

# FREEROLL

## POKER STRATEGY YOU CAN USE

### 2014 MEDIA KIT



#### WHY FREEROLL?

*Freeroll is the leader in poker room strategy publications.*

*Freeroll provides real strategy content that poker players can use. Our strategy articles and book excerpts are written by some of the most respected poker authors in the world.*

We published the exclusive World Premier previews of best-selling poker books such as Miller's Poker's 1%, Hull's Red Chip Poker, and Elwood's Verbal Poker Tells. We have partnered with D&B publishing to ensure a steady stream of great new content.

Currently, our reach extends throughout the USA. We have concentrated coverage in Las Vegas, California, New Jersey, Florida and the Pacific Northwest.

Advertisers like Card Player Cruises, Gambler's Book Store and Bet Raise Fold the Movie all made the decision to market with us. You should too.

Our electronic distribution is at about 8000 opt-in subscribers to the mailing lists of our various authors with over 50% open rate.

#### Advertising Specifications

##### Advertising Rates

Ad Size	Dimensions	Price
Full Page	10x12.75	\$1200
Half Page	6.5x8/10x6	\$625
Quarter Page	5x6/6.5x5.5	\$350
Eighth Page	3.25x5.5	\$275

\* Discount for multiple insertions

##### Advertising Design

**Option 1** Our in-house staff can design your ad for free using basic stock photography and graphic elements.

**Option 2** For a 10% markup, we will design your ad with premium stock photography and graphic elements. For example, a full page ad will be priced at \$880.

##### Press Dates

Advertising Deadline	Casino Delivery
August 22	August 29
September 19	September 26
October 24	October 31