugget Tukwila
- Goldie's Shoreline Casino
- Hawk's Prairie Casino
- Iron Horse Casino
- Lilac Lanes & Casino
- Little Creek Casino
- Lucky Eagle Casino
- Mill Bay Casino
- Mr. Z's Casino
- Muckleshoot Casino
- New Grove Cardroom
- New Phoenix and Last Frontier Casinos
- Nooksack River Casino
- Northern Lights Casino
- Northern Quest Casino
- Oak Bowl
- P.J. Pockets
- Parker's Casino
- Players & Spectators
- Point Defiance Casino
- Ringo's Little Vegas Casino
- Roxy's Poker Room
- Seven Cedars Casino
- Silver Dollar Casino
- Skyway Park Bowl & Casino
- Snoqualmie Casino
- Suquamish Clearwater Casino
- Tulalip Casino and Bingo
- Wild Goose Casino
- Yakama Nation Legends Casino

### WEST VIRGINIA

- Charles Town Races & Slots
- Mountaineer Casino
- Tavern Casino Club
- Wheeling Island Racetrack & Gaming Center

### WISCONSIN

- Bad River Lodge Casino
- Ho-Chunk Casino, Hotel & Convention Center
- L.C.O. Casino
- The Meadows Racetrack and Casino
- Menominee Casino
- Oneida Casino
- Potawatomi Bingo & Casino
- St. Croix Casino

**LOWEST PRICES.** Our ad rates are HALF THE PRICE for the same size space (25% FOR INTERNET ADVERTISERS) as our competitors.. You will get more bang for your dollar.

**WIDEST CIRCULATION IN THE INDUSTRY.** We are in FOUR TIMES as many card rooms as any other poker periodical. There is no charge to receive our paper, in card rooms in the USA. We will ship free copies to any public card room. Private clubs may receive free copies by paying the shipping and handling costs. Advertisers are invited to check our print bills and distribution lists at any time.

**NO COMMISSIONS.** We do not engage in the unethical practice of taking commissions from our advertisers. This policy creates favoritism for commissionable ads and is an inherent conflict of interest to an objectively run periodical. Further, this places the publisher against his readers since he profits from their losses.

**MORE FREQUENT PUBLICATION.** The new publications in this field may not place your ad in front of potential customers in a timely manner. We publish every other week, not every other month.

**INTERNET SUPPORT-[www.pokerplayernewspaper.com](http://www.pokerplayernewspaper.com).** Your ad in our paper appears FREE on our web site and stays up indefinitely. All news and information sent to us appears on our web site, **now the #1 trafficked poker information site on the internet.**

**GREATER VARIETY OF AD SPACES.** A tabloid newspaper page is more than twice the size of a magazine, allowing for a wider variety of ad sizes to suit your needs. You have the choice of newsprint or coated stock

**FEWER PAGES - YOUR AD WILL BE SEEN.** In a magazine of over 100 pages, many ads never get seen by potential readers. They are easily passed over or buried. In a smaller newspaper it is far more likely your ad will be seen and read.

**EASIER TO READ - ESPECIALLY IN DARKER CARD ROOMS.** We know that many readers are over 50, so we have deliberately chosen a larger and bolder type size so that our publication is easy to read.

**WE SUPPORT OUR ADVERTISERS.** You can count on our editorial support for your news and events. We understand that we are an ad-supported publication.

**PROPER FORMAT FOR NEWS AND PROMOTIONS.** As you will see by comparison, our format, a tabloid newspaper, is the proper one for news and events in this industry. This is what a poker periodical should be all about...card room activities.

**SHORTER TIME TO PUBLICATION.** Our deadlines are a week to 10 days shorter, so, our news will be fresh and you will have more time to plan your events and advertising.

**NEWS - UP FRONT.** The most important aspect of a poker periodical is to bring the news of events and promotions ...your events and promotions, to poker players. This is why NEWS dominates our front pages, not expert opinions.

**TOURNAMENT LISTINGS.** Major Tournaments of concern to all players will be listed in our Tournament Schedule and Daily Tournaments in their own schedule.

**EXPERT COLUMNISTS.** The top experts in the Poker world bring our readers how-to information on playing games, anecdotes from the past, clever stories of enduring interest and the wisdom from a life of playing for high stakes. These include: Mike Caro, Wendeen Eolis, Phil Hevener, Lou Krieger, Ashley Adams, I. Nelson Rose, Jan Fisher, Mike Eikenberry, Tony Guerrera and many more.

**CARD ROOM RELATED ENTERTAINMENT.** Card rooms that have entertainment on their property will find those listings in our entertainment schedule, along with reviews and items of interest from our Entertainment Editor, Len Butcher.

