

www.TGandH.com



2020 Integrated Media Kit



The Only Native-Owned Quarterly Business Magazine Covering Tribal Gaming and Hospitality

Raving Solutions is now *Tribal Gaming and Hospitality Magazine*



For over 20 years, Raving's Solutions magazine has been covering the issues that impact Tribal Gaming, reaching thousands of gaming decision-makers. As the industry has evolved over the past several years, so have we. Effective with our Fall 2019 issue, we re-branded as *Tribal Gaming & Hospitality Magazine*.



Since 2001, we have produced the only conference dedicated to Indian gaming analytics and marketing. Now, combined with a quarterly business magazine covering Tribal gaming and hospitality operations, we offer more solutions than any competitor to reach Tribal decision-makers.

Distributed via mail and electronically, with cutting-edge advertising tracking information, *TG&H* will include 21st century articles for Indian Country based on best practices. From casino operations and hospitality, to marketing, culture and leadership, *Tribal Gaming and Hospitality* is the magazine for operators created by operators!

TG&H Advisory Board Members



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Division of Commerce,
Choctaw Nation of
Oklahoma



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Chairwoman & Co-Founder
United Women of Tribal
Gaming

TG&H Team Members



Brady Scott
Editorial Board Chair



Deana Scott
Publisher



Christine Faria
Executive Editor

OUR READERSHIP

Print Magazine Stats:

- ✓ 8,000 print copies
- ✓ 651 Tribal organizations
- ✓ 73% of recipients are manager or above

Our magazine is direct mailed to every Tribal casino executive in the U.S. and Canada with the titles:

- President, CEO
- Director of Food and Beverage
- Director of Hotel
- Director of Human Resources
- Director of Marketing
- Director of Slots
- General Manager

Other subscriber titles and departments:

Table Games, Finance, Cage, Advertising, PR, Analysts, Security & Surveillance, Tribal Government/Council, and Compliance.

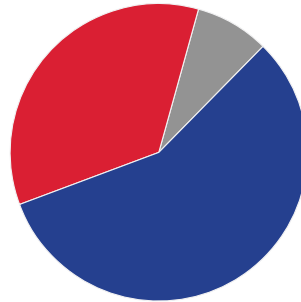


**Combined CDC and TG&H.*

eNewsletter Stats:

7K monthly eNewsletter

30K quarterly magazine distribution (Raving and CDC Gaming)



Newsletter Subscribers:

- 57% Manager or Above
- 35% GM, VP, Director
- 8% Other



Social Media:



LinkedIn – Over 9K personal connections



2020 EDITORIAL CALENDAR & ADVERTISING OPPORTUNITIES

	Winter	Spring	Summer	Fall
Ad Close	12/9/2019	2/11/2020	6/2/2020	8/24/2020
Materials Due	12/13/2019	2/17/2020	6/8/2020	8/28/2020
Theme	Raving NEXT Show Issue	NIGA Show Issue	OIGA Show Issue	G2E Show Issue
Cover	Isleta Resort & Casino, NM	West Coast Tribal Casino	Oklahoma Tribes	Mid-West
Specialty Topics	State of Tribal Gaming 2020 Kiosk Rewards and Incentives Sports Betting Cash Handling	CapEx & Construction Leadership Security & Surveillance Beyond the Gaming Floor: Hospitality, Guest Service, Entertainment What's New in Tribal Slots	Marketing Technology: Geofencing, Mobile Apps & Digital Marketing Online Promotions Marketing & Loyalty Clubs Hospitality Technology	Emerging Technologies Sports Betting Table Games Development/Technology Cash Handling Kiosks
Value Add	1/3 page Product/ Corp Profile	Leaders in Gaming Booth Spotlight: Product image, 50 word description in the issue and blasted out before NIGA	BOGO for 1/2 and full page ads	Booth Spotlight: Product image, 50 word description in the issue and blasted out before G2E
Bonus Distribution	Raving NEXT	NIGA	OIGA	G2E NNHARA

2020 EBOOK/NEWSLETTER CALENDAR

eNewsletters

Align your company by being a sponsor of our various eNewsletter topics throughout the year.

eBooks

Align yourself with relevant content that our editors write. This is a great way to tell your story as sponsors receive these deliverables:

- Logo/link on cover;
- Full page ad; and
- Advertorial up to 600 words talking about how you align with the topic.

