



2012 Media Kit

For advertising, contact:

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Director of Marketing

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THE BRANDS



CARDOZA PUBLISHING, the “Player’s Brand,” has been providing information that players can trust for more than one-quarter of a century. Cardoza is the foremost gaming and gambling publisher in the world with a library of more than 200 up-to-date and easy-to-read books and strategies. These authoritative works are written by the top experts in their fields and with more than 10,000,000 books in print, represent the best-selling and most popular gaming books anywhere. You can feel secure with Cardoza products since we do not carry inaccurate information or poor quality products and offer a money-back guarantee to our customers. We want them to be satisfied with their purchases.

Winning is a mindset; it is about having knowledge about the games played and it is about learning from the best, so players can reach their full winning potential. That is why the Cardoza philosophy is to publish books by the world’s top authorities, champions, and writers. It is also why the Cardoza name is trusted- by players, authors and professionals- more than any other source for authoritative and easy-to-read information.

If a book has the Cardoza name on it, players are buying quality. And they’re getting an edge. www.cardozabooks.com



GAMBLER’S BOOK CLUB is one of the most famous gaming institutions in the world. During its 47-year history as the reigning authority on gambling publications, the GBC has hosted book signings by famous gaming authors, including Nick Pileggi (*Casino*), Ken Uston (*Million Dollar Blackjack*), poker legends Amarillo Slim (*Play Poker to Win*) and Doyle Brunson (*Super System*), and handicapping icon Lem Banker. Casino owners like Steve Wynn and Jack Binion have purchased books on management and customer service, and even ex-mobsters, FBI agents, and gaming researchers shop with the GBC.

The ceiling-high shelves of the fabled shop are packed with a wide range of gambling titles that are betting related, informational or historical. It is by far the largest selection of any store in the world. Books and software on casino and card games, chess and board games- plus a wide range of mafia titles, biographies, Vegas interest and memorabilia- are among the 3,000 titles in this astounding supermarket of gambling books. www.gamblersbookclub.com

Summary of Advertising Opportunities Available

1. Banner Impressions

2. Social Media

- Facebook mentions
- Facebook Banner Ads
- Twitter mentions

3. Newsletter Distribution

- Banner Ads
- Individual email blasts to subscriber database

4. Podcasts

- Sponsorship opportunities & product mentions

5. Piggyback Program

- Mailer sent with customer orders

6. Static Banner / Box

7. Blog Posts

8. In-Store Displays

Online Advertising Rates

	Actual Size in Pixels	Max File Size	Monthly Price	6 month contract	Annual Contract
Leaderboard Top of all gamblersbookclub.com/ Cardozabooks.com Pages	728x90	30k	\$1400.00	\$1200.00	\$1000.00
Rectangular Banners In-content banners can be located on either the right-hand or left-hand sides of all pages	300x250 240x400 250x250 336x280	30k	\$1000.00	\$4,800.00 (\$800 mo.)	\$7,200.00 (\$600 mo.)
Text Links* Available on individual pages**	-	-	-	\$300.00	\$250.00
* Prices shown are total contract prices per text link per page					
** Page to be selected by client (Ex. Craps category page, Blackjack, Texas Hold'em, Poker)					

