



2010 MEDIA KIT

La Fleur's Magazine was launched in September 1993 as a newsletter. In September 1995, the newsletter was converted to a full-color glossy magazine. In September 2000 (for its 8th anniversary), *La Fleur's Lottery World Magazine* was renamed *La Fleur's Magazine*. The layout has also been revamped to keep a fresh look.

La Fleur's Magazine is the premier trade magazine reporting on the worldwide lottery industry. The magazine is used by government lottery executives, industry vendors and government officials from state legislative and federal branches which must keep abreast of reliable statistical information on the lottery industry.

Lottery advertisers are recognized for supporting the specialized research that *La Fleur's Magazine* produces each issue. We print a banner above the research report listing each advertiser (in alphabetical order) that advertises in the edition it appears. We believe it is important for the lottery industry to know the support we have received from our advertisers.

In April 2010, *La Fleur's Magazine* will publish its pocket-sized Spring 2010 *La Fleur's White Pages Directory*.

In May 2010, *La Fleur's Magazine* will publish its annual European Lottery Directory Guide.

In September 2010, *La Fleur's Magazine* will publish its pocket-sized Fall 2010 *La Fleur's White Pages Directory* special report. It will be distributed at the NASPL conference in Grand Rapids, Michigan (September 22-24, 2010) and at the WLA Conference in Brisbane, Queensland (October 31-November 5, 2010).

La Fleur's Magazine explores the issues and challenges facing the worldwide lottery industry. Regular columns appearing in *La Fleur's Magazine* include: *Lottery Biz*, *Globe Link* and *Vendor Works*.

The magazine periodically pulses out eAlerts to our database of approximately 3,000 subscribers worldwide on the contents of the magazine. The interactive website also provides the White Pages directory published in the magazine. The complete Spanish translation of *La Fleur's Magazine* is also available as a downloadable Word document file on www.lafleurs.com.

All advertisers in *La Fleur's Magazine* receive a free listing of their website in the virtual white pages at www.lafleurs.com. This is a "live link" to the advertiser's website.



Contact Information

For additional information on advertising in La Fleur's Magazine, you can contact:

Terri La Fleur, Co-Publisher

Bruce La Fleur, Co-Publisher

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Website Address: www.lafleurs.com

Parent company: TLF Publications, Inc.

Founded: 1991

Office Headquarters:

51 Monroe Street, Suite 1502

Rockville, Maryland 20850 U.S.A.

Publisher of

LA FLEUR'S MAGAZINE

LA FLEUR'S WORLD LOTTERY ALMANAC

LA FLEUR'S EUROPEAN LOTTERY ABSTRACT

LA FLEUR'S PRINCIPLES OF CONTEMPORARY LOTTERY MARKETING

LA FLEUR'S BEST INSTANT GAMES OF THE DECADE

Sponsor of:

La Fleur's Lottery Conclave

La Fleur's Lottery Symposium (Washington, D.C.)



Our Clients

ACE Interactive	IGT
Alchemy3, LLC	Ingenio
Arrow International, Inc.	INTRALOT S.A.
Artitalia	KEBA AG
Bally Game Technologies	Lottery Dynamics Corporation
Betting Company S.A.	Lotto Soul
Betware	LudWin Group
Carmanah Signs, Inc.	MDI Entertainment
Cirsa Interactive	Pollard Banknote
Diamond Game	SAGEM D.S.
Editec S.A.	Schafer Systems
eLottery	Scientific Games
EGET Ltd. Ab	Smartplay International Inc.
Encore Networks	Spielo—A GTECH Company
Gaming Solutions	Take-A-Ticket, Inc.
Gaming Standards Association	Tournament One, Inc.
GLI	Wincor Nixdorf International GmbH
GTECH Corporation	WinTV
Hazen Paper Co.	



ADVERTISING BENEFITS

Free advertiser corporate listing in *La Fleur's White Pages directories* (three published per year)

Listing of top officials at company including their titles,

Direct phone, fax and E-Mail addresses

Free Internet listing of advertiser on www.lafleurs.com for *La Fleur's Magazine*

Digital listing of top officials at company including their titles

Direct phone, fax and E-Mail addresses of top officials

Free subscription to *La Fleur's Magazine* for top officials at the company sent by U.S. Priority Mail for guaranteed 2-3 day delivery or by Global Priority Mail for guaranteed 5-7 day delivery overseas.



