



MEDIA KIT  
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[asgam.com](https://asgam.com)



[zh.asgam.com](https://zh.asgam.com)



[asgam.jp](https://asgam.jp)

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# About IAG

*Inside Asian Gaming* is Asia's leading B2B digital and print media brand for the gaming, resort and entertainment industry. It has the highest website traffic, social media following, digital newsletter distribution and print magazine distribution of any such brand.

Founded in 2005, *IAG* has a broad business editorial focus on the Asian gaming and integrated resort industry. It is widely distributed to industry executives throughout Macau and the rest of Asia in two formats: a monthly English and traditional Chinese fully bilingual digital and print magazine and a daily English language e-newsletter titled *IAG Breakfast Briefing*, delivered at 8am Macau time each weekday. *IAG* also publishes special magazine editions for G2E Asia each May and the Asian Gaming Power 50 each November.

In January 2019, *Inside Asian Gaming* launched *IAG Japan* to cover the burgeoning Integrated Resort industry in Japan. *IAG Japan* publishes in two formats: a monthly Japanese and English fully bilingual digital magazine and a Japanese language daily e-newsletter titled *IAG Daily Briefing*, which is sent at midday Japan time each weekday.

In May 2019, *Inside Asian Gaming* launched in Traditional Chinese, again in two formats: a monthly Chinese and English fully bilingual digital and print magazine and a Chinese language daily e-newsletter which is sent at 11am Macau time each weekday.

## ➔ About IAG

Since 2008 *IAG* has been renowned for publishing “The Asian Gaming Power 50”. Anxiously awaited each year, The Asian Gaming Power 50 is an annual ranking of the 50 most influential and prominent Asian gaming industry leaders and executives. The Asian Gaming Power 50 is celebrated each November with *IAG* organizing a glamorous Black Tie Gala Dinner in a Macau Integrated Resort ballroom. The gala dinner ballroom location rotates annually amongst Macau’s six Integrated Resort concessionaires.

*IAG* produces Macau After Dark (MAD), a series of casual industry networking social events held in Macau every few months which brings together key industry decision-makers.

In March 2020, *IAG* announced GAME (Gaming Asia Mega Experience) – an online interactive business insights platform bringing Asian gaming and hospitality industry participants together via a range of engaging online experiences ranging from keynote speeches and presentations from industry heavyweights to workshops, talks and panel discussions.

*IAG* is the Lead Media Partner for G2E Asia (held each May in Macau), G2E Asia @ the Philippines (which held its inaugural event in December 2019 in Manila), and the G2E Asia Online Conference (which will hold its inaugural event on 7 July 2020). We also publish *G2E Asia Daily*, the daily newspaper of G2E Asia, and co-organize the G2E Asia Awards with Reed Exhibitions.





## ➔ About IAG

*IAG* is the Lead Media Partner for the MGS Entertainment Show (held each November in Macau). We also publish *MGS Daily*, the daily newspaper of the MGS Entertainment Show.

*IAG* is the Asian Lead Media Partner for ICE Asia, which held its inaugural event digitally on 8 and 9 June 2020.

*IAG* is the Asian Lead Media Partner for SiGMA Manila, which held its inaugural event digitally on 8 and 9 June 2020.

We publish *The Daily Download*, the official daily digital record of ICE Asia and SiGMA Manila.

*IAG* is the Lead Media Partner for the Phil-Asian Gaming Expo (PAGE), held each July in Manila.

In addition to being the Lead Media Partner for various major industry trade shows throughout Asia, *IAG* is an official media partner of dozens of leisure and gaming industry events held across every continent of the world.



## ➔ About IAG

IAG attends numerous industry trade shows and international conferences and seminars across Asia and throughout the world, including ICE in London in February, G2E Asia in Macau in May, SiGMA in Manila in June, PAGE in Manila in July, AGE in Sydney in August, G2E in Las Vegas in October, G2E Asia @ the Philippines in Manila in November, MGS in Macau in November and SiGMA in Malta in November and various developing shows covering the burgeoning Japanese IR industry in Tokyo, Yokohama and Osaka. Our CEO Andrew W Scott and our Managing Editor Ben Blaschke variously chair, moderate and speak at such conferences and seminars.

IAG has produced a range of industry conferences and seminars such as the Cambodia International Gaming Conference on behalf of the Ministry of Economy and Finance and the Ministry of Interior of the Kingdom of Cambodia, sessions for the G2E Asia conference and the MGS Entertainment Show conference, and the highly acclaimed “Strategy and Leadership for Personal and Business Success” seminar series.

IAG Consulting is IAG’s consulting business unit, which offers consulting and revenue support services for businesses exploring or operating in the Asian gaming and Integrated Resort industry. IAG Consulting also produces tailor-made training and education programs (and has been commissioned by Philippines regulator PAGCOR to do so) and organizes events on behalf of our clients, such as product launches, seminars and social events.

## ➔ About IAG

For our main Macau office please phone +853 2883 6497.

For advertising enquiries, please contact Jadeson Ho on +853 6331 5577 or [jh@asgam.com](mailto:jh@asgam.com).

For editorial enquiries, please contact Ben Blaschke (in English) on [bb@asgam.com](mailto:bb@asgam.com), Oscar Guijarro (in English or Spanish) on [oscar@asgam.com](mailto:oscar@asgam.com), Jane Ka Cheng Wong (in Chinese or English) on [jw@asgam.com](mailto:jw@asgam.com) or Jenn Yamazaki (in Japanese or English) on [jenn@asgam.jp](mailto:jenn@asgam.jp).

For client accounts and subscription enquiries, please contact Caroline lau on +853 2875 2959 or [ci@asgam.com](mailto:ci@asgam.com).

For events, public relations, media or government affairs enquiries, please contact Victoria Man on [vm@asgam.com](mailto:vm@asgam.com).

For finance enquiries, please contact Sue Liang on [sue@asgam.com](mailto:sue@asgam.com).

For all other enquiries, please contact Ana Fan on +853 2883 6497 or [ana@asgam.com](mailto:ana@asgam.com).

