

## 2010 Publishing Calendar

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

2009

2010

## WE ARE IN APPROXIMATELY 428 U.S. CARDROOM LOCATIONS AS OF OCTOBER, 2009

### ARIZONA

- BlueWater Resort and Casino
- Bucky's Casino and Prescott Resort
- Casino Arizona at Indian Bend
- Casino del Sol
- 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
- Paradise Casino
- Sheraton Wild Horse Casino

### CALIFORNIA

- Agua Caliente Casino
- Angie's Poker Room
- Artichoke Joe's Casino
- Barona Valley Ranch Resort & Casino
- Barona Valley Ranch Resort & Casino
- Bay 101 Casino
- Bear River Casino
- Bicycle Casino
- Black Oak Casino
- Black Sheep Inn
- Blue Lake Casino
- Cache Creek Casino Resort
- Cameo Club Casino
- Capitol 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

### COLORADO

- Chukchansi Gold Resort & Casino
- Chumash Casino
- Club One Casino
- Commerce Casino
- Comstock Card Room
- Crystal Park Casino Hotel
- Del Rio Hotel 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 Club
- Gold Country Casino
- Gold Rush Card Room
- Golden West Casino
- Harrah's Rincon
- Hawaiian Gardens Casino
- Hollywood Park Casino
- Jackson Rancheria Casino
- Kelly's Cardroom
- Lake Elsinore Casino
- Len Beato
- LimeLight Card Room
- Livermore Casino
- Lucky Buck Card Club
- Lucky Chances Casino

### CONNECTICUT

- Foxwoods Resort Casino
- Mohegan Sun

### FLORIDA

- Brighton Seminole Bingo and Gaming
- Dania Jai-Alai
- Daytona Beach Kennel Club
- Ebro Greyhound Park
- Gulfstream Park Racing & Casino
- Hamilton Jai Alai & Poker
- Hollywood Greyhound Track & Card Room
- Lucky's Card Room & Tampa Greyhound Track
- Miccosukee Resort & Gaming Center
- Ocala Poker & Jai Alai
- Orange Park Kennel Club Poker Room
- Palm Beach Kennel Club Poker Room

### ILLINOIS

- Harrah's Metropolis Casino
- Hollywood Casino
- Jumer's Casino & Hotel
- Par-a-Dice Casino
- Silver Fox Card Room
- Soboba Casino - Shipping/Receiving - Poker Room
- Spa Resort Casino
- Spotlight 29 Casino
- Sycuan Casino & Resort
- Table Mountain Casino & Bingo
- Tachi Palace Gaming Center
- The 101 Club
- The 500 Club
- Thunder Valley Casino
- Turlock Poker Room
- Valley View Casino
- Viejas Casino
- Village Club
- Wine Country Casino
- Win-River Casino

### INDIANA

- Belterra Casino Resort & Spa
- Casino Aztar
- Grand Victoria Casino
- Horseshoe Casino Hammond
- Horseshoe Southern Indiana
- Majestic Star Casino

### IOWA

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

### KANSAS

- Golden Eagle Casino
- Prairie Band Casino

### LOUISIANA

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

### MICHIGAN

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

### MINNESOTA

- Black Bear Casino
- Canterbury Park - Racetrack & Card Club
- Fortune Bay Resort and Casino
- Grand Casino Hinckley
- Grand Casino Mille Lacs
- Jackpot Junction Casino Hotel
- Northern Light Casino Hotel
- Running Aces
- Shooting Star Casino and Hotel
- Treasure Island Casino

### MISSISSIPPI

- Beau Rivage
- Boomtown Casino
- Gold Strike Hotel Casino
- Grand Casino Tunica
- Hard Rock Casino
- Hollywood Casino
- Hollywood Casino - Tunica
- Horseshoe Casino Hotel - Tunica
- IP Casino
- Island View 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
- President Casino Laclede's Landing

### MONTANA

- Doc & Eddie's Casino
- Fat Fender Freddy's 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

### NEBRASKA

- Rosebud Casino

### NEVADA

- Aliante Station
- Arizona Charlie's Hotel & Casino - West
- Atlantis Casino Resort
- Avi Resort & Casino
- Bally's
- Bill's Gambling Hall & Saloon
- Boomtown
- Boulder Station Hotel & Casino
- Buffalo Bill's Resort and Casino
- Cactus Petes Resort Casino
- Caesars Palace
- Cannery Casino - Eastside
- Cannery Casino & Hotel
- Cannery Casino & Hotel - North
- Carson Valley Inn
- Casino Fandango
- Circus Circus Hotel Casino - Las Vegas

### NEW HAMPSHIRE

- Manchester Bingo Center
- Rockingham Park Poker Room
- Seabrook Greyhound Park
- Sharky's Poker Room
- Sharky's Poker Room at Dover Bowl
- The Lodge at Belmont

### NEW JERSEY

- Atlantic City Hilton
- Bally's Atlantic City
- Caesars Atlantic City
- Harrah's Atlantic City
- Showboat Atlantic City
- Tropicana Casino and Resort
- Trump Taj Mahal

### 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

- Bingo Palace
- Mohawk Bingo Palace
- Seneca Allegany Casino
- Seneca Niagara Casino
- Turning Stone Casino Resort

### N. DAKOTA

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

### OKLAHOMA

- Cherokee Casino - West Siloam Springs
- Cherokee Nation Casino
- Chickasaw Ada Gaming Center
- Chickasaw Riverwind Casino
- Choctaw Casino, Durant
- Choctaw Casino, Pocola
- Comanche Nation Casino
- Comanche Red River Casino
- Creek Nation Casino, Tulsa
- Downstream Casino
- Fire Lake Grand Casino
- First Council Casino
- Gold River Casino
- Osage Million Dollar Elm Casino
- Osage Million Dollar Elm Casino
- Quappaw Casino
- River Wind Casino
- Seven Clans Paradise Casino
- WinStar Casino

### OREGON

- Chinook Winds Casino
- Full House Poker
- Kah-Nee-Ta High Desert Resort & Casino
- Menominee Casino
- Oneida Casino
- Potawatomi Bingo & Casino
- St. Croix Casino

### TEXAS

- The Mill Casino Hotel
- Wildhorse Resort and Casino
- Dakota Sioux Casino
- Gold Dust
- Grand River Casino & Resort
- Old Style Saloon #10
- Prairie Wind Casino
- Silverado Casino

### WASHINGTON

- Aces Casino
- Big Daddy's Casino
- Blue Mountain Casino
- Bremerton Lanes Casino
- Cable Bridge Casino
- Cadillac Ranch Casino
- Chip's Casino
- Chip's Casino
- 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
- 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
- Point Defiance Casino
- Ringo's Little Vegas Casino
- Roman Casino
- Roxy's Poker Room
- Seven Cedars Casino
- Silver Dollar Casino
- Silver Dollar Seacat
- Skyway Park Bowl & Casino
- Sio Pitch Pub & Casino
- Snoqualmie Casino
- Squamish Clearwater Casino
- Tulalip Casino and Bingo
- Wild Goose Casino
- Yakama Nation Legends Casino

### W. VIRGINIA

- Mountaineer Casino
- Wheeling Island Racetrack & Gaming Center

### WISCONSIN

- Bad River Lodge Casino
- Lake of the Torches Resort Casino
- L.C.O. Casino
- Ho-Chunk Casino, Hotel & Convention Center
- 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.