

SOUTHERN CALIFORNIA GAMING GUIDE™

THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

VOTE 2023 BEST CASINOS

Best Pool • Luckiest Casino • Best Spa
Best Promotions... and more!

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

Cash In & Dine Out

Casino Dining Guide

Entertainment • Gaming News • Don't Miss List

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

Blackjack Origins

Entertainment • Gaming News • Don't Miss List

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

Celebrating 22 YEARS

BIG SPINS & GIANT WINS!

Entertainment • Gaming News • Don't Miss List

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

PRIMO PAYOUTS!

Gaming News • Entertainment • The Don't Miss List

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

PROMO-PALOOZA!

Win Luxury Cars, High-End Jewelry, Home Makeovers & Cash

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

Winner Wonderland

Entertainment • Gaming News • Don't Miss List

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

NEW SLOTS FOR 2023

Plus New Year's Celebrations and Big Winners!

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

BEST CASINOS 2023

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

2023 READER'S CHOICE BEST SLOTS

Gaming News • Summer Entertainment

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

Reader's Choice 2022

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

2022 READER'S CHOICE BEST SLOTS

Big Winners • Summer Entertainment

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

Poker Origins
A History of America's Game

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

CELEBRATING 20 YEARS

2021 CASINO

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

2022 BEST SLOTS

Big Winners • Promotions • Entertainment

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™

2022 READER'S CHOICE BEST SLOTS

Entertainment • Gaming News • Don't Miss List

2024 MEDIA GUIDE



Facts & Numbers

- **Southern California's Only Free Monthly Casino & Slot Guide**
- **Publication History:** Celebrating 22 years in 2024. First published February 2002 as *The San Diego Gaming Guide*. In August 2002, expanded to *Southern California Gaming Guide*.
- **Monthly Printing:** 150,000
- **Readership:** Estimated over 500,000 each month, including pass-along rate of 2.9 and an average of over 50,000 monthly visitors to TheGamingGuide.com web site.
- **Distribution:** Managed and drop distribution in San Diego, Los Angeles, Orange, Riverside, San Bernardino, Ventura, and Imperial Counties.
- **Where:** 2,500 7-Eleven, Vons, Albertsons, CVS/ pharmacy, Big Lots, Arco am/pm, liquor stores, hotels, motels, local & independent grocery and convenience stores, restaurants, coffee shops, senior centers, tourist centers, and other appropriate retail locations.
- **Online at TheGamingGuide.com**, with a complete digital flipbook edition and a back catalog of past issues, plus added **Digital Bonus** content.
- **Editorial Calendar** includes Big Winners, Best Slots, Best Casinos, Casino Promotions, New Slots, Gaming Features, and more.
- **Monthly eNewsletter** to over 30,000 opt-in subscribers.
- **Added Value Casino & Slot Advertising includes:**
 - Players Club Promotions
 - Gaming & Slot News
 - Hot Slot Features
 - Branded Listing in Casino Directory
 - Branded Listing on Driving Directions Map
 - Poker Room Events and Promotions
 - Photos of \$10,000+ Jackpot and Promotion Winners
 - Community Activities and Philanthropy Featured in Tribes in the News



Casino Added Value

Southern California Gaming Guide readers see casino ads PLUS an average of 8 pages of a casino's editorial as Added Value each month. No other publication provides this level of promotion in addition to a dedicated advertising page.

Casino Added Value includes:

- Casino big winners on the **Big Winners** page
- Editorial coverage of monthly **Players Club Promotions**
- Branded comprehensive listing including links to casino websites in **Featured Casino Directory**
- **Gaming News** and feature article coverage
- Casino restaurants in dining features
- Tribal community outreach and philanthropy featured in **Tribes in the News**
- New slot and casino promotion content featured in the **Digital Bonus** and at **TheGamingGuide.com**
- Branded listing on **Directions Map**



Slot Added Value

Southern California Gaming Guide readers see slot ads PLUS digital videos and links of a slot manufacturer's featured slot content in the form of monthly Added Value editorials. No other publication provides this promotion in addition to a dedicated advertising page. **Slot Added Value** includes the following:

- Editorial on slot brands in dedicated slot cover issues
- Announcements of new slots and digital content in **Gaming News** and the **Digital Bonus**
- New slots featured in one-page **Hot Slot**
- **Online Slots** section includes slot articles and new game announcements and information
- **eBlasts** and **eNewsletter** promotion of new games
- New slot videos featured in the **Digital Bonus** and at **TheGamingGuide.com**





Reader's Choice Awards

Best Casinos & Best Slots

Since 2003, the *Southern California Gaming Guide* has conducted annual Reader's Choice Polls for **Best Casinos** and **Best Slots**.

Southern California Gaming Guide readers from California, Arizona, New Mexico and Nevada have consistently voted online for **Best Casinos** and **Best Slots**.



Best Casinos includes first, second, and third place winners in 17 casino categories, with all Southern California Tribal Casinos eligible for nomination.

Best Slots includes first, second, and third place winners in 12 slot categories, including **Luckiest Slot, Best Slot Graphics, Best Music, Movie, or TV-Themed Slot**, and more.

Every year, the coveted **Reader's Choice Awards** are voted on by player-readers, with only one vote counted per completed ballot and per individual individual. Ballots are independently verified by a third party.

Among all Southern California media Reader's Polls, the *Southern California Gaming Guide* **Reader's Choice** are the only awards that readers can vote for only once and are unable to vote multiple times.

Digital Advertising Opportunities

In addition to monthly print publication advertising in the *Southern California Gaming Guide*™ magazine, we deliver advertisers additional digital advertising opportunities, including the monthly **Gaming Guide eNewsletter**, **eBlasts** to eNewsletter subscribers, and interactive digital ads in the monthly **Digital Bonus** of the online flipbook of the *Southern California Gaming Guide* magazine.

Interactive Digital Ads in the Digital Bonus

The digital flipbook edition of the *Southern California Gaming Guide* includes all of the content in the print edition, plus exclusive online-only content in the **Digital Bonus**. Ads in the Digital Bonus can be fully interactive and include embedded videos from YouTube or Vimeo, and links to connect viewers with your social media, website, players club, App, or special promotion.

Banner Ads on TheGamingGuide.com

Since 2002, **TheGamingGuide.com**, along with the print magazine, the *Southern California Gaming Guide*™, has provided advertisers targeted marketing to 21 years of age to senior casino players with disposable income, looking for Southern California casino gaming information and fun.

We limit the number of banner ads on the website, which gives advertisers maximum exposure and results.

eMail Advertising: eNewsletter and eBlasts

Each month, the Gaming Guide eNewsletter is sent to over 30,000 opt-in subscribers. Advertisers can purchase/ sponsor an eNewsletter and receive a banner ad in the eNewsletter, exclusive positioning, and a 50-word description.

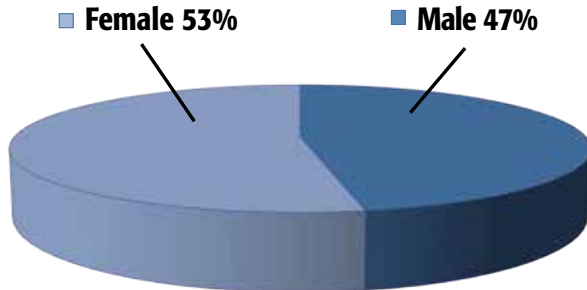
Social Media Promotion

Advertisers can take advantage of tweets for specific events on **Twitter.com/TheGamingGuide**, promotion of monthly casino and slot events on **Facebook.com/TheGamingGuide**, and videos featured on the *Southern California Gaming Guide* YouTube channel at **YouTube.com/user/SoCalGamingGuide**.