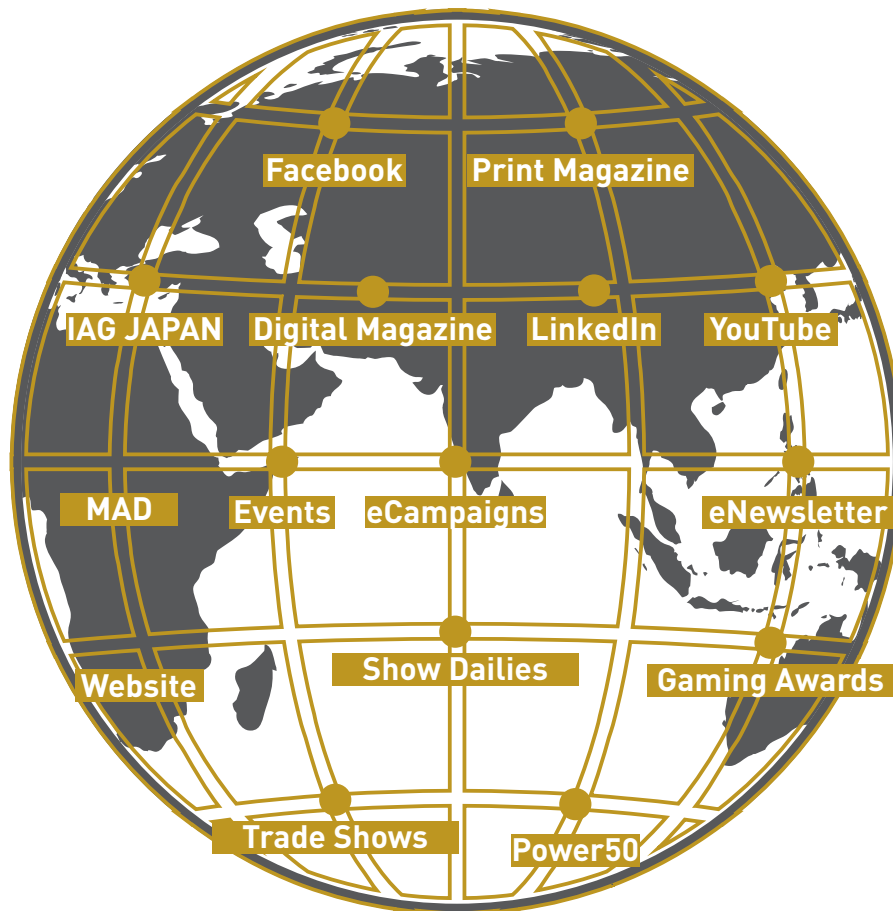
To subscribe to IAG Breakfast Briefing for daily industry news, please visit:

Language	Delivered weekdays at	Subscribe link
<b>English</b>	8am Macau time	<a href="https://www.asgam.com/index.php/subscribe/">https://www.asgam.com/index.php/subscribe/</a>
<b>Chinese (traditional)</b>	11am Macau time	<a href="https://zh.asgam.com/index.php/subscribe-zh/">https://zh.asgam.com/index.php/subscribe-zh/</a>
<b>Japanese</b>	12noon Japan time	<a href="https://www.asgam.jp/index.php/subscribe-jp/">https://www.asgam.jp/index.php/subscribe-jp/</a>

# Reach

## 200,000+ unique visitors

MONTHLY AUDIENCE REACH



# Readership



- Asian gaming, integrated resort and hospitality industry executives and professionals
- Operators, suppliers, regulators and academics
- iGaming professionals and service providers
- Investors, policymakers and analysts
- Professionals from the financial, legal and technological sectors