CIRCULATION DATA

We mail 2,900 copies of *La Fleur's Magazine* magazine to subscribers worldwide per issue. In 2010, La Fleur's Magazine will publish six bi-monthly issues and three separate White Pages directories. In the United States, all multiple copy subscribers receive their publication by U.S. Priority Mail, which is delivered within a 2-3 day time frame. Individual subscribers receive their publication by 1st Class Mail. We guarantee U.S. Priority Mail delivery to all U.S. lotteries receiving multiple copies of the publication. All international La Fleur's Magazine subscribers receive their magazine by Air Mail or Global Priority service.

The worldwide breakdown on our 3,000 subscribers are as follows:

Region	Number of subscribers	% of total subscribers
United States	1,356	47%
U.S. Legislative	233	8%
Canada	176	6%
Caribbean	111	4%
Central & South America	111	4%
Europe	577	20%
Asia	141	5%
Africa	98	3%
Australia	97	3%
Total	2,900	100%

We have an email database of approximately 3,000 individuals representing government employees and vendors representing the global lottery industry. A link to download the PDF of La Fleur's Magazine is pulsed out on a bi-monthly basis.

We also send the magazine on a complimentary basis to the international lotteries which are members of the World Lottery Association, AELLE or Cibelaé to ensure that *La Fleur's Magazine* reaches all lottery officials worldwide. Currently, there are 237 international lotteries which receive the magazine. TLF Publications also sends one complimentary copy each month to all 50 state legislatures' research departments, 50 state libraries, 50 U.S. governors, 50 U.S. governors/D.C. offices, 50 lieutenant governors, 50 state treasurers and 50 attorneys general.



AD SPECIFICATIONS

Ad Page (Width & Depth)

Full page ad—8½" (wide) x 11" (long)-bleed

2/3 page vertical ad—5 1/2" (wide) x 11" (long)-bleed

1/2 page horizontal ad—8½" (wide) x 5½" (long)-bleed

1/3 page horizontal ad—8½" (wide) x 3 2/3" (long)-bleed

1/3 page vertical ad—2 2/3" (wide) x 11" (long)-bleed

1/4 page horizontal ad—8½" (wide) x 3½" (long)-bleed

1/4 page vertical ad—2" (wide) x 11" (long)-bleed

Spread—17" (wide) x 11" (long)

Bleeds—The bleeds are ¼" over trim. The live area should be 3/8" inside the trim.

Digital Ad Specifications

The rates for advertisements in *La Fleur's Magazine* require that the advertiser post the ad to the printer's FTP site or send a digital ad on CD-ROM. If you are sending Illustrator files, the printer can set the resolution. If you are sending it as a TIFF file, the output resolution must be set to 300 DPI (Dots per Inch). It is essential that you include all the fonts otherwise the output will not match your ad. If you send a PDF file, it must be set to 300 DPI and include the fonts. We also require a low-resolution PDF or a color proof for the printer.

FTP Site

<ftp://lafleursmagazine.ftpworldwide.com/>

user id: regular

password: 7460107

Shipping Instructions

All insertion orders, contracts and printing materials should be sent to: La Fleur's Magazine, 51 Monroe St., STE 1502, Rockville, MD 20850. Phone: (301) 916-4478.



2010 MEDIA CALENDAR

Note: Regular articles are planned on online, instant and Internet marketing in Lottery Biz, Globe Link and Industry News plus corporate profiles on advertisers.

JANUARY/FEBRUARY 2010	MARCH/APRIL 2010	MAY/JUNE 2010
Interactive Gaming in the Lottery Industry Calendar 2009 & 4th Quarter 2009 International Lottery Sales Report 2009 Index (Compilation of all articles and research published in 2008 indexed by subject)	Calendar 2009 Worldwide Lottery Sales Report 2010 Contractor Survey: A Global Survey (Instant Ticket, Online Systems & VLT) <i>La Fleur's Spring 2010 White Pages Directory</i>	1st Quarter Calendar 2010 International Lottery Sales Report La Fleur's Symposium Roundup Trends in Online Terminal Game Marketing <i>La Fleur's 2010 European Lottery Directory</i>
JULY/AUGUST 2010	SEPTEMBER/OCTOBER 2010	NOVEMBER/DECEMBER 2010
Fiscal 2010 Best Instant Games Survey Trends in Instant Game Marketing	Fiscal 2010 & 2nd Quarter Calendar 2010 International Lottery Sales Report North American Lottery Roundup <i>La Fleur's Fall 2010 White Pages Directory</i> <i>Bonus Distribution: NASPL Conference (Grand Rapids, Michigan) —Sept. 22-24, 2010</i> <i>WLA Conference (Brisbane, Queensland) —Oct. 31-Nov. 5, 2010</i>	3rd Quarter Calendar 2010 International Lottery Sales Report Lottery Terminals: Manufacturers' Report North American Lotteries' Fiscal 2010 VLT Report