	eNewsletter	eBook
January	Cash Handling/Kiosks	
February	Player Loyalty	Marketing & Loyalty
March	Tribal Slots	
April	Marketing During COVID-19	Tribal Slots Management
May	Critical Data Analytics	
June	New PD Strategies	Security and Surveillance
July	Marketing & Loyalty Clubs	
August	Security & Surveillance	Architecture and Design
September	G2E Preview	
October	G2E Slots	
November	Post G2E Review	Gaming Technology
December	Marketing & Loyalty Clubs	

ONLINE IMPRESSIONS/TARGETED DIGITAL MARKETING

Targeted Digital Marketing allows your company to reach potential and existing customers through laser-focused impression marketing. We can deliver your ads based on users' online activities and habits.

Targeted Digital Marketing is an impression-based advertising campaign that deploys digital ads through any combination of:

- Geo-Fencing *Most Popular*
- Event Targeting *Most Popular*
- Keyword Targeting *Most Popular*
- Site Re-Targeting
- Search Re-Targeting
- Contextual Targeting
- Geo-Targeting
- Email Marketing *Most Popular*



What is geo-fencing? Geo-fencing targets your ideal consumer on their mobile device based on a geographic location. *Partner with us to geo-fence ALL of your trade shows, conferences, and TOP PROSPECTS!*

What is event targeting? Event targeting compliments the geo-fencing campaign. Re-target prospects that were captured during a specified event for up to 30 days following the event.

What is keyword targeting? Keyword targeting is directed at users viewing content relevant to what you offer based on specific words and terms.

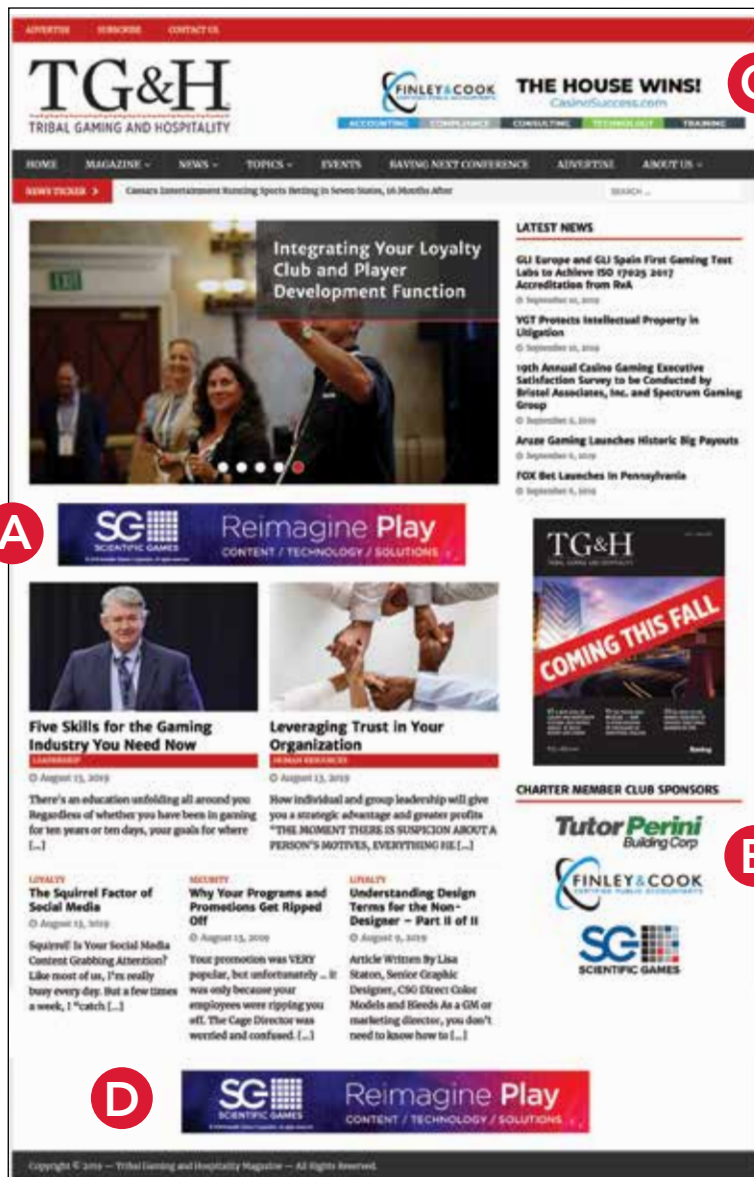
What is site re-targeting? Site re-targeting is marketing to those who have been to your website. This is the most common type of re-targeting.

