



G2E 2012 Event Guide Insertion Order

October 2-4, 2012
The Sands Expo and Convention Center
www.globalgamingexpo.com

Order early to ensure exposure to attendees at-show and then throughout the year when the G2E Event Guide is continued to be used as the premier industry reference tool.

RUN-OF-BOOK POSITIONS	4C	2C	B/W
Full Page	<input type="checkbox"/> \$3,465	<input type="checkbox"/> \$2,940	<input type="checkbox"/> \$2,300
Half Page	<input type="checkbox"/> \$2,330	<input type="checkbox"/> \$1,940	<input type="checkbox"/> \$1,900
Two Page Spread	<input type="checkbox"/> \$5,481	<input type="checkbox"/> \$4,040	<input type="checkbox"/> \$3,410

SPECIAL POSITIONS – All 4C

Front Cover	<input type="checkbox"/> \$10,700	Bookmark	<input type="checkbox"/> \$6,500
Cover 2	<input type="checkbox"/> \$5,880	F&B, Retail, Entertainment Tab R or L	<input type="checkbox"/> \$4,400
Cover 3	<input type="checkbox"/> \$5,350	Exhibitor Tab Page, Right Hand	<input type="checkbox"/> \$4,400
Cover 4	<input type="checkbox"/> \$10,700	Exhibitor Tab Page, Left Hand	<input type="checkbox"/> \$4,400
Page Facing Cover 2	<input type="checkbox"/> \$3,900	Conference Tab Page, RH or LH	<input type="checkbox"/> \$4,400
Page Facing Cover 3	<input type="checkbox"/> \$3,750	Page Facing Exhibitor Tab Page	<input type="checkbox"/> \$3,750
Page Facing TOC	<input type="checkbox"/> \$3,750	Belly Band	<input type="checkbox"/> \$6,500

ENHANCED EXHIBITOR LISTING

Additional Company Listing (inc.logo)	<input type="checkbox"/> \$995	Tinted Logo (B/W)	<input type="checkbox"/> \$440
Tinted Listing	<input type="checkbox"/> \$325	Color Logo (4-C)	<input type="checkbox"/> \$535

Fax back completed form to 203-840-9314.

Yes, I would like to advertise in the Event Guide as checked above. Please accept this as my insertion order.

Company: _____

Name: _____

Tel: _____ Fax: _____

Email: _____

Authorized Signature: _____ Date: _____

We collect this data in order to provide you with information about G2E and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.recusprivacy.com or call our Privacy Administrator at 888-306-2344 or from outside the US at 203-840-5810.

ADVERTISING TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted. Mail to: Reed Exhibitions / G2E 12 Advertising / 383 Main Ave., Norwalk, CT 06851

For more information, contact: Chris Tatulli | ctatulli@reedexpo.com | Phone: 203-840-5314 | Fax: 203-840-9314