# Digital Channels



YouTube



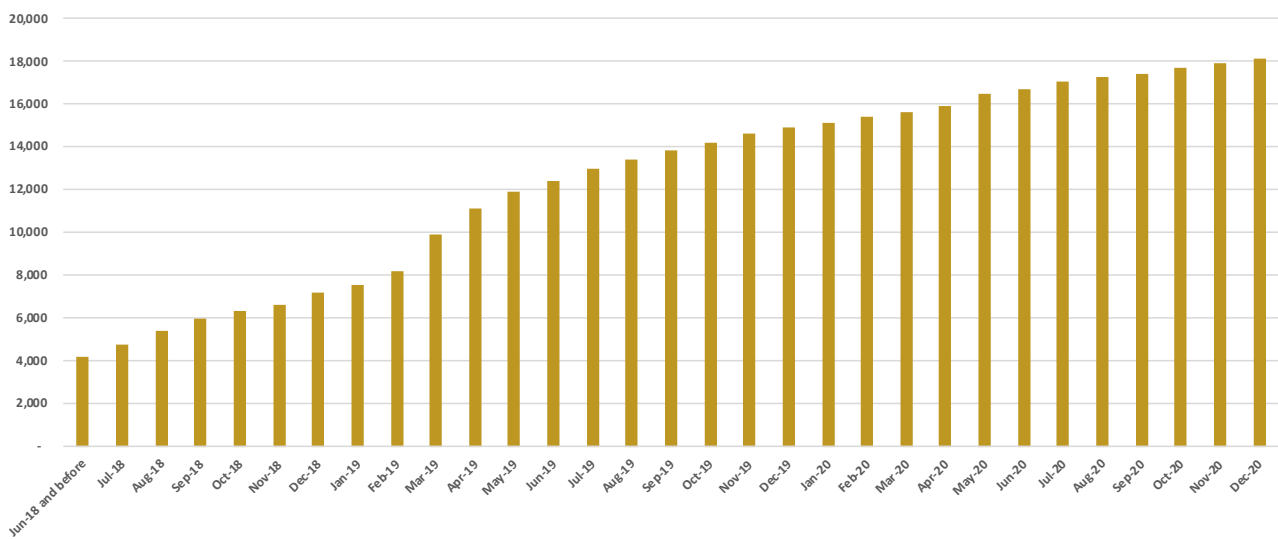
亞博匯早報

BREAKFAST  
BRIEFING

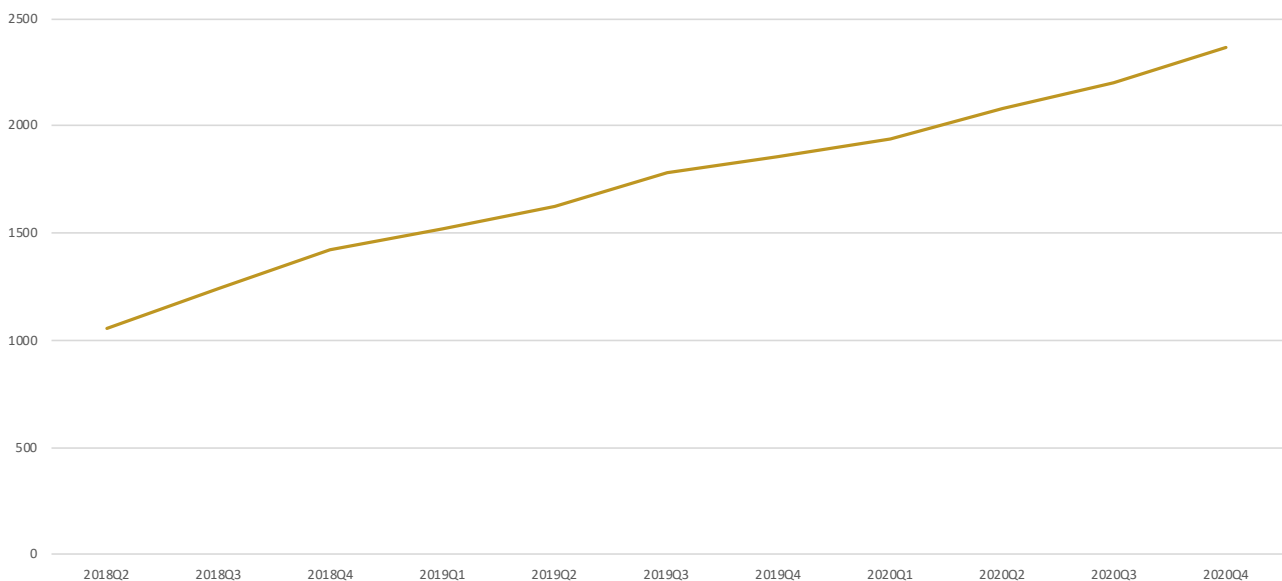


# Social Media

## LinkedIn IAG LinkedIn followers



## IAG Facebook followers



# 2021 Editorial Calendar

January  
2021

## Japan market update

With COVID-19 having caused a nine-month delay to Japan's IR application period, IAG provides an updated on who has been left standing in the race to develop the nation's first integrated resorts.

February  
2021

## Jeju Dream Tower

With Jeju Dream Tower final open, what does this new kid on the block mean for the gaming landscape in Jeju?

March  
2021

## The Genting Dream

IAG speaks to key people at Genting to find out a little more about how they are recovering from COVID-19 and what the future holds for this global gaming giant.

April  
2021

## SJM new era

The opening of its long-awaited US\$5 billion IR, Grand Lisboa Palace, welcomes a new area for SJM as it looks to reclaim a significant slice of market share in Macau.

May  
2021

## Macau/G2E Asia special

We take a deep dive into the state of the Macau gaming market as the industry comes together again for the 2021 rendition of G2E Asia.

June  
2021

## Alvin Chau

Suncity Group CEO Alvin Chau discusses the state of Asia's VIP market and Suncity's plans to ride out recent headwinds.

\* Working titles only. Subject to change due to current events.



## ➔ 2021 Editorial Calendar

July  
2021

### **Hoiana Grand Opening**

*IAG* takes a close look at Suncity's fancy new Vietnam integrated resort, Hoiana, following its long-awaited grand opening.

August  
2021

### **Crown update**

As the gaming industry turns its eyes towards the Australasian Gaming Expo, we look at the changes at Crown Resorts following last year's explosive inquiry while checking up on the progress of its new Crown Sydney development.

September  
2021

### **Francis Lui**

*IAG* sits down with Galaxy Entertainment Group's Vice Chairman, Francis Lui, for an update on the company's Japan plans.

October  
2021

### **The Londoner Macao**

*IAG* checks out Sands China's US\$2 billion transformation of Sands Cotai Central into the themed resort, The Londoner Macao.

November  
2021

### **Power 50**

It's the issue everyone looks forward to each year! *IAG* once again counts down the 50 most powerful people in Asian gaming in 2021.

December  
2021

### **Philippines special**

*IAG* takes a look at latest developments in the Philippines, including an update on the progress of new developments in Clark and Cebu.

\* Working titles only. Subject to change due to current events.

# Print Rates

## STANDARD ADVERTISING

DPS ROP	US\$ 8,000
Full page ROP	US\$ 5,000
Half page ROP	US\$ 3,000

## SPECIAL POSITIONS

Outside back cover	US\$ 8,000
Inside front cover	US\$ 6,000
Inside back cover	US\$ 5,500

## SPECIAL FORMAT

Front cover banner	US\$12,000
Inside 4pp gatefold	US\$12,000



# Print Specs

## Full Page (ROP)

Trim:

210mm (w) x 275mm (h)

Bleed:

216mm (w) x 281mm (h)

## Double Page Spread

Trim: 420mm (w) x 275mm (h)

Bleed: 426mm (w) x 281mm (h)



## Half Page (Vertical)

Trim: 105mm (w) x 275mm (h)

Bleed: 111mm (w) x 281mm (h)

## Half Page (Horizontal)

Trim: 210mm (w) x 137.5mm (h)

Bleed: 216mm (w) x 143.5mm (h)

## KEY DATES

**Publishing Date:** 1st of the month (or earlier)

**Booking Deadline :** 4 weeks before

**Material Deadline:** 2 weeks before

## MATERIAL SUBMISSION

**Hi-res PDF 300 dpi**

Use **WeTransfer.com** for large files

# Paid Editorial



## GET NOTICED!

- Targeted editorial about your business or product(s)
- Published in print magazine and distributed via IAG's extensive digital and social media channels
- High quality writing provided by IAG (if required)
- Photography available
- Translated and published in three languages – English, traditional Chinese and Japanese

inside asian gaming  
**iag** 亞博匯早報  
BREAKFAST BRIEFING



- Daily industry newsletter sent to around 28,000 inboxes at 8am Macau time each weekday
- Asian gaming's most widely distributed and widely read newsletter
- Breaking news, company filings, industry updates, iGaming latest
- Up to date gaming industry stock prices
- List of upcoming industry events
- From the floor coverage of major industry exhibitions and conferences

**WANT THIS EARLIER? JOIN OUR VIP LIST**

You are on the iag Breakfast Briefing **mass-market list**. To apply for an upgrade to the VIP list (at no charge), please complete the web form, and email our team will personally handle your application. iAGBB is sent each morning to VIP list recipients at 8am Macau time, and to mass-market list recipients at 8:10am Macau time. Usual delivery time to VIP list recipients is a few minutes, but for mass-market list recipients can be significantly longer given delivery to around 28,000 recipients. VIP members also receive invitations to iAG events not available to those on the mass-market list.

**Getting You Back In The Game**  
Post COVID-19 Solutions To Drive Revenue, Safety and Efficiency

**POWER 50**  
FRIDAY 6 NOVEMBER 2020  
PARADISE BALLROOM, THE PARADISE MACAO

**James Packer**  
Chairman / Founder CEO of Crown Resorts

**James Packer tapped Melco boss Lawrence Ho to lead out Macau regulators over potential Minsu return via Wynn Resorts merger**  
Crown Resorts' largest shareholder James Packer asked Melco Resorts Chairman and CEO Lawrence Ho to find out how Macau gaming regulators felt ... [Read more](#)

**WANT THIS EARLIER? JOIN OUR VIP LIST**

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**BEPS** **\$ 2,204,201.52** **\$ 254**  
One System, All Progressives, Any CMS!