What is search re-targeting? Search re-targeting allows you to target users who have recently searched keywords and phrases relevant to your brand.

What is contextual targeting? Contextual targeting allows you to target your ideal consumer based on habitual tendencies.

What is geo-targeting? Geo-targeting uses IP addresses to match the geographic location and target addresses mapped to a country, state, city, zip or a specific radius.

ONLINE OPPORTUNITIES



Banner Ads

Available in many high traffic locations on our website, each banner provides a direct link to your website.

- **Homepage Mid Banners**
Banner showing on homepage only. 589 pixel x 90 pixel. **(A)**
- **Sponsor Ads in Side Bar**
Two 300 pixel x 250 pixel. Will show up on all on pages (not posts) except auction page and advertising pages. **(B)**
- **Header Banner**
One 728 pixel x 90 pixel on top of the page. **(C)**
- **Bottom Super Leaderboard**
One 978 pixel x 90 pixel on bottom of the page. **(D)**

Videos

Let us make use of the investment you made in developing videos.

Here are all the different places we can make use of your videos:

- Appears on our website homepage and on video page for 60 days
- Monthly eNewsletter
- 3x Facebook & Twitter post
- Posted on our YouTube page for a year
- Video eBlast – promote up to four videos with descriptions and links
- Digital Edition – promote your videos in our digital edition eBlast each month

New Programs for 2020

LEADERS IN GAMING

Tribal Gaming & Hospitality is doing something very unique and exciting in our Spring NIGA Show issue. You have a chance to participate from the beginning of 2020 for year-round exposure with the digital components of this program.

We have created a special package and section in our Spring issue called “**LEADERS IN GAMING.**” You receive year-round coverage with a mix of print, video exposure, and an enhanced Buyer’s Guide profile — all for a great bundled price. You will reach 10,000 print subscriptions and 30,000 digital subscriptions with your ad and Leaders in Gaming STORY. Thousands of visitors to our website during the year will see your video and online profile.

Be part of our **LEADERS IN GAMING**, our signature supplier branding program. Don’t miss this opportunity to position your company as a leader in gaming when others are searching for solution providers. This supplier branding program begins with March web and print exposure. Included in this program are the following:

- Full page or ½ page ad in March.
- Full page or ½ page profile in March talking about how your company is a Leader in Gaming.
- We will create a special print supplement of your Leaders in Gaming profile and distribute them at the NIGA Show.
- Leaders in Gaming house print ad containing your company logo announcing you are part of this program in the summer and fall issues.
- Your video hosted on our website all year.
- Recognition on our homepage with your company name and link which goes directly to your online profile.
- Company name and link on the Leaders in Gaming homepage that links to your online profile in our Buyer’s Guide (100 word company description, two product images, one video, and up to three press releases you have on our site).

WEBINARS

Exclusive Sponsored Webinars

Be seen as a thought leader by doing a 30-60 minute presentation to a captive audience. Generate high-quality leads from industry professionals looking to learn more about the webinar topic.

- Your logo on all promotions: HTML eblasts, newsletters, our website and in print ads promoting your webinar;
- Your logo on registration page;
- Full contact info of all registrations;
- Use the sales promotion to send to your database; and
- Webinar available on-demand for three months.

Sponsor a Lead-Generating Webinar Today!

Sponsor a 30-60 minute webinar exclusive topic relevant to your company. We find the speakers, and we do all the work driving registrations.

Sponsors Receive:

- Your logo on all promotions: HTML eblasts, eNewsletters, our website and print ads in the magazine;
- Your logo on registration page;
- Professionally narrated intro with 20-second commercial at the beginning and end of the webinar;
- Full contact info of all registrations;
- Use the sales promotion to send to your database; and
- Webinar available on-demand for three months.

BUYER'S GUIDE

Be part of our Buyer's Guide which will be printed in our Spring issue. Stand out with your logo and mini-ads! Your listing will also be online for a full year with options to upgrade.

