

North American Association of State & Provincial Lotteries

INSIGHTS

2021 MEDIA KIT

The NASPL 2021 Media Kit features everything you need to know about advertising and submitting material to *Insights* magazine.



Thank You for Inquiring About NASPL Publications

Insights, the official publication of the North American Association of State and Provincial Lotteries (NASPL), has become the lottery industry's premier trade journal. This digital magazine provides its readers with in-depth and timely articles, studies and research materials.

It is the only magazine published and endorsed by the NASPL membership – including the industry's top decision makers. As you may or may not know, advertising revenue generated by *Insights* is used to further the educational efforts of the entire industry. Isn't it nice to know that your organization will receive value for its dollar, while also contributing to the education and advancement of the entire industry?

NASPL appreciates the support your organization has shown by choosing to advertise in our publication. Your decision has enabled you to reach our subscriber base that exceeds 5,300. This includes the senior executives in virtually all North American lottery jurisdictions plus international subscribers.

Circulation Information

Total Distribution: 5,300 digital subscribers

Please note that due to COVID-19, *Insights* will be published in an digital version only, until further notice.

Insights is produced in-house by NASPL. Most feature articles are written by Editor Patricia McQueen, whose career in gaming spans 34 years with a focus on writing and researching the lottery industry. Outside contributors include industry professionals from vendor and lottery organizations.

How to Advertise

Although any company may purchase advertising space in *Insights* (subject to our advertising guidelines), the most effective and cost-efficient way to advertise in the magazine is to become an Associate Member. As this industry looks towards the future, it is apparent that as a whole, it must continue to protect its market share, profits and products. For this reason, NASPL has created Associate Memberships in the hopes of encouraging every vendor to become a part of the future development of our industry.

A NASPL Associate Membership application is open to a supplier or prospective supplier of goods and/or services provided to a government-sanctioned lottery operator. All applications must be submitted for final approval by the NASPL Executive Committee. NASPL reserves the sole right to accept or reject any applicant.

All Associate Members receive *Insights* advertising space as part of their membership; included placements depend on membership levels.

For Associate Membership information contact Jake Coy: 440.361.7962 or email: jcoy@nasplhq.org

2021 Advertising and Content Deadlines

Issue	Deadline
January/February	December 18, 2020
March/April	February 19, 2021
May/June	April 23, 2021
July/August	June 18, 2021
September/October	August 6, 2021
November/December	October 22, 2021

Advertising Specifications and Pricing

Full Page:

Page Size: 8.25 x 10.75

If you are using bleeds, make sure the page is fully covered and that you use a .25 of an inch bleed on each side.

Half Page:

Page Size: 5.375 x 8.25

If you are using bleeds, make sure the half page is fully covered and that you use a .25 of an inch bleed on each side.

The preferred file format would be a High Resolution PDF.

Although we feel the Associate Membership packages offer a great deal for advertising and participation in NASPL activities, we know that it is not for everyone. Therefore, we also offer a pay-per-ad rate for those organizations wishing to take advantage of the reach provided by Insights.

The rates listed in the chart to the right are quoted per advertisement.

Full Page x 1	\$3,700
Full Page x 3	\$3,500
Full Page x 6	\$3,300
Half Page x 1	\$2,500
Half Page x 3	\$2,300
Half Page x 6	\$2,100

Contact John Koenig for more information or questions at: 440.554.1695 or jkoenig@nasplhq.org

2021 Insights Editorial Calendar

January/February 2021

Features:

- Securing the Games
- Exploring NASPL Committees
- West Virginia Lottery

Regular Features:

- Making a Difference
- Research Corner
- RG: Working with Problem Gambling Councils

**All materials due:
December 18, 2020**

March/April 2021

Features:

- Focus On: Online and Interactive
- Holiday Ticket Review
- Progress Report: In-Lane Sales
- North Carolina Education Lottery

Regular Features:

- Making a Difference
- Research Corner
- Responsible Gambling

**All materials due:
February 19, 2021**

May/June 2021

Features:

- Focus On: Games
- Progress Report: Sports Betting
- New Mexico Lottery

Regular Features:

- Making a Difference
- Research Corner
- Responsible Gambling

**All materials due:
April 23, 2021**

July/August 2021

Features:

- Focus On: Retail Technologies
- New Lottery CEOs and Welcome Guide
- Arizona Lottery

Regular Features:

- Making a Difference
- Research Corner
- Responsible Gambling

**All materials due:
June 18, 2021**

September/October 2021

Features:

- Supporting Communities
- Diversity and Inclusion in the Lottery Industry
- Progress Report: Sports Betting
- Louisiana Lottery
- NASPL Associate Member Profiles / Contributions

Regular Features:

- Making a Difference
- Research Corner
- Responsible Gambling

**All materials due:
August 6, 2021**

November/December 2021

Features:

- FY21 Results
- Holiday Ticket Gallery
- Annual Conference Review
- Progress Report: In-Lane Sales

Regular Features:

- Making a Difference
- Research Corner
- Responsible Gambling

**All materials due:
October 22, 2021**

Subject to change. All deadlines are firm and must be adhered to in order for us to keep to our schedule.

So that we may better serve everyone, please let us know if you have a topic that might be of interest to our readers before preparing any article for Insights. Contributed items are subject to review by the NASPL editorial team before acceptance for publication and advance approval is appreciated. For more details, please see the submission guidelines on the next page.

2021 Insights Editorial Guidelines

Associate members may submit editorial content for publication subject to the following terms and conditions. Article submission does not guarantee acceptance for publication.

Key points to note are:

1. Advance approval of a topic for a feature article must be requested 30 to 45 days prior to an issue closing date so that we can better manage content for each issue and avoid duplication.
2. No more than two feature articles per associate member will be accepted annually.
3. If accepted for publication, articles are subject to editing and the decisions of the NASPL editorial team are final.

Additional information:

- Feature articles must be no more than 1,500 words. Generally speaking, no more than two of these feature articles will be accepted for any single issue of *Insights*, unless otherwise requested by NASPL. Exceptions may be made based on content and as space permits.
- Content must be provided by the stated deadline for each issue.
- NASPL will from time to time request additional contributed material, or participation in NASPL-written features. These requests will not count towards the annual limits previously stated.
- Short original items of interest to our broad lottery audience may also be submitted, if under 500 words, subject to approval. These should not be based on company press releases, for which there are other more timely outlets.
- NASPL shall have sole discretion on how any contributed content appears in the magazine and all decisions are final.
- No contributed content will be accepted for the September/October issue, which showcases Associate Members through profiles of each organization and other invited content.



For more information about submitting editorial content,
contact Patricia McQueen at:
508.788.1367 or pmcqueen@nasplhq.org

*Calendar as of December 1, 2021; content subject to change.
Contributed editorial content is subject to review before acceptance for publication.*



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