**POWER 50**  
FRIDAY 6 NOVEMBER 2020  
PARADISE BALLROOM, THE PARADISE MACAO

**Japan to postpone IR application period by one year, new Basic Policy draft to be released**  
Japan's central government began considerations on Thursday to postpone the application period for local governments aiming for an IR bid for up to one year ... [Read more](#)

**WANT THIS EARLIER? JOIN OUR VIP LIST**

You are on the iag Breakfast Briefing **mass-market list**. To apply for an upgrade to the VIP list (at no charge), please complete the web form, and email our team will personally handle your application. iAGBB is sent each morning to VIP list recipients at 8am Macau time, and to mass-market list recipients at 8:10am Macau time. Usual delivery time to VIP list recipients is a few minutes, but for mass-market list recipients can be significantly longer given delivery to around 28,000 recipients. VIP members also receive invitations to iAG events not available to those on the mass-market list.

**BEPS** **\$ 2,204,201.52** **\$ 254**  
One System, All Progressives, Any CMS!

**POWER 50**  
FRIDAY 6 NOVEMBER 2020  
PARADISE BALLROOM, THE PARADISE MACAO

**Revised Basic Policy draft released, Japan Tourism Agency to launch new public consultation period**  
The Japan Tourism Agency (JTA) has announced a renewed public consultation period following publication of a new Basic Policy draft on Friday ... [Read more](#)





# Rates

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1500	180	US\$3,500
Double Height Banner	833	200	US\$2,250
Banner	833	100	US\$1,500

## KEY DATES

**Publishing Date:** 1st of the month  
**Booking Deadline:** 2 weeks before  
**Material Deadline:** 1 weeks before

## OTHER TERMS

Fixed positions incur 15% loading

Contracts generally run by calendar year

Advertising designed by IAG incurs a production fee

Materials must comply with our standard operational guidelines

## MATERIAL SUBMISSION

**File Format:** GIF, JPEG

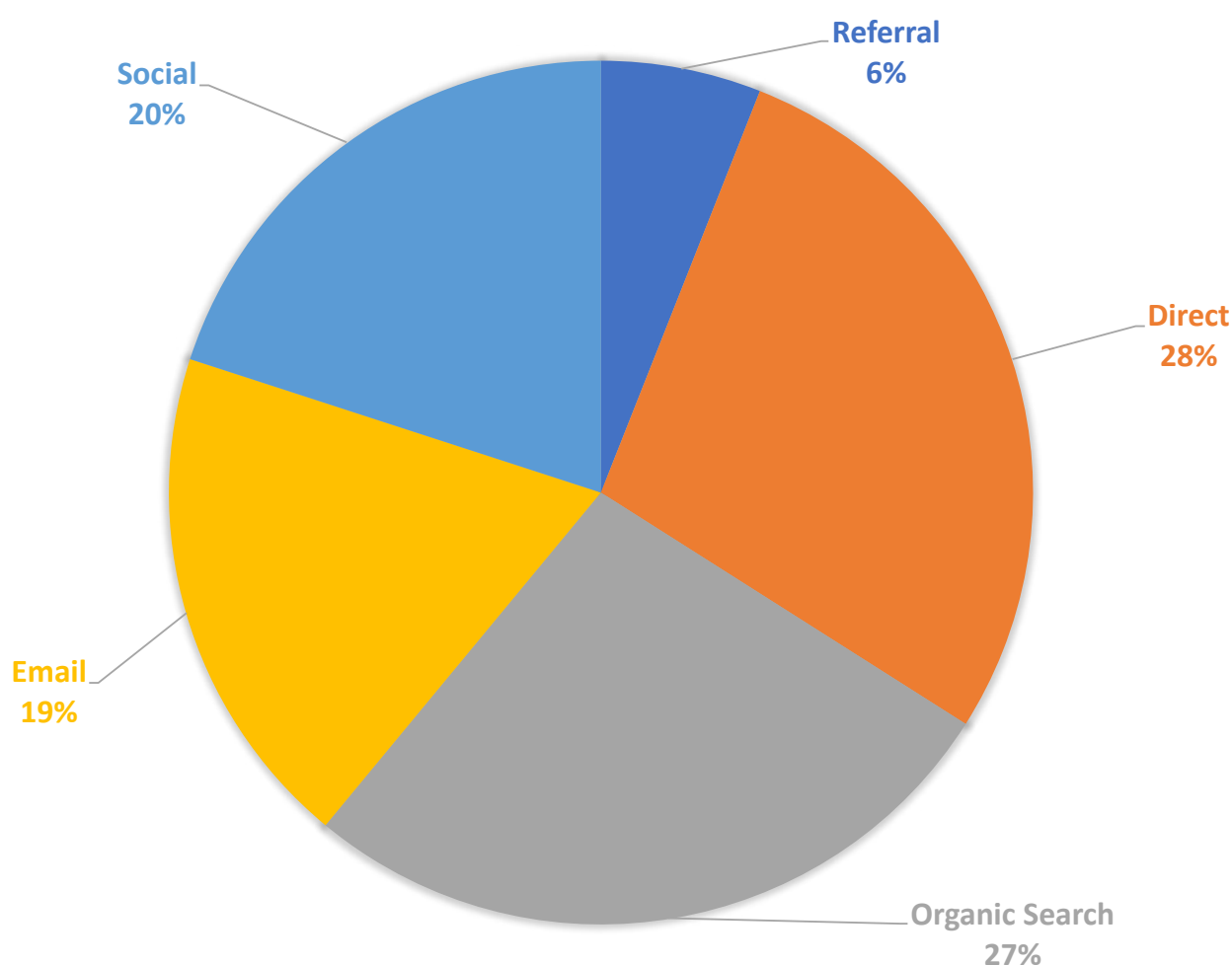
It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

\*English rates only. Rates for traditional Chinese and Japanese shown elsewhere in this media kit.

