



NASPL

North American Association
of State & Provincial Lotteries



NASPL 2020 MEDIA KIT

The **NASPL 2020 Media Kit** features everything you need to know about advertising and submitting material to *Insights* magazine.

REVISED APRIL 15, 2020



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 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 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: 4,500 Online Subscribers

Please note that due to COVID-19, beginning with the March/April issue *Insights* will be published in an online version only, until further notice.

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.

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



2020 Advertising and Content Deadlines

Issue	Deadline
January/February	December 20, 2019
March/April	February 21, 2020
May/June	April 30, 2020
July/August	June 19, 2020
September/October	August 20, 2020
November/December	October 23, 2020

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 in NASPL activities, 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

2020 *Insights* Editorial Calendar

January/February 2020	March/April 2020	May/June 2020
<ul style="list-style-type: none">• Winning with lottery funding• Progress Report: Sports betting• Lottery Week 2019 review• Mississippi Lottery startup• Hoosier Lottery profile• Regular features:<ul style="list-style-type: none">• Making a Difference• Research Corner• Stephen Wade <p>All materials due: December 20, 2019</p>	<ul style="list-style-type: none">• Focus On: Online and interactive• Holiday ticket review• Minnesota Lottery profile• Regular features:<ul style="list-style-type: none">• Making a Difference• Research Corner• Stephen Wade <p>All materials due: February 21, 2020</p>	<ul style="list-style-type: none">• Focus On: Research and data analytics• Winning Winners• Q&A with Gerald Aubin, Rhode Island Lottery• Progress Report: In-lane sales• Regular features:<ul style="list-style-type: none">• Making a Difference• Research Corner <p>All materials due: April 30, 2020</p>
July/August 2020	September/October 2020	November/December 2020
<ul style="list-style-type: none">• Focus On: Marketing• Iowa Lottery profile• Responsible gambling feature• Regular features:<ul style="list-style-type: none">• Making a Difference• Research Corner <p>All materials due: June 19, 2020</p>	<ul style="list-style-type: none">• Delaware Lottery profile• Progress Report: Sports Betting• Powers Award and Ott Brown Scholarship winners• NASPL Associate Member profiles/contributions• Regular features:<ul style="list-style-type: none">• Making a Difference• Research Corner <p>All materials due: August 20, 2020</p>	<ul style="list-style-type: none">• FY20 results• Holiday ticket gallery• Progress Report: In-Lane Sales• New Jersey Lottery profile• Loto-Quebec profile• Regular features:<ul style="list-style-type: none">• Making a Difference• Research Corner <p>All materials due: October 23, 2020</p>

Subject to change. All deadlines are firm and must be adhered to in order for us to keep to our schedule.

*So that we may better serve everyone, please let us know if you have a topic that might be of interest to our readers before preparing any article for *Insights*. Contributed items are subject to review by the NASPL editorial team before acceptance for publication and advance approval is appreciated. For more details, please see the submission guidelines on the next page.*



2020 *Insights* Editorial Guidelines

Associate members may submit editorial content for publication subject to the following terms and conditions. Article submission does not guarantee acceptance for publication.

Key points to note are:

1. Advance approval of a topic for a feature article must be requested 30 to 45 days prior to an issue closing date so that we can better manage content for each issue and avoid duplication.
2. No more than two feature articles per associate member will be accepted annually.
3. If accepted for publication, articles are subject to editing and the decisions of the NASPL editorial team are final.

Additional information:

- Feature articles must be no more than 1,500 words. Generally speaking, no more than two of these feature articles will be accepted for any single issue of *Insights*, unless otherwise requested by NASPL. Exceptions may be made based on content and as space permits.
- Content must be provided by the stated deadline for each issue.
- NASPL will from time to time request additional contributed material, or participation in NASPL-written features. These requests will not count towards the annual limits previously stated.
- Short original items of interest to our broad lottery audience may also be submitted, if under 500 words, subject to approval. These should not be based on company press releases, for which there are other more timely outlets.
- NASPL shall have sole discretion on how any contributed content appears in the magazine and all decisions are final.
- No contributed content will be accepted for the September/October issue, which showcases Associate Members through profiles of each organization and other invited content.

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

*Calendar as of April 15, 2020; content subject to change.
Contributed editorial content is subject to review before acceptance for publication.*



NASPL

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