Convert leads to sales from visitors in search of suppliers by product categories, and increase your results of being found and contacted. Our Buyer's Guide listings are set up on a tiered system. All listings include a direct link to your website.

Basic Listing \$50

- ✓ Company name, address, phone numbers, fax number, Email, and website listed in up to three product categories.

Deluxe Listing Package \$395 (\$195 with no supplied video)

Basic listing plus:

- ✓ Company logo in print and linked from our Buyer's Guide online and Unlimited Product Categories (or suggested ones to add), supplied video up for a year in your listing.

Premium Listing \$495 or \$35/month

Basic and Deluxe listing plus:

- ✓ Boldface in print and online
- ✓ List of shows you are exhibiting at in 2021
- ✓ Social media linked graphics in your listing with links
- ✓ Company description (up to 100 words)

Featured Listing \$695 or \$65/month Basic, Deluxe & Premium listing plus:

- ✓ Appear at the top of all Buyer's Guide categories
- ✓ Two product images online
- ✓ Two spec sheets online
- ✓ Two videos online

Optional Print Upgrades:

- ✓ Logo under product categories – \$195 (additional categories \$125 each)
- ✓ 2" mini-ad – \$225 per (three or more – \$175 per)
- ✓ 3" mini-ad – \$300 per (three or more – \$225 per)

DIGITAL EDITION SPONSORSHIP

Sponsor a monthly issue of *Tribal Gaming & Hospitality*. You receive a banner ad with a link on the eBlast that goes to 70,000 readers. In addition, a banner linking to your website will be included in our digital publication – all for one very low price.

• Sponsor Banners

We can place an ad to the left of the cover and at the top of the page that is exclusively owned by your company. Contact your account executive for specifications and availability.

• Video Over Ad

Turn your ad in our digital edition into a live interactive experience by placing your video over your ad. When users flip the page, the video will start to play automatically.



SPONSORED CONTENT

Sponsor content in print, on our site, and in our eNewsletter.

In Print – Our editor will interview your company and we will run a ½ page of “sponsored content” in the issue of your choice.

Homepage – Top right column of the homepage and ROS for 30 days labeled as “Sponsored Content.” Links to your exclusive content page.

eNewsletter Content Box Ad – Content highlighted in our eNewsletter with links to your exclusive content page clearly identified as “Sponsor Content” with your logo.

Exclusive Website Content Page – Supplied content (articles, white papers, videos, etc.), identified as “Sponsored Content,” includes your logo on our website.

- 589 x 90, (2) 300 x 250 ads will appear on the content page
- Supplied video
- Content page can include product images/descriptions, conferences you are attending, link to your buyer's guide listing.
- Your company will appear in keyword searches on our website.



Introductory Rate Card

Print Publication Ads

Position	1x	2x	4x
Inside Front Cover	\$3,230.00	\$3,003.90	\$2,745.50
Page 3	\$3,230.00	\$3,003.90	\$2,745.50
Inside Back Cover	\$3,080.00	\$2,864.40	\$2,618.00
Back Cover	\$3,480.00	\$3,236.40	\$2,958.00
Full Page	\$2,980.00	\$2,771.40	\$2,533.00
1/2 Page	\$2,175.00	\$2,022.75	\$1,848.75
1/3 Page	\$1,850.00	\$1,720.50	\$1,572.50
1/4 Page	\$1,530.00	\$1,422.90	\$1,300.50

Tribal-owned businesses will receive a 10% discount.

eNewsletters

Position	1x	3x	6x	12x
Top Banner	\$800.00	\$760.00	\$720.00	\$640.00
Middle Banner	\$720.00	\$684.00	\$648.00	\$576.00
Lower Banner	\$640.00	\$608.00	\$576.00	\$512.00
Text Ad with Logo	\$640.00	\$547.20	\$518.40	\$460.80

Digital Edition Ads

Position	Rate
Video Ad	\$1,095/mo
589 x 90 px	\$895/mo
Ad Next to Cover	\$1,000/mo

Introductory pricing and packages subject to change.

Website Ads

Dimension	Rate
728 x 90 px	\$90/CPM
589 x 90 px	\$75/CPM
300 x 250 px	\$60/CPM
978 x 90 px	\$90/CPM
Video Ad	\$100/CPM

eBlasts

Position	7,000 eMails
Product	\$1,650
Video	\$1,650
Editorial	\$1,650
HTML	\$1,650
Case Studies	\$1,650
Show Floor Per Day	\$1,650

We Can Build Custom Multi-Media Advertising Packages For You

Call Amy Hergenrother today to lock in your package!