# Website

asgam.com

## asgam.com website acquisition sources 1H 2019

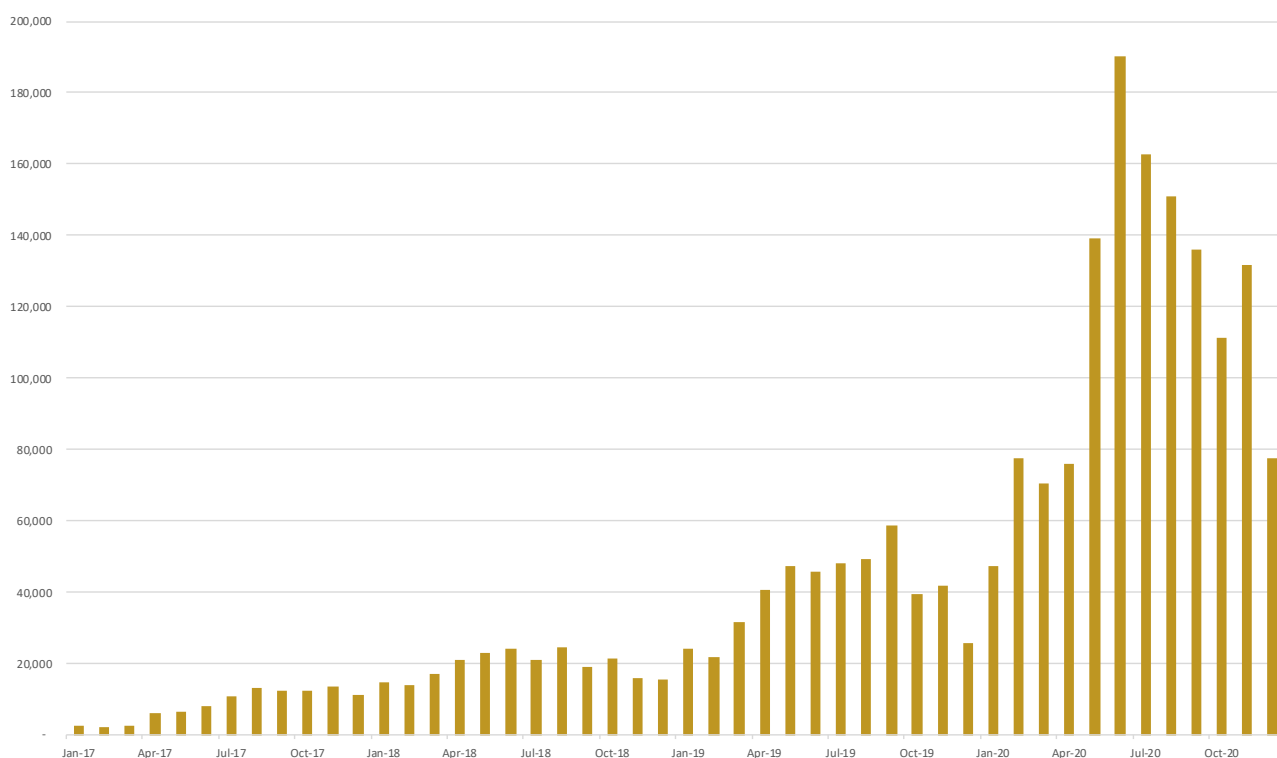


### Domain names

- asgam.com
- asgam.jp
- zh.asgam.com
- iagpower50.com
- omedia.mo
- G2EAsiaAwards.com
- G2EAsiaDaily.com
- MGSDaily.com
- iagdd.com

# Website Analytics

asgam.com  
Monthly unique users  
Jan 2017 to Dec 2020





# Website Rates

[www.asgam.com](http://www.asgam.com)

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	860	110	US\$3,500
Half Skyscraper	300	562	US\$1,500
Banner	750	90	US\$1,250
Quarter Skyscraper	300	281	US\$1,000

## KEY DATES

**Publishing Date:** 1st of the month

**Booking Deadline:** 2 weeks before

**Material Deadline:** 1 weeks before

## OTHER TERMS

- Fixed positions incur 15% loading
- Contracts generally run by calendar year
- Advertising designed by IAG incurs a production fee
- Materials must comply with our standard operational guidelines

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**File Format:** GIF, JPEG

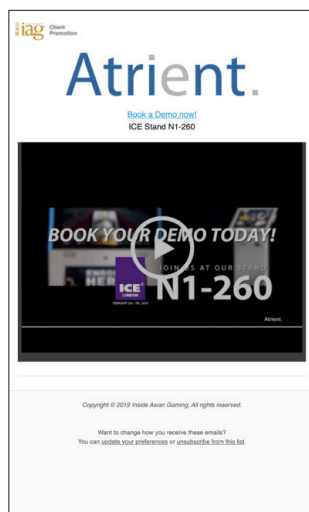
It is recommended that artwork submitted be sized at least twice as high and twice as wide as the actual ad size (please maintain the same aspect ratio as the actual ad size)

\*English rates only. Rates for traditional Chinese and Japanese shown elsewhere in this media kit.

# Email Marketing campaigns

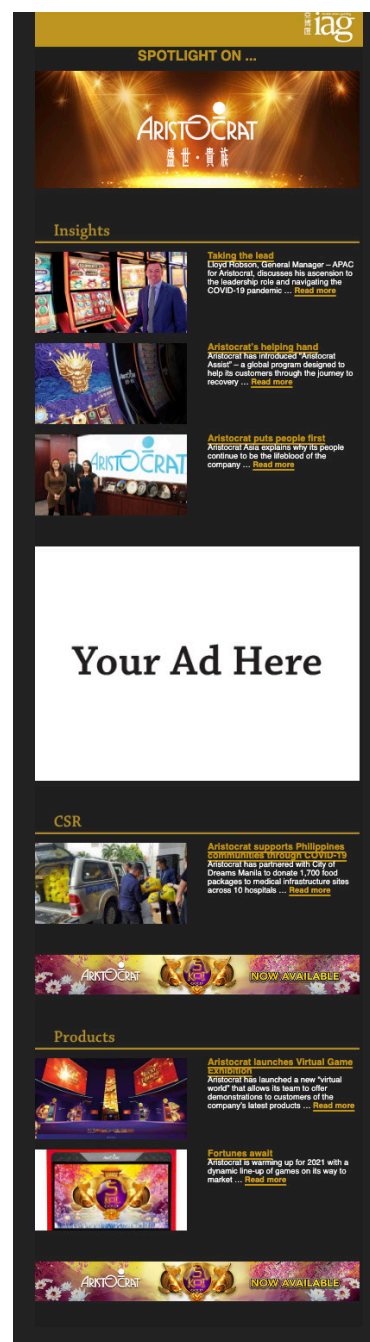
## SINGLE FOCUS

(One featured article)



## SPOTLIGHT STYLE

(Multiple articles and client banners)



# Email Marketing campaigns

## SINGLE FOCUS

(One featured article)

### Standard specifications

- One article or video
- One standard banner

## SPOTLIGHT STYLE

(Multiple articles and client banners)

### Standard specifications

- Spotlight leaderboard banner
- One main lead article or video
- Three secondary feature articles
- Two standard banners
- One 6x height feature banner