**CARD ROOM ROUNDUP.** Card rooms that advertise in Poker Player will be featured in this section.

**INTERVIEWS WITH POKER MANAGEMENT.** Players want to know what is happening to their favorite card rooms, which will be related by interviews with top management on a regular basis.

**CONNECTION TO OUR WEB SITE.** A copy of each issue, including your ads, will be found on our web site: **[pokerplayernewspaper.com](http://pokerplayernewspaper.com)**. This will bring a considerable amount of readership to your stories of interest to those who do not attend public card rooms. Details that could not get into the paper because of space limitations will be found on this site.

## Poker Player Rate Card - Standard Sizes - Effective 12/18/08

Description	Nominal Column Inches	Size in Inches (W x H)	1X RATE	6X RATE	13X RATE	NOTES
Double Spread**	140	19.5 x 13.75 ("NON-BLEED" ADS)*	\$10,690	\$9,930	\$9,070	<p>**On occasion, full &amp; double-spread pages are available on glossy stock and in premium locations within the paper. \$990 per page per insertion premium is charged in addition to regular rate. Inquire about availability.</p>
Full Page, Back Cover**			\$5,520	\$5,070	\$4,630	
Full Page, Inside Cover**	70	9.375 x 13.75 ("NON-BLEED" ADS)*	\$4,360	\$4,040	\$3,670	
Full Page**			\$3,940	\$3,610	\$3,250	
3/5 Page	42	5.558 x 13.75 ("NON-BLEED" ADS)*	\$2,470	\$2,290	\$2,090	
Junior Page	40	7.467 x 9.438	\$2,430	\$2,240	\$2,050	
Half Page	35	9.375 x 6.688 ("NON-BLEED" ADS)*	\$2,350	\$2,160	\$1,970	
2/5 Page	28	3.65 x 13.75	\$1,920	\$1,770	\$1,620	
3 col x 9	27	5.558 x 8.75	\$1,890	\$1,740	\$1,575	
3/10 Page	21	5.558 x 6.688	\$1,495	\$1,380	\$1,270	
3 col x 6	18	5.558 x 5.75	\$1,195	\$1,120	\$1,015	
2 col x 9		3.65 x 8.75				
3 col x 5	15	5.558 x 4.813	\$1,110	\$1,015	\$935	
1/5 Page	14	3.65 x 6.688 1.741 x 13.75	\$1,060	\$935	\$845	
1/7 Page	10	(VERTICAL) 3.65 x 4.813	\$740	\$685	\$635	Banner 13 x only
		(BANNER) 9.375 x 1.938	N/A	N/A		
Tournament Banner	10	9.375 x 1.938	N/A	N/A	\$845	Only 13 x contracts
Front Page Banner	16	8.25 x 1.938	N/A	N/A	\$1,485	Only 13 x contracts
1/10 Page	7	1.741 x 6.688	\$520	\$470	\$420	
2 x 2	4	3.65 x 1.938	\$310	\$290	\$270	
Rateholder	2	(VERTICAL) 3.65 x 0.938 (WIDE) 1.741 x 1.938	N/A	N/A	\$160	Only 13 x contracts

\*sizes given for "Non-Bleed" ads are equivalent to the "Type Safe Area" for "Bleed" ads. Consult layout specs for trim & bleed sizing.

# **POKER PLAYER ONLINE RATE CARD**

## *Standard Sizes - Effective August 2008*

Ad Name and Placement	Pixel Dimensions (W x H)	Cost Per 100,000 Impressions
<b>RATES FOR ONLINE-ONLY ADVERTISERS</b>		
Banner (above the fold - below logo)	468 x 60	\$2,000.00
Large Button (Right Column)	120 x 240	\$700.00
Medium Button (Right Column)	125 x 125	\$500.00
Small Button (Right Column)	120 x 60	\$250.00
<b>Fixed Page Sponsorship Banner (Top of Page, Non-Rotating)</b>	728 x 90 (leaderboard)	\$4,000.00
<b>25% DISCOUNTED RATES FOR PRINT ADVERTISERS</b>		
Banner (above the fold - below logo)	468 x 60	\$1,500.00
Large Button (Right Column)	120 x 240	\$525.00
Medium Button (Right Column)	125 x 125	\$375.00
Small Button (Right Column)	120 x 60	\$187.50
<b>Fixed Page Sponsorship Banner (Top of Page, Non-Rotating)</b>	728 x 90 (leaderboard)	\$3,000.00

**The Poker Industry's Most Cost-Effective Online Medium!**  
**Even more effective for simultaneous in-print advertisers!**

Poker Player's unique advertisement system selects one leader board and three buttons each time a page is displayed. These are chosen randomly from the ad pool and an impression is deducted each time an ad is displayed.

**Don't Miss a Click! Automatic Notification before your ad expires.**

At 25,000, 10,000 and 0 impressions remaining, our program automatically e-mails the advertiser notification that their banner is about to expire.