2010 STATISTICAL REPORTS

January/February 2010

PUBLICATION DATE: February 2010

LA FLEUR'S 2010 CONTRACTOR SURVEY: A GLOBAL REVIEW

The definitive guide to online, offline, instant ticket, video lottery terminal and instant ticket dispenser contracts for vendors worldwide.

March/April 2010

PUBLICATION DATE: April 2010

LA FLEUR'S CALENDAR 2009 & 4TH QUARTER 2009 INTERNATIONAL LOTTERY SALES REPORT

This report features calendar 2009 and 4th Quarter 2009 sales by game for Australian, Canadian, European and U.S. lotteries for all classes of online, VLT and instant games, including instant sales by price point. Individual lotteries are ranked by total and per capita sales for instant, lotto and total (games) sales.

LA FLEUR'S SPRING 2010 WHITE PAGES DIRECTORY (6" x 8" directory)

PUBLICATION DATE: April 2010

May/June 2010

PUBLICATION DATE: June 2010

LA FLEUR'S CALENDAR 2009 WORLDWIDE LOTTERY SALES REPORT

This report features instant, draw, lotto, spiel, numbers, toto, keno and VLT sales in 2009 for all worldwide lotteries, with sales broken out by continent (Africa, Australasia/Middle East, Europe, Central and South America and North America). In addition, worldwide lotteries are ranked by gross and per capita total, instant and lotto sales.

LA FLEUR'S 1st QUARTER 2010 INTERNATIONAL LOTTERY SALES REPORT

This report features 1st Quarter 2010 sales by game for Australian, Canadian, European and U.S. lotteries for all classes of online, VLT and instant games, including instant sales by price point. Individual lotteries are ranked by total and per capita sales for instant, lotto and total (games) sales.

LA FLEUR'S 2010 EUROPEAN LOTTERY DIRECTORY (6" x 8" directory)

PUBLICATION DATE: June 2010

July/August 2010

PUBLICATION DATE: August 2010

LA FLEUR'S FISCAL 2010 INSTANT GAME SURVEY

This features a guide to the best selling instant games in fiscal 2010 for the European, U.S., Canadian and Australian lotteries. It tracks each lottery's top 3 \$1 and non-\$1 and \$5 games in 12-week average weekly PC sales. There's also information on the number of games run in fiscal 2008, planned launches in fiscal 2010, price points sold, average prize payout, games sold and instant game intro rate.

September/October 2010

PUBLICATION DATE: September 2010

LA FLEUR'S FISCAL 2010 & 2nd QUARTER 2010 INTERNATIONAL LOTTERY SALES REPORT

This report features fiscal 2010 and 2nd quarter calendar 2010 sales by game for Australian, Canadian, European and U.S. lotteries for all classes of online, VLT and instant games, including instant sales by price point. Individual lotteries are ranked by total and per capita sales for instant, lotto and total (games) sales.

LA FLEUR'S FALL 2010 WHITE PAGES DIRECTORY (6" x 8" directory)

PUBLICATION DATE: September 2010

November/December 2010

PUBLICATION DATE: November 2010

LA FLEUR'S 3rd QUARTER 2010 INTERNATIONAL LOTTERY SALES REPORT

This report features 3rd quarter calendar 2010 sales by game for Australian, Canadian, European and U.S. lotteries for all classes of online, VLT and instant games, including instant sales by price point. Individual lotteries are ranked by total and per capita sales for instant, lotto and total (games) sales.

LA FLEUR'S FISCAL 2010 VLT SALES REPORT

This report features the fiscal 2010 VLT sales data for North American lotteries.



