What is Casual Game Revolution?
Casual Game Revolution is a media company that aims to reach the most targeted audience of casual game enthusiasts in the world. We are passionate about party games and casual games — quick, fun, accessible games that offer interesting choices and light strategy. We publish Casual Game insider, a quarterly magazine with print and digital editions that contains news, reviews, and many interesting articles for casual gamers. We also run a popular website and blog where we share exclusive articles and reviews, weekly gaming news, and more.

Casual Game Insider (CGI)

- Thousands of subscribers
- Hundreds of magazine retailers (Barnes & Noble, Books-A-Million, etc.)
- 2,500 board game stores

CGR Website / Blog

- 10,000+ unique monthly visitors
- 150,000+ monthly page views
- Exclusive articles and reviews, weekly news, giveaways, etc.

Our Distributors

- ACD distribution
- GTS Distribution
- Ingram Distributors
- Ubiquity Distributors
- Media Solutions

- EBSCO Information Services

Submissions
If you’d like to submit an article of general interest, please send a query with a proposed topic to editor@CasualGameRevolution.com. For more information, see our article submission policy. To submit your casual games for evaluation and possible review, see our game submission policy.

Contact Us
info@CasualGameRevolution.com
(520) 344-0095
Casual Game Revolution
1166 E Warner Rd, Suite 101-J
Gilbert, AZ 85296
Cover Ads (Print)

Front Cover and Cover Story

YOUR AD HERE

Other Options

- Back Cover
- Inside Front Cover
- Inside Back Cover

Casual Game Insider cover ads are printed on 100 pound coated gloss text stock with an additional aqueous coating. Choose these ads for the most exposure and the highest quality print.

Interior Ads (Print)

Choose from many different interior ad formats for Casual Game Insider, all of which offer a valuable way to reach our readers. If you need design help, our design team can create an eye-catching ad to your specifications.

2 Page Spread

YOUR AD HERE

Full Page

YOUR AD HERE

Half Page

YOUR AD HERE

(placed at our discretion within the content of the magazine)

Quarter Page

YOUR AD HERE

(placed at our discretion within the content of the magazine)

Sponsorship (Print and Online)

Show off your company in Casual Game Insider and on the Casual Game Revolution website to achieve greater brand recognition and loyalty!

Sponsorship includes a company logo, 30-word bio, and website URL printed near the front of Casual Game Insider. Also, the logo is included in our website header (rotated with other sponsors).

YOUR LOGO HERE

Ad Banners (Online)

Promote your games and Kickstarter campaigns with prominent ad banners.

Main Banner - 970 x 90

YOUR LOGO HERE

Sidebar

235 x 235
### Rate Card: Print Ads

<table>
<thead>
<tr>
<th>Ad Description (all full color)</th>
<th>Trim Size</th>
<th>1 Ad</th>
<th>4 Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad</td>
<td>8.5&quot; x 11&quot;</td>
<td>$500</td>
<td>$1,500</td>
</tr>
<tr>
<td>1-Year Sponsor Listing (Print and Online)</td>
<td>1.75&quot; x 3&quot; (Bio ~30 words)</td>
<td>N/A</td>
<td>$500</td>
</tr>
<tr>
<td>Front Cover Ad &amp; Cover Story</td>
<td>8.5&quot; x 9.75&quot; (Text ~500 words)</td>
<td>$2,700</td>
<td>N/A</td>
</tr>
<tr>
<td>Back Cover Ad</td>
<td>8.5&quot; x 11&quot;</td>
<td>$1,200</td>
<td>N/A</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>11&quot; x 17&quot;</td>
<td>$800</td>
<td>$2,400</td>
</tr>
<tr>
<td>Inside Front or Back Cover Ad</td>
<td>8.5&quot; x 11&quot;</td>
<td>$700</td>
<td>$2,100</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>8.5&quot; x 5.5&quot; (h) or 4&quot; x 11&quot; (v)</td>
<td>$400</td>
<td>$1,200</td>
</tr>
<tr>
<td>Quarter Page Ad</td>
<td>4.25&quot; x 5.5&quot;</td>
<td>$300</td>
<td>$900</td>
</tr>
</tbody>
</table>

### Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Material/Payment Due</th>
<th>Approx. Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter (January – March)</td>
<td>November 1</td>
<td>January 7</td>
</tr>
<tr>
<td>Spring (April – June)</td>
<td>February 1</td>
<td>April 7</td>
</tr>
<tr>
<td>Summer (July – September)</td>
<td>May 1</td>
<td>July 7</td>
</tr>
<tr>
<td>Fall (October – December)</td>
<td>August 1</td>
<td>October 7</td>
</tr>
</tbody>
</table>