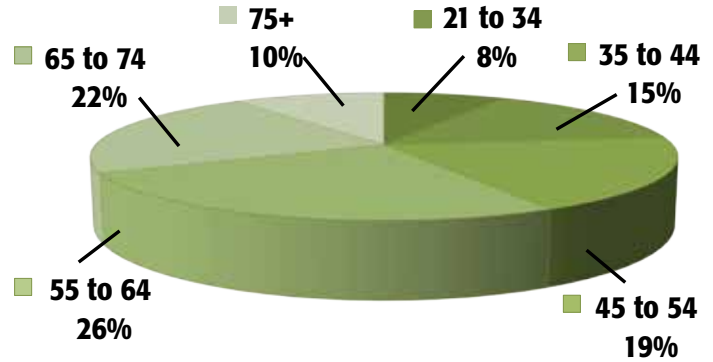
Reader Numbers

(Based on 2023 Reader Surveys)

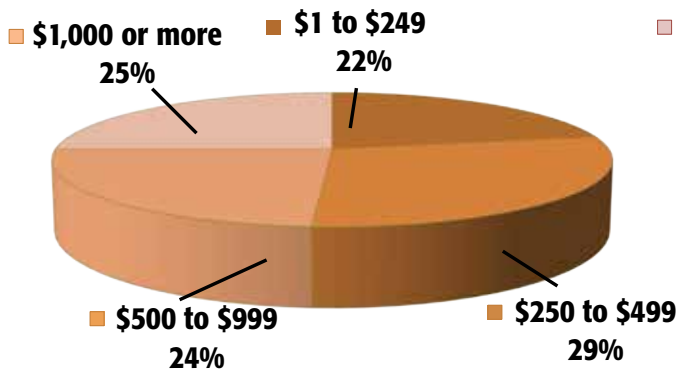
Gender



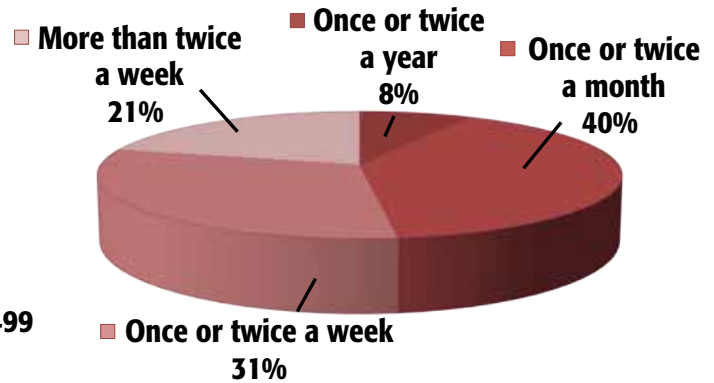
Reader Age



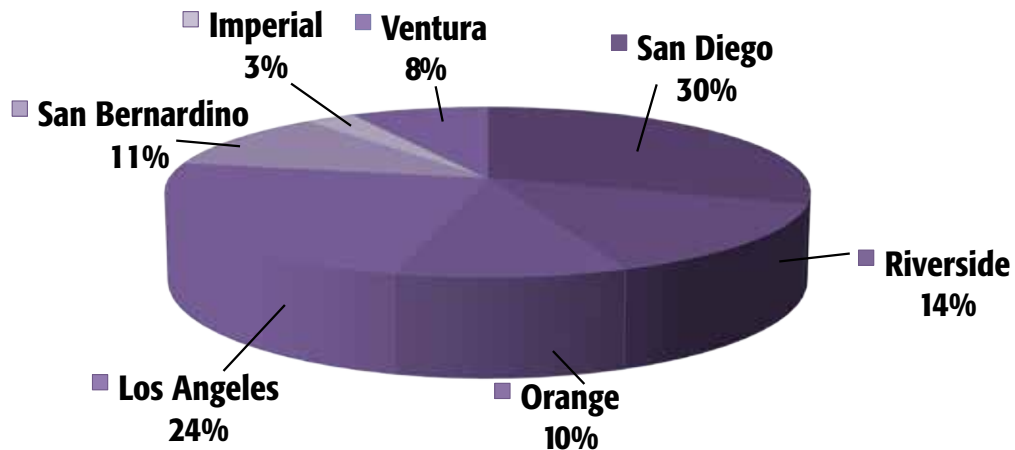
Session Bankroll



Frequency of Casino Visits



Reader Location by County

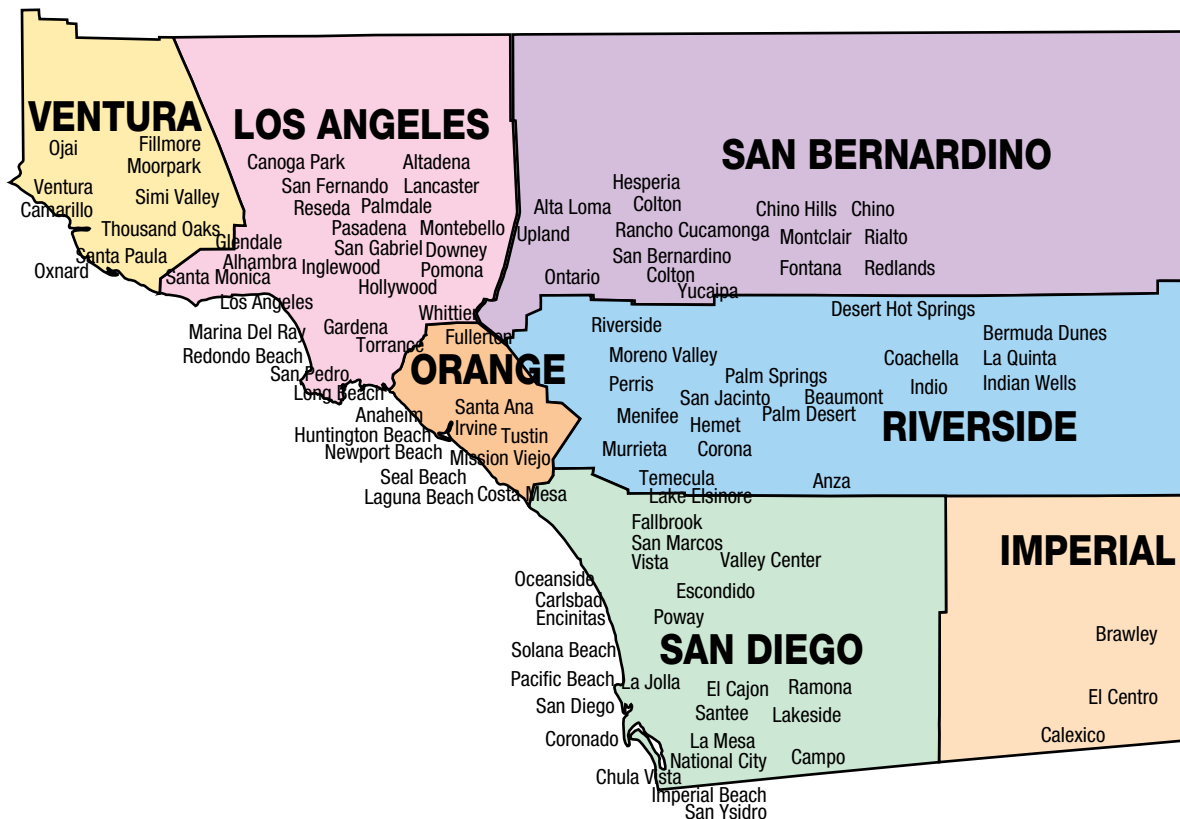


Free Each Month at Participating Branded Retailers



The *Southern California Gaming Guide* is also available at tourist centers, restaurants, senior centers, hotels, motels, liquor stores, independent grocery and convenience stores – totalling over 2,500 locations in Los Angeles, Orange, San Bernardino, Riverside, San Diego, Imperial, and Ventura Counties.

These Are Just a Few Southern California Locations...



TheGamingGuide.com

ADVERTISE MAGAZINE Search ...

GAMING GUIDE™ Since 2002 THE ONLY CASINO & SLOT GUIDE FOR CALIFORNIA

Thanks for voting for Best Casinos 2023! Look for the results in the October issue ... plus the winners of the cash drawings!