### Ask us about our tailor-made eDM packages:

- Send your message directly to IAG's industry-leading 28,000-strong database
- Campaigns custom-designed according to client needs
- Content production options available

	SINGLE FOCUS	SPOTLIGHT STYLE
1 EDM blast	US\$1,500	US\$5,000
4 EDM blasts	US\$4,000	US\$13,500

# IAG in traditional Chinese



- Launched in May 2019
- Daily industry newsletter in traditional Chinese sent to around 15,000 readers at 11am Macau time daily

# Traditional Chinese Digital Rates

zh.asgam.com

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	860	110	US\$2,500
Half Skyscraper	300	562	US\$1,000
Banner	639	82	US\$800
Quarter Skyscraper	300	281	US\$700



## Chinese Rates

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1,500	180	US\$2,500
Banner	833	100	US\$1,000
Double Height Banner	833	200	US\$1,500

inside asian gaming  
lag  
JAPAN



- Launched in January 2019
- First monthly magazine and daily newsletter covering developments in Japan's IR industry
- Japanese language website at [asgam.jp](http://asgam.jp)
- Specialist team of Japanese writers and translators based in Japan
- Daily industry newsletter sent to Japanese readers at 12noon Japan time daily



## Monthly *IAG Japan* magazine options

### STANDARD ADVERTISING

DPS ROP	US \$ 8,000
Full page ROP	US \$ 5,000
Half page ROP	US \$ 3,000

### SPECIAL POSITIONS

Outside back cover	US \$ 8,000
Inside front cover	US \$ 6,000
Inside back cover	US \$ 5,500

### SPECIAL FORMAT

Inside 4pp gatefold	US \$ 12,000
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# Website Options

asgam.jp

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	860	110	US\$2,500
Half Skyscraper	300	562	US\$1,000
Banner	639	82	US\$800
Quarter Skyscraper	300	281	US\$700



# Options

AD TYPE	WIDTH (px)	HEIGHT (px)	MONTHLY
Leaderboard	1,500	180	US\$2,500
Double Height Banner	833	200	US\$1,500
Banner	833	100	US\$1,000





# IAG Power 50 Gala Dinner

The Asian Gaming Power 50 Gala Dinner is an exclusive black tie event in which *IAG* counts down the Asian Gaming Power 50 – culminating in our announcement of the year's number one.

Anxiously awaited each year, The Asian Gaming Power 50 is an annual ranking of the 50 most influential and prominent Asian Gaming industry leaders and executives and is anxiously anticipated each December.

The full Asian Gaming Power 50 sponsorship package can be downloaded at the dedicated event website [iagpower50.com](http://iagpower50.com).



# SPONSORSHIP

Sponsorship Level	Price	Benefits
Venue sponsor (rotates annually amongst Macau's six concessionaires)	HK\$888,000 paid in kind (venue, F&B, etc)	<ul style="list-style-type: none"> <li>• 2 tables at P50 Black Tie Gala Dinner (premium position)</li> <li>• Individual backdrop at entrance to P50 Black Tie Gala Dinner</li> <li>• Logo to appear on all event collateral</li> <li>• DPS ad in event guide</li> <li>• Company article/interview in <i>IAG</i> print magazine</li> <li>• Many more benefits ...</li> </ul>
After Party Sponsor	US\$32,000	<ul style="list-style-type: none"> <li>• 1 table at P50 Black Tie Gala Dinner (premium position)</li> <li>• Individual backdrop at P50 Black Tie Gala Dinner After Party</li> <li>• Logo to appear on all event collateral</li> <li>• DPS ad in event guide</li> <li>• Company article/interview in <i>IAG</i> print magazine</li> <li>• Many more benefits ...</li> </ul>
Welcome Cocktail Sponsor	US\$24,000	<ul style="list-style-type: none"> <li>• 1 table at P50 Black Tie Gala Dinner (premium position)</li> <li>• Individual backdrop at P50 Black Tie Gala Dinner Cocktail Reception</li> <li>• Logo to appear on all event collateral</li> <li>• DPS ad in event guide</li> <li>• Company article/interview in <i>IAG</i> print magazine</li> <li>• Many more benefits ...</li> </ul>
Platinum Sponsor	US\$19,000	<ul style="list-style-type: none"> <li>• 1 table at P50 Black Tie Gala Dinner</li> <li>• Logo to appear on all event collateral</li> <li>• FP ad in event guide</li> <li>• Social media promotion</li> <li>• Many more benefits ...</li> </ul>
Goodie Bag Sponsor	US\$16,500	<ul style="list-style-type: none"> <li>• 1 table at P50 Black Tie Gala Dinner</li> <li>• Branded goodie bag given to all Gala Dinner attendees</li> <li>• Logo to appear on all event collateral</li> <li>• FP ad in event guide</li> <li>• Social media promotion</li> <li>• Many more benefits ...</li> </ul>
Gold Sponsor	US\$13,000	<ul style="list-style-type: none"> <li>• 1 table at P50 Black Tie Gala Dinner</li> <li>• Logo to appear on all event collateral</li> <li>• FP ad in event guide</li> <li>• Social media promotion</li> <li>• Many more benefits ...</li> </ul>

# G2E ASIA AWARDS

The G2E Asia Awards are co-organized by *Inside Asian Gaming* and G2E Asia.

Held each May on the first evening of the annual G2E Asia trade show and exhibition, the G2E Asia Awards are celebrated with a gala dinner recognizing excellence and innovation within Asian gaming while acknowledging the success and outstanding contributions of the non-gaming aspects of the entertainment industry in Asia.

The G2E Asia Awards presents awards in a total of 12 categories and is judged by a large jury of expert peers from a wide variety of industry sectors.

It is recognized as the most prestigious awards ceremony for the gaming industry in Asia.

The full G2E Asia Awards sponsorship package can be downloaded at the dedicated event website [G2EAsiaAwards.com](http://G2EAsiaAwards.com).