### Details

- Ads should be directed to the end consumer, with limited promotional or contact information for retail stores permitted.
- We accept the following file formats (CMYK color mode recommended): PDF, JPG, TIF, Photoshop, Illustrator (CS4 compatible).
- Ads must be flattened to ensure proper printing.
- Ads must have a 1/8 (0.125) inch bleed on all sides, no crop marks.
- All images must be 300 DPI or higher.
- Contact us for file delivery instructions.
- Ad rates are subject to change at any time.
- Ad space may be reserved up to 1 year in advance. Reserved ads that are not used within 1 year of the reservation date will be forfeited.
- We reserve the right to refuse an ad for any reason.
- All deadlines are absolute. No ads will be accepted or changed after 5:00 PM MST on the material deadline. If materials are not delivered on time or a reservation is cancelled after the material deadline, the ad space will be forfeited and the advertiser will be billed.
- Ad spots are not necessarily exclusive; ads that are reserved for the same spot will be rotated through automatically.

### Rate Card: Online Ads

<table>
<thead>
<tr>
<th>Ad Description</th>
<th>Ad Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kickstarter Preview w/ FREE Banner and Sidebar Ads</td>
<td>(see sizes below)</td>
<td>$200</td>
</tr>
<tr>
<td>Main Banner (1 Month, Prorated)</td>
<td>970 x 90 pixels</td>
<td>$75</td>
</tr>
<tr>
<td>Sidebar (1 Month, Prorated)</td>
<td>235 x 235 pixels</td>
<td>$50</td>
</tr>
<tr>
<td>3-Month Sponsor Listing (Online only)</td>
<td>Logo: 100 x 75 pixels</td>
<td>$50</td>
</tr>
<tr>
<td>Sponsored Article (Online)</td>
<td>Up to 1,000 words</td>
<td>$100</td>
</tr>
</tbody>
</table>

### Details

- Kickstarter previews require a game prototype shipped to us. Prototypes may be returned upon request and at the advertiser’s expense.
- For up-to-date website traffic statistics, please contact us.
- Pay-Per-Click (PPC) and Pay-Per-Impression (PPM) campaigns are also available on a case-by-case basis. Please contact us for details.
- Ad rates are subject to change at any time and without prior notice.
- We reserve the right to refuse an ad for any reason.
- We accept the following file formats (in RGB color mode): PNG, JPG, GIF
- Ad spots are not necessarily exclusive; ads that are reserved for the same spot will be rotated through automatically.
Ad Reservation Form & Advertising Contract

Advertiser Information

Company: ____________________________ Phone: ____________________________
Address: ______________________________ Fax: ____________________________
City/State/ZIP: __________________________ Email: ____________________________

Ad Types and Positions

- Front Cover Ad & Cover Story
- Back Cover Ad
- 2 Page Spread
- Inside Front Cover Ad
- Inside Back Cover Ad
- Sponsor Listing
- Full Page Ad
- Half Page Ad (horizontal)
- Half Page Ad (vertical)
- Quarter Page Ad
- Other service: __________________________

'First-time advertisers qualify for a $50 discount! (One time only)

Rate Per Issue: __________________________
Number of Issues: __________________________
Starting Issue: __________________________
Discount*: __________________________
Other: __________________________
Total Due: __________________________

Agreement

This contract is an agreement to place advertising in Casual Game Insider magazine. By signing this contract, the Advertiser hereby agrees to the following terms:

1. Advertiser agrees to supply to Casual Game Revolution (the Publisher) all elements of the advertising to be published, including properly formatted files, by the deadline indicated.
2. No cancellations are allowed after the deadlines indicated in the Casual Game Insider Media Kit. If materials are not delivered on time or a reservation is cancelled after the material deadline, the ad space will be forfeited and the advertiser will be billed.
3. Publisher reserves the right to place the word “ADVERTISEMENT” or “SPONSORED” on any material the Publisher believes to resemble or to be confusingly similar to the publication’s editorial or article format.
4. Publisher accepts no responsibility for any errors in advertisements prepared or approved by the advertiser. Publisher will not proofread or edit materials submitted by Advertiser.
5. Publisher shall not be liable for any consequential damages of any kind if for some reason the advertisement is published incorrectly. Publisher cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. Art/ad specifications pertain to any/all of the following: art/ad size, resolution of output or items submitted for output, color mode, line screen, etc.

Advertiser Signature: ____________________________ Date: ______________
Full Name: ____________________________ Title: ____________________________
Sales Rep: ____________________________

Please sign this agreement and return to us by email or postal mail at the address listed below. We will then provide an invoice and further information within 3-4 business days. For ad availability, please contact us before signing.