Amy Hergenrother
775-329-7864
amy@betravingknows.com

Expanded Media Opportunities

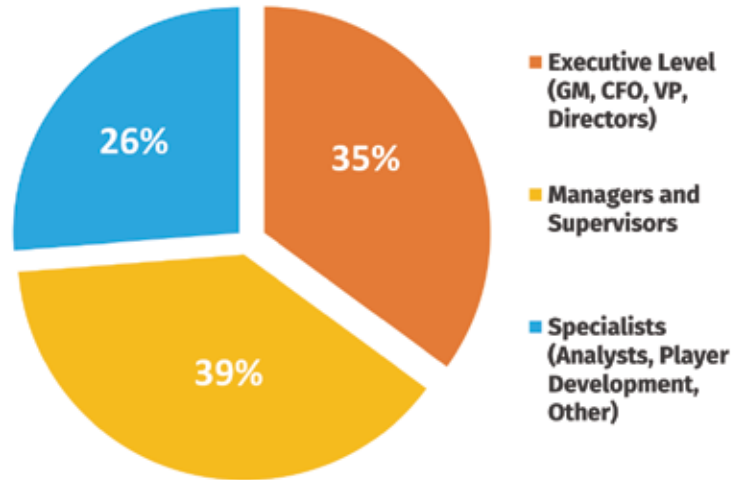
Exclusive Webinar Sponsorship	\$7500.00
Sponsored Content	\$895/mo
Leaders In Gaming Program	\$3,995.00
Online/Targeted Display Marketing	\$15/CPM

Bet **Raving** Knows.™

SPONSORSHIP KIT

Three Days of Quality Connections for Industry Professionals

- Longest-running marketing and analytics conference specifically for Indian Gaming executives; started in 2001
- Intimate conference with targeted attendees: GMs, CFOs; Directors and Managers from Marketing Departments (Promotions, Advertising, Database, Direct Marketing)



Get Your Product in Front of Tribal Casino Decision Makers

- Opportunity to start/renew relationships with an average of 150 decision makers and influencers – see graph above
- Expose your product and services and show your support for Tribal Gaming Organizations: on average 65 U.S. and Tribal Casinos and First Nation in Canada, coast to coast)

What Makes Raving NEXT Better than the "Big" Tradeshows

1. Intimate setting with more opportunities for face-to-face interactions: Exhibitor's Welcome Reception, tradeshow floor breakfasts, Conversations & Cocktails Party, and sit-down luncheons ALL INCLUDED
2. A full marketing engine behind you – your logo on every piece of printed and electronic mail (we have over 7,000 digital subscribers) ALL INCLUDED
3. Full booth package at no additional cost – each booth is already setup with carpet, wifi, electricity, and complimentary furniture package; no drayage or handling fees ALL INCLUDED

SPONSORSHIP OPPORTUNITIES

Become a part of the event. There are a variety of networking events, receptions, luncheons and sessions that your company can host. Have an idea for a **custom sponsorship**? Want to own this conference as the **Title Sponsor**? Call us **775-329-7864** or email Amy Hergenrother at amy@betravingknows.com.

<p>Welcome Reception Signature Sponsor \$10,000</p> <ul style="list-style-type: none"> • Half page ad in <i>Tribal Gaming & Hospitality Magazine</i> • Full page ad in conference show guide • Two full conference passes 	<p>Wednesday Night Cocktail Party Sponsor \$10,000</p> <ul style="list-style-type: none"> • Half page ad in <i>Tribal Gaming & Hospitality Magazine</i> • Full page ad in conference show guide • Two full conference passes
<p>Tribal Spirit of Giving Program & Luncheon Sponsor \$9,000</p> <ul style="list-style-type: none"> • Sponsorship listing on ALL Tribal Spirit of Giving Program communications, press releases and website • Half page ad in conference show guide • Two full conference passes 	<p>Tuesday Luncheon Sponsor \$5,000</p> <ul style="list-style-type: none"> • Half page ad in conference show guide • Two full conference passes
	<p>Charging Lounge Sponsor \$3,500</p> <ul style="list-style-type: none"> • One full conference pass
<p>Breakfast Sponsor (Two Days) \$5,000</p>	<p>Conference Session Sponsor \$2,000</p>