LOTTERY DIRECTOR COMMENTS

"We like the new modern design. The content of the magazine is interesting for us and gives a good survey of the worldwide lottery market. We use the statistical reports to see the market trends in special areas. We hope you will carry on this way."

Wolfgang Angenendt, Managing Director
Lotto-Toto GmbH Sachsen-Anhalt

"I definitely look forward to receiving *La Fleur's Magazine*. The concise articles, cutting edge editorials (not without controversy) and lottery news updates from around the industry are some of the highlights. Our lottery frequently uses La Fleur's statistical reports and summaries as our primary research tool in determining what other lotteries are doing and how the Maryland lottery can best take advantage of current lottery trends. Invaluable!"

Buddy Roogow, Director
Maryland Lottery

"*La Fleur's Magazine* is a valuable resource of all kinds of lottery information and guide to the lottery world. It gives us the chance to look around and see what is going on in the lottery field. The most important thing for us is to see trends among various lottery products, mostly instant games."

Tina Steblaj, Secretary General
Sportna Loterija d.d.

"All columns are interesting in La Fleur's Magazine. The report on fiscal sales is very good."

Usa Nilarak, Senior Foreign Affairs Officer
Government Lottery Office of Thailand

“La Fleur’s Magazine reflects the lottery business situation all other the world. It is useful for every lottery organization to learn novelties from the lottery world. The addition of statistical reports to *La Fleur’s Magazine* about worldwide sales helps our lottery to understand the common tendencies and changes of the lottery market.”

Donatas Kazlauskas, Deputy General Director
OLIFEJA

“La Fleur’s Magazine addresses issues that are important to the lottery business. Some issues may be controversial; however, that makes the publication more helpful and sets it apart from the other industry publications.”

Wayne Lemons, Director
Delaware Lottery

“La Fleur’s contents appeal to all members of the successful lottery team—not just a single discipline. By reading this magazine, our accountants learn about instant ticket design, and our sales staff learns about profit statements. *La Fleur’s* is the perfect tool to facilitate successful teamwork in any lottery.”

John Musgrave, Director
West Virginia Lottery

“La Fleur’s Magazine continues to provide essential world benchmarking figures, which allow us to measure our performance against the world’s leading lotteries.”

Bill Thorburn, Chief Executive Officer
Golden Casket Lottery Corp.

“La Fleur’s Magazine provides careful and thorough analysis of the international lottery market. It contains important information and interesting reports on a range of games and product improvements. We prefer *La Fleur’s* to other publications because of its international profile and its well-founded commentaries.”

Dr. Wolfgang Crusen, Managing Director
Staatliche Toto-Lotto GmbH, Stuttgart

“La Fleur’s Magazine provides excellent high topical summaries of current issues in the industry. I particularly value the frank editorial comment as well as general news items from around the world. We find *La Fleur’s* statistical reports to be highly valuable for benchmarking purposes—even with all the cautions of being careful that we are comparing ‘like with like.’ We have used the figures showing WA Lotteries is number one in the world in per capita lotto sales as a morale building message to our staff and retailers.”

Jan Stewart, CEO
Lotterywest

“La Fleur’s Magazine has discovered and filled a genuine gap in the market. It brings an all-embracing survey that helps [organizations] a lot to be on top of

information. The magazine's statistical reports views the situation from all angles. And not only this, the figures are presented in a very creative and eye catching way."

Dr. Gerhard Rombach, Director
Suddeutsche Klassenlotterie

"Compared to other publications, *La Fleur's Magazine* is among the leaders. It covers all categories that people in the gaming business should know. The information from around the globe, the reviews, the commentary and the opinions in this magazine are all interesting."

Kasem Thammaboosadee, Director
Government Lottery Office (Thailand)

"*La Fleur's Magazine* gives us interesting information about the lottery industry throughout the world. We have information about new games in the world. The magazine helps us with all information about lottery games. The special information about instant games helps us very much."

Josef Tupy, Games and Betting Manager
SAZKA a.s.

"Rehab Lotteries is a small charitable lottery operating from a small and somewhat isolated market. We rely on *La Fleur's Magazine* to keep us up to date on what is happening in the lottery industry internationally. We regard it to be the most informative of the trade publications we receive and the most relevant to our business."