2023 GAMING GUIDE BEST CASINO READERS' CHOICE

20 WED, SEP

HOME CASINOS POKER BEST CASINOS BEST SLOTS SLOTS PAST ISSUES RESOURCES ADVERTISE MORE

SOUTHERN CALIFORNIA GAMING GUIDE
THE ONLY CASINO & SLOT GUIDE FOR THE SOUTHERN CALIFORNIA PLAYER™
SEPTEMBER 2023
21

PRIMO PAYOUTS!
Gaming News • Entertainment • The Don't Miss List

In This Issue...

Primo Payouts!
It's been a prodigious summer of primo payouts at featured Southern California casinos and it's not over yet! In recent months, a few lucky guests have claimed 6-figure primo progressive payouts, while others have "only" taken home 5-figure jackpots. This is just a sampling of the primo payouts players have won in the past few months.

September Extra Casino Values
It may be hot this September, both in and out of the casino! Check out these extra values at Southern California featured casinos. It's the beginning of football season so don't miss casino football fun. You have to be a players club member at each casino to take advantage of these more ways to win, so if you're not already a member at every casino you visit, sign up now.

DIGITAL BONUS EXCLUSIVE
So You Want to Win a Million...
We all dream of that life-changing win...but winning a large jackpot is one of life's most stressful events. Cee Stuart offers some advice to make it easier.

SOUTHERN CALIFORNIA CASINOS →

AGUA CALIENTE CASINOS
Agua Caliente Casino Cathedral City
Agua Caliente Casino Palm Springs
Agua Caliente Casino Rancho Mirage

CHUMASH **PALA**

Never Miss an Issue! Subscribe to our eNewsletter to receive the digital edition of the Southern California Gaming Guide in your eMail each month — plus exclusive offers and special promotions!

Name _____
Email _____
SUBSCRIBE

TheGamingGuide.com website is the go-to site for information on California's Native American casinos. With web and digital advertising opportunities, we offer advertisers a reach of over 50,000 unique monthly visitors. Since 2002, TheGamingGuide.com is a significant asset for California gamblers who want up-to-date promotional information, maps, directions, and more to California casinos.

Monthly eNewsletter

The **Gaming Guide** monthly eNewsletter is sent to over 30,000 opt-in subscribers and includes *Southern California Gaming Guide* monthly features and highlights. If you're looking for a third party direct approach to reach targeted Southern California casino players, our eBlasts of Casino and Slot Special Events can be included in advertising options.

GAMING GUIDE™

THE CASINO & SLOT GUIDE FOR CALIFORNIA

September 2023 eNewsletter

SLOTS

FEATURED CASINOS

BEST CASINOS

It's been a prodigious summer of primo payouts at featured Southern California casinos and it's not over yet! In recent months, a few lucky guests have claimed 6-figure primo progressive payouts, while others have "only" taken home 5-figure jackpots. Of course, slots are only one of the ways to win at your favorite casino. Players Club promotions offer cash, luxury cars, and more. This month's **Primo Payouts! Feature** includes just a sampling of the primo payouts players have won in the past few months.

I hope you voted for your favorite casinos in the annual **Southern California Gaming Guide Reader's Choice 2023 Best Casinos™** poll? August 31st was the final day to vote online, and your choices will determine the Best Casinos for 2023. Look for the results of the coveted Reader's Choice 2023 Best Casinos in the October issue and maybe you'll be one of the lucky prize drawing winners!

In this month's **Digital Bonus**, Cee Stuart offers some sage advice in **So, You Want to Win a Million...** We all dream of that life-changing win....but winning a large jackpot is one of life's most stressful events. Here are some tips to make it easier.

Visit **TheGamingGuide.com** 24/7 for news about featured Southern California casinos. Plus, play free slots just for fun. We have great video poker games you'll want to try. And see a list of more than 60 Native American casinos throughout the state in California's #1 Casino & Slot Guide!



Share this newsletter on [Facebook](#) [LinkedIn](#) [Twitter](#) [Google+](#)

©2023 **Southern California Gaming Guide**, All Rights Reserved

This eMail was sent to kevin@thegamingguide.com by info@TheGamingGuide.com

[Click Here to Unsubscribe](#)

The Targeted Solution

The Most Exposure For Your Advertising!