All Sponsorships Include:

- Company bio in conference show guide
- Custom signage for sponsorship
- Logo on all marketing materials
- Web links on conference site
- Featured on Raving PLAY engagement app
- Discounted additional badges at \$895 each

BOOTH PACKAGES

<p>Standard Booth Package \$3,400</p> <ul style="list-style-type: none"> • 10x10 booth • Complimentary furniture packages • Two full conference passes • Logo on website, brochure and on-site signage • Company bio in event show guide • Feature on Raving PLAY engagement app • Discounted additional badges at \$395 each

NEW!

Advertising Add-On Packages

Add on a Digital, Print, Geofencing, or Eblast Advertising option to your booth purchase starting at **\$1,350+**

A LA CARTE

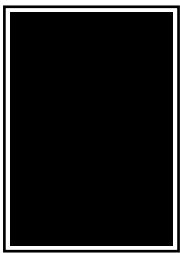
- Cover Tip on Show Directory **\$4,000**
 - Eblast – Reach registered Raving NEXT attendees and Tribal Gaming & Hospitality Magazine subscribers (6,500+) before or after the show (your message sent from our trusted brand) **\$2,500**
 - Leaderboard advertising on Raving NEXT website through June 1, 2020 **\$1,500**
 - Geofence/website retargeting ad campaign **\$1,500**
 - Full Page Ad in Show Directory **\$1,000**
 - Half Page Ad in Show Directory **\$600**
 - Printed Insert in Attendee Bag **\$500**
 - Lanyards and Bags **\$500**
- * sponsor to supply bags and lanyards

ARTWORK SPECIFICATIONS

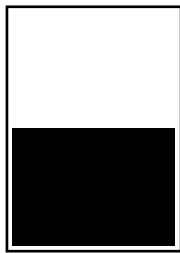
Full Page bleed	7-7/8" x 11"
Full Page non-bleed	7" x 9-13/16"
Half Page Horizontal	7" x 4 13/16"
Half Page Vertical	3 3/8" x 9 13/16"
Quarter Page	3 3/8" x 4 13/16"
1/8 Page	3 3/8" x 2 13/16"
Business Card	3 3/8" x 1 13/16"
Front Cover	Ask your sales associate for specs
Back Cover	Ask your sales associate for specs

Publication Trim Size: 7-5/8" x 10-3/4"

Keep all live matter 1/4" from all trim edges on bleed pages.



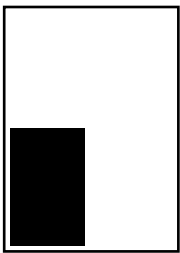
Full Page



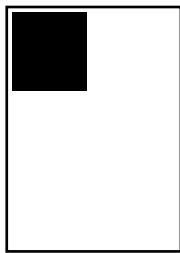
Half Page Horizontal



Half Page Vertical



Quarter Page



1/8 Page



Business Card

ALL NEW AD COPY IS DUE ON OR BEFORE THE DUE DATE ON OUR DISTRIBUTION SCHEDULE. Any advertising copy submitted after that time will be placed in the following edition. Cut-off may vary on special show issues, so please consult your marketing representative for details.

Camera-ready Art Specifications

Software

Adobe Creative Cloud (InDesign, Photoshop)

Supported Formats

PDF, TIFF, EPS and JPG

PDF's: When preparing your PDF, distill the PDF at 240 dpi, embed all fonts

Images

Photos should be processed at a resolution of no less than 240 dpi and at 100% of the printing size.

Recommended Resolutions of Original Scans

Color Images – cmyk: 240-300 dpi

Black & White Line Art: 900 dpi

Grayscale Images: 240 dpi

We Can Not Accept

Corel Draw, Word Perfect, Powerpoint, Excel, Pagemaker, Microsoft Publisher, True Type Fonts, or Window Fonts.

Artwork Submission

Email: Nicole Altizer – nraltizer@gmail.com

FTP: myftp.oxen.tech

Username: upload

Password: UploadAlpha2@

CONTACT US

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Raving

TG&H
TRIBAL GAMING AND HOSPITALITY