# SPONSORSHIP

	Welcome Area Sponsor <b>US\$24,000</b>	Platinum Sponsor <b>US\$16,500</b>	Goodbye Bags Sponsor <b>US\$15,000</b>	Gold Sponsor <b>US\$11,500</b>
<b>On the night</b>				
• Sponsorship named at entrance	x			
• Sponsor's bags to guests			x	
• Literature at reception	x	x	x	x
• Souvenir distribution (welcome)	x			
• Souvenir distribution (ceremony)	x			
• Photo opps with model/mascot	x			
• Tables	1 premium	1	1	1
• Logo on ceremony backdrop	at top	x	x	x
• Logo on ceremony signage	at top	x	x	x
• Logo on "Thank you to our sponsors"	at top	x	x	x
<b>Awards event guide</b>				
• Logo	at top	x	x	x
• Organization description	100 words	100 words	100 words	100 words
• Advertisement	double-page spread (premium position)	full page ROP	full page ROP	full page ROP
<b>Editorial</b>				
• Article	x			
• Announcement of sponsors in eDMs	x	x	x	x
• Media partners/ PRs your logo	where app	where app	where app	where app
• Social media	where app	where app		
<b>Awards website</b>				
• Banner ad	x	x		
• Video on website	2 minutes	1 minutes		
• Sponsor logo	at top	x	x	x
• Organization description	100 words	100 words	100 words	100 words
• Link to your website	x	x	x	x
• Online announcement of sponsors	x	x	x	x



# MACAU AFTER DARK (MAD)

**Macau After Dark (MAD)** is a series of industry networking social events held in Macau every few months and hosted by Inside Asian Gaming. While primarily an informal networking event, MAD usually features one Showcase Sponsor offering a very brief presentation of a new product or service to the industry.

## Who attends MAD?

Each MAD brings together key industry decision-makers with the people they want to meet in a relaxed and friendly environment. Attendees must work for an operator (land-based or online), a supplier to an operator, a VIP promoter or be connected to the industry in some way.

## Where is MAD held?

A new venue in Macau is chosen for each event, however free flow wine and beer plus snacks are provided at every venue. In 2019, MAD 1 was celebrated at Duffy's Irish Pub, MAD 2 at Kidult Club, MAD 3 at Barcode and MAD 4 at Prem1er Bar & Tasting Room. In 2020, MAD5 was at Kampek Bar, MAD6 at Vasco Bar and Lounge at Grand Lapa Hotel and MAD7 will be celebrated at a yet-to-be-announced venue on 11 December. Event venues range from casual pubs through to more upmarket cocktail lounges.

## When is MAD held?

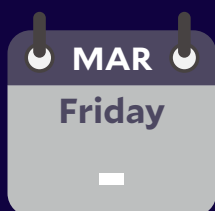
Macau After Dark is always held on a Friday night in the last month of each quarter.

## How can I get involved?

For those working either within the gaming industry or for associated businesses, tickets to each MAD can be purchased for HK\$500. There is also a VIP invited guest list for senior industry leaders.



Presented by  
inside asian gaming  
亞博匯 iag



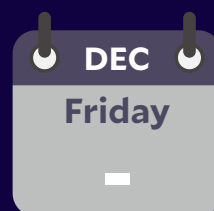
**MAD 8**  
March MADness



**MAD 9**  
Mid-year MADness



**MAD 10**  
Summer MADness



**MAD 11**  
MAD Santa



# SPONSORSHIP

	Showcase sponsor US\$8,000	Platinum sponsor US\$4,000	Gold sponsor US\$2,500
Event tickets			
• 10 entry tickets included	x		
• 5 entry tickets included		x	x
Onsite display			
• Dedicated signage at event entrance	customisable	customisable	logo only
• Display literature, business cards and give-away souvenirs at entrance	x	x	
• Product or service display in networking area	x		
Onsite spoken promotion			
• Showcase sponsor 10 minute presentation	x		
• Emcee mention and thanks	individual mention	individual mention	in aggregate
Print media			
• Logos in IAG advertisements for MAD	x	x	x
• Post event article in IAG	mention and logo	mention and logo	logo only
Digital media			
• IAG Breakfast Briefing advertising promotions	x	x	x
• Pre event article in IAGBB and asgam.com	mention and logo	mention and logo	logo only
• IAG LinkedIn promotions	mention and logo	mention and logo	logo only
• IAG Facebook promotions	mention and logo	mention and logo	logo only
• Pre event press release	mention and logo	mention and logo	logo only

*G2E Asia Daily* is a daily newspaper produced by *Inside Asian Gaming* at G2E Asia each May in partnership with the show's organizers, the American Gaming Association and Reed Exhibitions.

*G2E Asia Daily* is printed and distributed each morning of the show at the entrance and various locations around the exhibition halls and conference areas at The Venetian Macao. It is also personally delivered to every booth each morning.

*G2E Asia Daily* provides comprehensive coverage of G2E Asia and is a unique opportunity for exhibitors to get directly into the hands of visitors. *G2E Asia Daily* has a dedicated website at [G2EAsiaDaily.com](http://G2EAsiaDaily.com).

## What is G2E Asia?

*G2E Asia* is an international gaming trade show and conference for the Asian gaming industry. Organized by the American Gaming Association (AGA) and Reed Exhibition, it provides a one-stop platform to industry professionals to network, forge fresh connections, source new products and solutions and gain a deeper insight into the latest global industry trends. It is the sister show of Global Gaming Expo (G2E) which is held in Las Vegas, Nevada each year. *G2E Asia* made its debut in 2007 and has since defined itself as the preeminent show for the Asian gaming-entertainment industry.

**G2E ASIA 日报** Produced by **iag SG GAMING**

2019亚洲国际娱乐展更上一层楼  
G2E ASIA LEVELS UP IN 2019

2019年亚洲国际娱乐展更上一层楼，G2E Asia 2019 将更上一层楼，为亚洲博彩业带来更多精彩纷呈的展示和会议。本届展会将汇聚全球顶尖的博彩设备制造商、软件开发商、服务提供商和运营商，共同探讨行业趋势，分享成功经验。展会期间还将举办多场高峰论坛和研讨会，为与会嘉宾提供宝贵的交流机会。此外，展会还设有专门的展区，展示最新的博彩技术和产品，让参观者能够亲身体验到行业的最新动态。G2E Asia 2019 将是一场不容错过的盛会，期待您的参与。

**QUARTZ HYBRID**  
Hybrid Gaming on Scientific Games  
Introducing Scientific Games' Quartz Hybrid, a new platform that combines the best of both worlds: the excitement of slot games and the strategic depth of table games. This innovative platform is designed to provide a seamless gaming experience, allowing players to enjoy the thrill of slots while also benefiting from the strategic gameplay of table games. Quartz Hybrid is a game-changer for the industry, offering a new way to engage players and increase revenue. Contact us today to learn more about this exciting new platform.

