



The WLA Magazine Rate Card 2010



Readership

The WLA Magazine offers an inside view of the worldwide government-controlled lottery and sports betting sector and reaches a broad spectrum of gaming professionals. Each WLA-member organization (some 141 gaming operators from over 75 countries) and associate member organization (currently more than 60 lottery suppliers) receives several copies of the WLA Magazine. Readers include lottery leaders and executives (strategy, marketing, legal, security, etc.) as well as members of lottery boards and regulatory authorities.

Circulation

4,000 copies

The WLA magazine is published twice yearly; once at the end of the second quarter and once at the end of the year.

Current issue and magazine archives also available to public on WLA website
<http://www.world-lotteries.org/>

Printing material

Preferred file format: PDF/X-4 or PDF/X-5

Also acceptable: Digital files with all fonts and placed artwork included, accompanied by a proof. (Adobe InDesign, Adobe Photoshop, Adobe Illustrator)

Rates

1/4 page	trim size 21.0 × 8.0 cm	CHF 2,500
Full column	trim size 7.0 × 29.7 cm	CHF 4,120
Half page	trim size 21.0 × 14.5 cm	CHF 4,550
Full page	trim size 21.0 × 29.7 cm	CHF 7,000
Back page	trim size 21.0 × 29.7 cm	CHF 8,250
Inside cover (2nd page)	trim size 21.0 × 29.7 cm	CHF 8,250
Double page	trim size 42.0 × 29.7 cm	CHF 12,150

For quotes on other sizes or special colors, please contact the WLA business office in Basel. For ads containing any element which extends beyond the trim of the page, add 3 mm to the format in the direction in which the element extends over the trim. This regards photos, backgrounds, rules or any other element which goes beyond the edge of the page.

Contact details

Paul Peinado
Communications Coordinator
World Lottery Association
Lange Gasse 20
P.O. Box
CH-4002 Basel, Switzerland

Phone +41 61 284 1430
Fax +41 61 284 1350
skype pablo.peinado
E-mail pp@world-lotteries.org