Demographics

Gender

Male: 70%

Female: 30%

Age

Under 21: 4.2%

21-35: 33.2%

36-55: 51.3%

56+: 11.3%

Monthly Visitors Overview

Total Visitors: 9,156

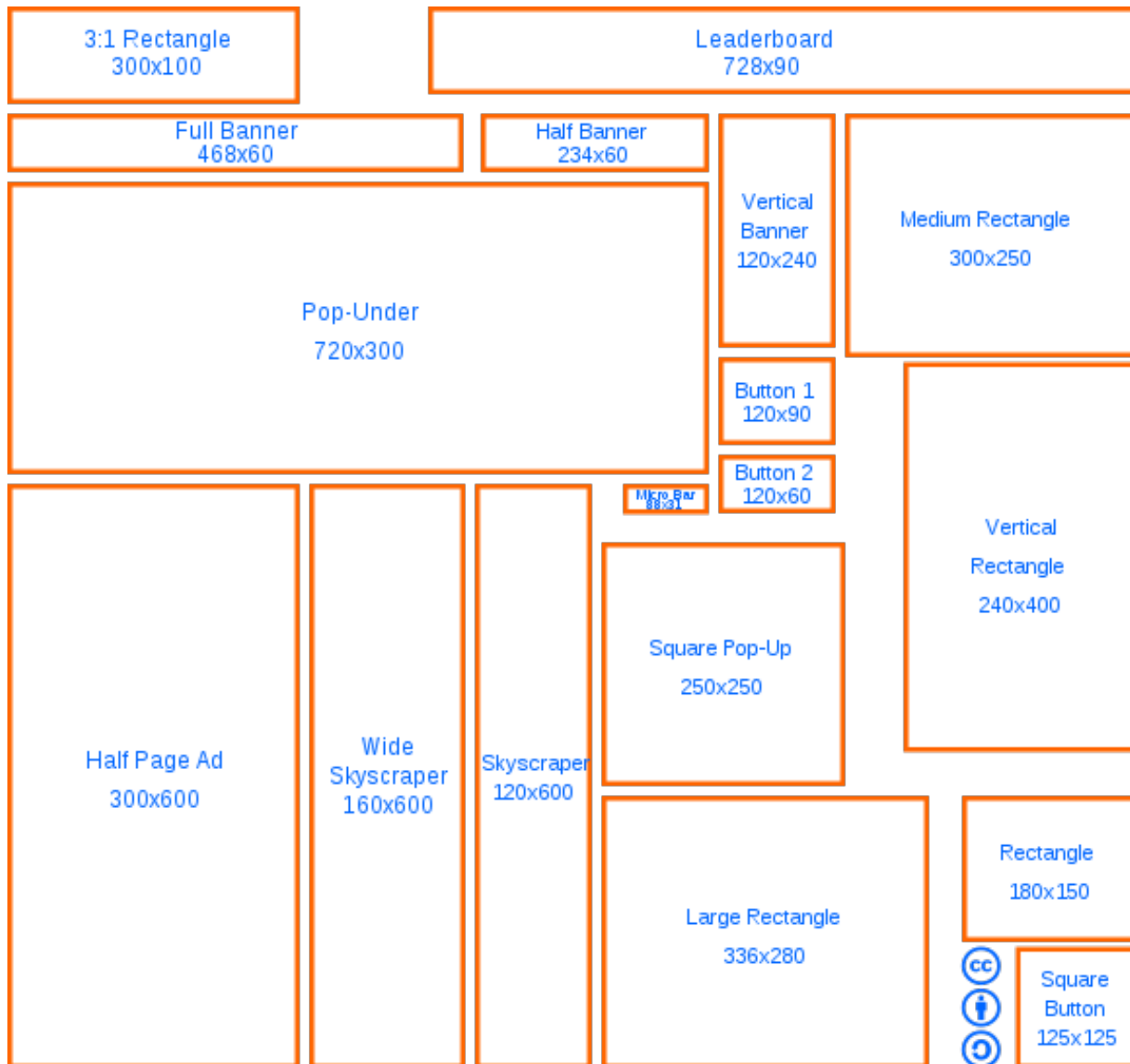
New Visitors: 7,019

Pageviews: 47,077

Pages/Visit: 5.14

% New Visits: 74.85%

Sample Ad Sizes



Podcasts

Our Podcasts feature Howard Schwartz as host. Mr. Schwartz interviews authors and gambling professionals about their latest books and changes in the gambling industry.

Total Downloads and Geographic Information

Metric	Downloads
Download History	
January 2012	4,464
February 2012	3,551
All Time	144,360
Top Countries	
United States	55,772
China	6,943
United Kingdom	3,683
Canada	2,202
Top Markets	
New York	11,328
San Antonio	7,903
Los Angeles	4,315
Chicago	1,796
Las Vegas	1,635

Our Podcasts are scheduled depending on availability of authors and celebrities however on average we conduct 2 a month. Each Podcast sponsor is given a 15-second introduction and a 45-second spot at conclusion. All materials are read by Howard Schwartz unless a specific clip is provided.

Past Notable Guests

Ed Miller	Elihu Feustel
Anthony Curtis	Frank Kneeland
Lem Banker	Beth Raymer
Doyle Brunson	Linda Johnson
Avery Cardoza	Linda Boyd
Arnold Snyder	Bill Zender
Dusty Schmidt	Larry Grossman
Chris "Fox" Wallace	George Joseph

Pricing: \$300 per episode

Electronic Newsletter Delivery

Our monthly newsletter is currently mailed to subscribers, all of whom have opted in. Special pricing is available for advertisers who advertise in both monthly newsletters as well as multi month purchases.

Newsletter Subscribers and Pricing

	Total Subscribers	Available Size in Pixels	Max File Size	Monthly Price
Gamblers Book Club Ads will be shown on the top or in-content	9,500	728x90 250x250	30k	\$500.00
Cardoza Publishing Ads will be shown on the top or in-content	4,500	728x90 250x250	30k	\$500.00
Both newsletters	14,000	728x90 250x250	30k	\$800.00

Piggyback Program

Advertiser can create a separate piece (up to two ounces) to piggyback with both GBC and Cardoza mailings. Product gets delivered with every customer order and catalog request, both in-store and through mail order. (No catalog content included.) Combined order distribution is 700 to 1,000 pieces per month.

Pricing: \$1,600 per month

Advertisement Policies

Copy Guidelines

Gamblers Book Club and Cardoza reserve the right to accept or reject any advertisement and insertion orders. We reserve the right to terminate advertising at any time for any reason, and label an ad as “Advertisement” if it cannot be easily distinguished from content. Advertising is sold on a first come first serve basis.

No endorsement Clause

Products and/or services advertised by external companies are in no way endorsed by the Gamblers Book Club or Cardoza Publishing

Placement

Online ads will be inserted on the 1st and 15th day of each month.

Relevance

Products and services must relate to GBC/Cardoza Publishing content.

Banner Advertising Specifications

Image File Size

300 dpi maximum actual size

15k maximum file size static

30k maximum file size animated

File Type

GIF, JPG, Flash, PNG

Design Fee

Custom designed web ads will be charged at \$30 per hour, 2 hour minimum charge. Design Fee is dependent on size, animation, and complexity of ad. Quote available beforehand upon request.

Payment Policy

Payment Methods

Paypal (info@gamblersbookclub.com), Check, & major credit card

Due Date

Monthly advertisements must be paid 15 days before the 1st or 15th of the next month.

Six month contracts must be paid in (2) 3 month payments

Yearly contracts must be paid in (2) 6 month payments

Discounts

Additional discounts will be applied to advertisers who run positions in multiple media.

For advertising, contact:

Phillip Gonzales

Director of Marketing

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