<p>SOUTHERN CALIFORNIA GAMING GUIDE™</p>	<p>Southern California Dailies & Weeklies</p>
<p>TARGETED CASINO PLAYER PUBLICATION Readers of the <i>Southern California Gaming Guide</i> are the people you want to reach: Southern California casino players who actively seek casino news and information.</p>	<p>UNTARGETED PUBLICATIONS Dailies and local weeklies include a range of readers with wide interest levels. Many are not casino players.</p>
<p>DEDICATED READERSHIP Over 500,000 Southern California casino players will see your ad and editorial information on our pages each month. The <i>Southern California Gaming Guide</i> is the only casino and slot guide in Southern California.</p>	<p>UNKNOWN READERSHIP Dailies and local weeklies cannot guarantee casino player target market will see your ad.</p>
<p>AVAILABLE THROUGHOUT SOUTHERN CALIFORNIA The <i>Southern California Gaming Guide</i> is available in San Diego, Imperial, Orange, Riverside, San Bernardino, Ventura and Los Angeles Counties, at 2,500 locations, many in managed distribution racks that are replenished once a week at participating 7-Eleven, Vons, Albertsons, CVS/ pharmacy, Big Lots, Arco am/pm, liquor stores, hotels, motels, local & independent grocery and convenience stores, restaurants, coffee shops, senior centers, tourist centers, and other appropriate retail locations.</p>	<p>AVAILABLE ONLY LOCALLY Dailies and local weeklies cover only a limited metropolitan area and often only individual counties.</p>
<p>MONTH-LONG AD EXPOSURE The <i>Southern California Gaming Guide</i> is available every day of the month, 365 days a year. Our readers keep their copies as a resource for scheduling and gaming information for a minimum of 30 days.</p>	<p>LIMITED AVAILABILITY Dailies are available only 24 hours and discarded the next day. Weeklies are gone after 7 days.</p>
<p>ONLINE EDITORIAL The <i>Southern California Gaming Guide</i> is available online every month in a digital flipbook format at TheGamingGuide.com. Featured Casinos section has link to casino websites, photos, maps, directions, promotions, poker, bingo & tournaments, 21 years of back issues, and much more.</p>	<p>NO ONLINE ADS Dailies and local weeklies often do not include ads in their digital versions.</p>
<p>DIGITAL BONUS, eNEWSLETTER, eBLAST & SOCIAL MEDIA Monthly eNewsletter brings casino and slot brands directly to casino players' email inboxes. Special eBlasts remind players of events and new games. Tweets and Facebook features are value-added.</p>	<p>NOT INCLUDED IN ADVERTISING Dailies and local weeklies do not include email and social media marketing.</p>

Ad Specifications

| 9.625" |

Full Page

The interior pages of the *Southern California Gaming Guide* are printed on an open web press. The mechanical specifications are different from sheet-fed presses that are used to print the gloss cover wrap. **Interior ad dimensions are all live area — there is no trim or bleed.**

Please DO:

- Insure all images are CMYK
- Set all bitmap images to 300 ppi resolution
- Include all fonts used in the ad with your files.
- Make sure all black text is set at **C-0 M-0 Y-0 K-100** and set to **overprint**.

Please DON'T:

- **Do NOT use rich black.** Use **C-40 M-0 Y-0 K-100** to create a deep, solid black.
- Do NOT use spot colors. Convert all colors to CMYK.
- Do NOT use 4-color for small type (14-point or less).
- Do NOT reverse type smaller than 14-point out of blocks of color (more than 2 plates).
- **Do NOT exceed 240% ink coverage.**

Acceptable File Formats:

- Adobe Illustrator (.ai or .eps). Please convert all fonts to outlines **and** include all font files.
- TIFF file (CMYK, 300 ppi).
- Adobe PDF (please contact us for PDF specifications).

Half Page

10.5"

5.125"

For advertising information, contact:

Fenn Cross, Publisher

P. O. Box 19267 • San Diego, CA 92159 • 619-847-4415 • Fenn@TheGamingGuide.com