John McGuire, Managing Director
Rehab Lotteries

"The statistical reports within the magazine help to identify lottery sales at various areas and ranking, and this is useful information."

H. Taib, General Manager, Administration
Sports Toto Malaysia Sdn. Bhd.



AD MATERIALS DEADLINES

In 2010, the tentative deadlines for the six issues of La Fleur's Magazine plus the three White Pages directories are as follows:

January/February 2010 issue of La Fleur's Magazine

Publication Date: February 2010

Digital Ad on CD-ROM or posted to magazine's FTP site must be received by La Fleur's Magazine by Tuesday, January 19

Published together

March/April 2010 issue of La Fleur's Magazine

Publication Date: April 2010

Digital Ad on CD-ROM or posted to magazine's FTP site must be received by La Fleur's Magazine by Friday, April 2

La Fleur's Spring 2010 White Pages Directory (ad sized 6" x 8")

Publication Date: April 2010

Digital Ad on CD-ROM or posted to magazine's FTP site must be received by La Fleur's Magazine by Friday, April 2

Published together

May/June 2010 issue of La Fleur's Magazine

Publication Date: June 2010

Digital Ad on CD-ROM or posted to magazine's FTP site must be received by La Fleur's Magazine by Friday, May 14

La Fleur's 2010 European Lottery Directory (ad sized 6" x 8")

Publication Date: June 2010

Digital Ad on CD-ROM or posted to magazine's FTP site must be received by La Fleur's Magazine by Friday, May 14

July/August 2010 issue of La Fleur's Magazine

Publication Date: August 2010

Digital Ad on CD-ROM or posted to magazine's FTP site must be received by
La Fleur's Magazine: Friday, July 16

Published together

September/October 2010 issue of La Fleur's Magazine

Publication Date: September 2010

Digital Ad on CD-ROM or posted to magazine's FTP site must be received by
La Fleur's Magazine: Friday, September 3

La Fleur's Fall 2010 White Pages Directory (ad sized 6" x 8")

Publication Date: September 2010

Digital Ad on CD-ROM or posted to magazine's FTP site must be received by
La Fleur's Magazine: Friday, September 3

November/December 2010 issue of La Fleur's Magazine

Publication Date: December 2010

Digital Ad on CD-ROM or posted to magazine's FTP site must be received by
La Fleur's Magazine: Friday, November 19

FTP Site: <ftp://lafleursmagazine.ftpworldwide.com/>

(Entry to FTP site requires user name and password)

Press Releases

Press releases will be considered for publication if they are received in a timely fashion. Placement is dependent on an advertiser's contract with La Fleur's Magazine and space available in the issue. All press releases must be received no later than the 5th of the month preceding the magazine's issue date.



CONFERENCE SPONSORSHIP

Program Sponsor

Official sponsor of the three-day conference program with banner recognition
Publicity in all promotional brochures promoting conference with recognition as sponsor
Publicity in all email marketing promotional efforts with recognition as sponsor
Recognition as a sponsor in the official conference program handed out to attendees
One free corporate registration for the speaker
One 15-minute speaking opportunity on program during the conference

Luncheon Sponson

Official sponsor of one of the two luncheons with banner recognition at the luncheon
Publicity in all promotional brochures promoting conference with recognition as sponsor
Publicity in all email marketing promotional efforts with recognition as sponsor
Recognition as a sponsor in the official conference program handed out to attendees
One Complimentary corporate registration for the speaker
One 15 to 20-minute speaking opportunity during one of the two conference luncheons

Cocktail Reception Sponsor

Official sponsor of a two-hour cocktail reception at the conference with signage recognition
Publicity in all promotional brochures promoting conference with recognition as sponsor
Publicity in all email marketing promotional efforts with recognition as sponsor
Recognition as a sponsor in the official conference program handed out to attendees
One free corporate registration for speaker from company

Program Sponsor Benefits

Recognition of company in all La Fleur's publicity and advertisements for program

- One complimentary registration for presenter
- Recognition of company on www.lafleurs.com as a sponsor and link to company's website
- Opportunity for designated official to make a 15-minute speech on one of the days of the program
- Signage promoting company as a Program Sponsor in the meeting room where the conference is held
- Recognition of the company as a sponsor in the official program



THANKS FOR THINKING ABOUT US: TERRI & BRUCE