MACAU OFFICE Phone: +853 2972 2539 [www.g2easia.com/asia](http://www.g2easia.com/asia) POWERED BY INVENTOR

**G2E ASIA 日报** Produced by **iag SG GAMING**

何超凤：澳门应遵循瑞士酒店培训模式  
MACAU SHOULD FOLLOW SWISS HOSPITALITY TRAINING MODEL:  
DAISY HO

澳门博彩业的发展离不开高素质的人才支持。何超凤女士在演讲中指出，澳门应借鉴瑞士酒店培训模式，提升从业人员的服务水平和专业素养。她认为，瑞士酒店业以其卓越的服务质量和严格的培训体系而闻名于世，澳门博彩业可以从中汲取经验，提升自身的竞争力。何女士还强调，博彩业的发展不应仅仅依赖于硬件设施的投入，更重要的是通过提升软件服务来吸引游客。她呼吁行业内外共同努力，为澳门博彩业的可持续发展做出更大的贡献。

**REWARD YOUR PLAYERS WHERE THEY ARE!**  
POWER LOYALTY  
Betty SG

**G2E ASIA 日报** Produced by **iag SG GAMING**

澳门特区政府旅游局探索吸引游客的新途径  
MCTO EXPLORING NEW METHODS  
OF BRINGING TOURISTS INTO MACAU

澳门特区政府旅游局积极探索吸引游客的新途径，通过举办各种主题活动和赛事，提升澳门的知名度和吸引力。旅游局表示，澳门拥有丰富的文化遗产和旅游资源，但长期以来一直面临着游客数量增长缓慢的问题。为了改变这一现状，旅游局决定采取一系列创新举措，包括举办国际性的音乐节、体育赛事和文化展览等，以吸引更多不同类型的游客。此外，旅游局还加强了与周边地区的合作，共同打造粤港澳大湾区的旅游品牌。通过这些努力，旅游局希望能够实现澳门旅游业的转型升级，为澳门的繁荣稳定做出更大的贡献。

**infinilink**  
MORE TABLE GAMES ON THE LINK MEANS BIGGER, FASTER JACKPOTS!  
CONTACT YOUR SCIENTIFIC GAMES ACCOUNT EXECUTIVE TODAY!

# G2E ASIA Rates

## STANDARD ADVERTISING

Full Page ROP	<b>US\$4,500</b>
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Half Page ROP	<b>US\$4,000</b>
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Quarter Page	<b>US\$2,500</b>
--------------	------------------

Banner	<b>US\$2,500</b>
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## SPECIAL POSITIONS

Outside Back Cover	<b>US\$11,000</b>
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Inside Front Cover	<b>US\$9,000</b>
--------------------	------------------

Inside Back Cover	<b>US\$7,000</b>
-------------------	------------------

Page facing IBC	<b>US\$5,500</b>
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## TITLE SPONSORSHIP

- Logo on every page
- Front cover banner
- 2 ROP full page ads each day
- Editorial every day

**US\$29,000**

## OTHER TERMS

- Advertising clients receive editorial coverage
  - No length guarantee
  - No proof reading provided
- Other creative advertising options available
- All bookings non-cancellable
- Non-exhibitors incur 20% loading
- Fixed positions incur 15% loading
- Advertising designed by *G2E Asia Daily* incurs a production fee
- Materials must comply with our standard operational guidelines



# G2E ASIA 日報 DAILY Specs

## Full Page (ROP)

Trim:

242mm (w) x 335mm (h)

Bleed:

248mm (w) x 341mm (h)

## Half Page (Vertical)

Trim: 103mm (w) x 305mm (h)

Bleed: 109mm (w) x 311mm (h)

## Half Page (Horizontal)

Trim:

212mm (w) x 150mm (h)

Bleed:

218mm (w) x 156mm (h)

## Quarter Page

Trim:

103mm (w) x 150mm (h)

Bleed:

109mm (w) x 156mm (h)

## Banner

Trim:

212mm (w) x 58mm (h)

Bleed:

218mm (w) x 64mm (h)

## KEY DATES

**booking deadline:** by 12 May 2020

**Material deadline:** by 14 May 2020

**Editorial Material Deadline:**

by 6 May 2020

## MATERIAL SUBMISSION

**Hi-res PDF 300 dpi**

Use **WeTransfer.com** for large files

*MGS Daily* provides comprehensive coverage of MGS Entertainment Show and is a unique opportunity for exhibitors to get directly into the hands of visitors. *MGS Daily* has a dedicated website at [MGSDaily.com](http://MGSDaily.com).

Organized by Macau Gaming Equipment Manufacturers Association, MGS Entertainment Show is a showcase for the Asia's most innovative and creative products related to casino, leisure and service sectors. Aside from technological developments, it also offers unique business networking opportunities. It is a show established and run by local Macau representatives with the support of the Macao SAR government.

[illegible]

# **Rates**

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Half Page ROP	<b>US\$4,000</b>
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Quarter Page	<b>US\$2,500</b>
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## Banner

Trim:

212mm (w) x 58mm (h)

Bleed:

218mm (w) x 64mm (h)

## KEY DATES

**Booking Deadline:** 6 November 2020

**Material Deadline:** 9 November 2020

**Editorial Material Deadline:**

5 November 2020

## MATERIAL SUBMISSION

**Hi-res PDF 300 dpi**

Use **WeTransfer.com** for large files

# 每日TheDaily 简报Download

## The Daily Download:

- is the official daily newspaper of ICE Asia and SiGMA Asia, produced by Inside Asian Gaming.
- is printed and distributed each morning of the show at the entrance and various locations around the show exhibition halls and conference areas. It is also personally delivered to every booth each morning.
- is bilingual, published in English and simplified Chinese.
- provides comprehensive show coverage and is a unique opportunity for exhibitors to get directly into the hands of visitors.
- provides attendees with detailed information about ICE Asia and SiGMA Asia, including all panel times, topics and speakers, highlighted speaker interviews, session spotlights, sponsor information and more.
- is emailed to IAG's 28,000-strong database and distributed by both Clarion and SiGMA Group respectively. All content is also published on The Daily Download's dedicated website at iagdd.com.



# 每日TheDaily 简报Download Rates

## STANDARD ADVERTISING

Full Page ROP	<b>US\$4,500</b>
Half Page ROP	<b>US\$4,000</b>
Quarter Page	<b>US\$2,500</b>
Banner	<b>US\$2,500</b>

## SPECIAL POSITIONS

Outside Back Cover	<b>US\$11,000</b>
Inside Front Cover	<b>US\$9,000</b>
Inside Back Cover	<b>US\$7,000</b>
Page facing IBC	<b>US\$5,500</b>

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- Editorial every day

**US\$29,000**

## OTHER TERMS

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5 November 2020

## MATERIAL SUBMISSION

**Hi-res PDF 300 dpi**

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# Contact Us

For further enquiries please contact us  
**+853 2883 6497** or **[jh@asgam.com](mailto:jh@asgam.com)**





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is part of one of Macau's largest and most diverse media companies

