

iGaming Business Awareness Package 14/15

Online Visibility:

- 6 months banner advertising on www.igamingbusiness.com on random rotation on the large 360 x 360 position (1X2gaming example below)

The screenshot shows the iGaming Business website homepage. At the top, there is a navigation menu with categories like Home, News, Intelligence, Jobs, Events, Directory, and Publications. Below the menu are several banners, including one for 'green tube' and another for 'playtech'. The main content area features a 'Newslines' sign-up form with the text 'Receive the latest iGaming news' and a 'Sign up now' button. Below this is a 'Daily News' section with three articles: 'Betfair targets Google Glass technology', 'Amaya Gaming to seek secondary listing in London or New York', and 'Controversial Paddy Power Suarez campaign revealed'. A large banner for '1X2 gaming' is also visible on the right side of the page.

- 1 banner per week on the daily email newsletter for 6 months on the large position halfway down (Hive Poker example below)

The screenshot shows the iGaming Business Newslines email newsletter. The header features the 'iGAMING BUSINESS NEWSLINES' logo and a navigation menu with links for HOME, IGAMING NEWS, NEWS ANALYSIS, PRESS RELEASES, JOBS, and EVENTS. Below the header are several banners, including one for 'Pentasia Recruitment' and another for 'playtech'. The main content area is titled 'LATEST IGAMING NEWS' and features three articles: 'Greentube to acquire Bingocams from Dazzletag', 'European Commission calls for online gambling 'health' warnings', and 'Aristocrat agrees Video Gaming Technologies acquisition'. A banner for 'HIVE POKER' is also visible at the bottom of the newsletter.

SIS provides new streaming service to Betfred and

Magazine Visibility (both online and hard copies as well as PDF to database):

- 3 x page adverts in iGaming Business Magazine (Sep/Oct 2014 through to and including Jan/Feb 2015) over EIG and ICE period



- Full page advert in the European Gaming Lawyer Magazine Summer issue due out in September (distributed to whole IGB readership, International Masters of Gaming Law members and at G2E, EIG and ICE)

