



NASPL

North American Association
of State & Provincial Lotteries

NASPL 2018 MEDIA KIT

The **NASPL 2018 Media Kit** features everything you need to know about advertising and submitting material to Insights magazine.

Thank You for Inquiring About NASPL Publications

Insights, the official publication of the North American Association of State and Provincial Lotteries (NASPL), has become the lottery industry's premier trade journal. This 4-color, electronic and print magazine provides its readers with in-depth and timely articles, studies and research materials.

It is the only magazine published and endorsed by the NASPL membership-including the industry's top decision makers. As you may or may not know, advertising revenue generated by Insights is used to further the educational efforts of the entire industry. Isn't it nice to know that your organization will receive a value for its dollar, while also contributing to the education and advancement of the entire industry?

NASPL appreciates the support your organization has shown by choosing to advertise in our publication. Your decision has enabled you to reach our subscriber base that exceeds 7,500. This includes the top marketing executives in virtually all North American lottery jurisdictions plus international subscribers.

Circulation Information

Total Distribution: 7,500 Printed + Electronic
Printed: 1,500 | **Electronic:** 6,000

Insights is produced in-house by NASPL. Most feature articles are written by Editor Patricia McQueen, whose career in gaming spans 30 years with a focus on writing and researching the lottery industry. Outside contributors include industry professionals from vendor and lottery organizations. Research and sales numbers are compiled from the NASPL Database and can be reviewed/searched within Insights and the NASPL Matrix.

How to Advertise

Although any company may purchase advertising space in Insights (subject to our advertising guidelines), the most effective and cost-efficient way to advertise in the magazine is to become an Associate Member. As this industry looks towards the future, it is apparent that as a whole, it must continue to protect its market share, profits and products. For this reason, NASPL has created Associate Memberships in the hopes of encouraging every vendor to become a part of the future development of our industry.

A NASPL Associate Membership application is open to a supplier or prospective supplier of goods and/or services provided to a government-sanctioned lottery operator. All applications must be submitted for final approval by the NASPL Executive Committee. NASPL reserves the sole right to accept or reject any applicant.

All Associate Members receive Insights advertising space as part of their membership; included placements depend on membership levels.

Contact Jake Coy for more information or questions at: 440.361.7962 or email: jcoy@nasplhq.org

2018 Advertising and Content Deadlines

January/February Issue - December 22, 2017
March/April Issue - February 23, 2018
May/June Issue - April 20, 2018
July/August Issue - June 22, 2018
September/October Issue - August 1, 2018
November/December Issue - October 19, 2018

Advertising Specifications and Pricing

Full Page:

Page Size: 8.25 x 10.75

If you are using bleeds, make sure the page is fully covered and that you use a .25 of an inch bleed on each side.

If you are not using bleeds, leave .25 inch margins on each side

Half Page:

Page Size: 5.375 x 8.25

If you are using bleeds, make sure the half page is fully covered and that you use a .25 of an inch bleed on each side.

If you are not using bleeds, leave .25 inch margins on each side

Insights is a 4-color magazine so please be sure that your digital files are process CMYK. The preferred file format would be a High Resolution PDF.

Although we feel the Associate Membership packages offer a great deal for advertising and participation through all the yearly NASPL events, we know that it is not for everyone. Therefore, we also offer a pay-per-ad rate for those organizations wishing to take advantage of the reach provided by Insights.

The rates listed in the chart to the right are quoted per advertisement.

Full Page x 1	\$3,700
Full Page x 3	\$3,500
Full Page x 6	\$3,300
Half Page x 1	\$2,500
Half Page x 3	\$2,300
Half Page x 6	\$2,100

Contact John Koenig for more information or questions at: 440.554.1695 or jkoenig@nasplhq.org

2018 Insights Editorial Calendar & Guidelines

2018 Insights Editorial Calendar

January/February

- Focus on: Responsible Gambling
- Vermont Lottery profile
- Regular features:
 - Making a Difference
 - Research Corner

All materials due: December 22, 2017

March/April

- Focus On: Online sales and mobile solutions
- Holiday ticket review
- NASPL conference season kickoff (previews of all 2018 events)
- RG feature
- Regular features:
 - Making a Difference
 - Research Corner

All materials due: February 23, 2018

May/June

- Focus on: Vendor contracts and procurement
- Georgia Lottery profile
- Lottery Leadership recap
- RG feature
- Regular features:
 - Making a Difference
 - Research Corner

All materials due: April 20, 2018

July/August

- Focus On: Technology
- RG feature
- Regular features:
 - Making a Difference
 - Research Corner

All materials due: June 22, 2018

September/October

- Professional Development Seminar recap
- Ohio Lottery profile
- NASPL Awards entries
- Associate member profiles/contribution
- RG feature
- Regular features:
 - Making a Difference
 - Research Corner

All materials due: August 1, 2018

November/December

- FY18 results
- Holiday ticket gallery
- NASPL Annual Conference recap
- RG feature
- Regular features:
 - Making a Difference
 - Research Corner

All materials due: October 19, 2018

Subject to change.

Contributed items are subject to review before acceptance for publication.

Guidelines for Submitted Editorial Content

Associate members may submit editorial content for publication subject to the following terms and conditions. Submission does not guarantee the content will be accepted for publication.

1. Feature editorial articles must be no more than 1,500 words and should be tied to the editorial theme of each issue, as stated in the editorial calendar. Limited exceptions may be made if arranged in advance of the deadline, and approved by the NASPL editorial team. We encourage lottery case studies tied to the editorial theme.
2. No more than two of these feature articles will be accepted for any single issue of Insights, unless otherwise requested by NASPL. Space will be granted on a first come, first served basis and content must be provided by the stated deadline for each issue.
3. Associate members are limited to two such feature articles annually, for any issue except the September/October conference issue. No contributed content will be accepted for that issue, which showcases associate members through profiles of each organization.
4. Smaller, newsy-type items may also be contributed for all but the conference issue, subject to approval, if under 500 words and designed for a single page (including any images).
5. If either category of editorial content is accepted for publication, NASPL shall have sole discretion on how such content appears in the magazine. Content is subjected to editing and the decisions of the NASPL editorial team are final.

**For more information about submitting editorial content,
contact Patricia McQueen at:
508.788.1367 or pmcqueen@nasplhq.org**

*Calendar as of December 1, 2017; content subject to change.
Contributed editorial content is subject to review before acceptance for publication.*



NASPL

North American Association
of State & Provincial Lotteries

NASPL Headquarters

7470 Auburn Road, LL1

Concord, OH 44077

p. 440.361.7962

f. 440.867.2327