



## **2005 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 8<sup>th</sup> 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.

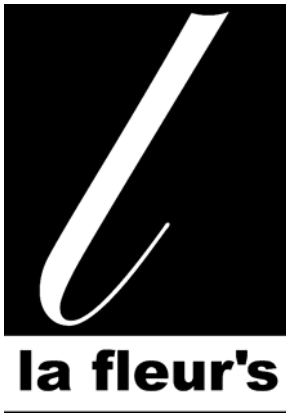
In April 2005, *La Fleur's Magazine* will publish its pocket-sized Spring 2005 La Fleur's White Pages Directory. The White Pages directory will be distributed to all attendees of the 9th Annual La Fleur's Magazine Symposium in Washington, D.C. The symposium will be held March 15-18, 2005 at the J. W. Marriott Hotel.

In October 2005, *La Fleur's Magazine* will publish its pocket-sized Fall 2005 La Fleur's White Pages Directory special report.

*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 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](http://www.lafleurs.com).

All advertisers in *La Fleur's Magazine* receive a free listing of their website in a virtual exhibit at [www.lafleurs.com](http://www.lafleurs.com). This is a "live link" to the advertiser's website. All 2005 advertisers are also automatically listed for free in our White Pages Directory, including top officials and their E-Mail address.



## **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

Phone: (301) 916-4478  
Fax: (301) 916-1718

Terri's E-Mail Address: [terri@lafleurs.com](mailto:terri@lafleurs.com)

Bruce's E-Mail Address: [bruce@lafleurs.com](mailto:bruce@lafleurs.com)

Website Address: [www.lafleurs.com](http://www.lafleurs.com)

Office Headquarters:  
14424 Chrisman Hill Drive  
Boysds, Maryland 20841 U.S.A.

Parent company: TLF Publications, Inc.  
Founded: 1980

### **Publisher of**

LA FLEUR'S MAGAZINE

LA FLEUR'S WORLD LOTTERY ABSTRACT

LA FLEUR'S EUROPEAN LOTTERY ABSTRACT

LA FLEUR'S PRINCIPLES OF CONTEMPORARY LOTTERY MARKETING

LA FLEUR'S FISCAL 2004 LOTTERY INTERIM /VLT BOOK

LA FLEUR'S BEST INSTANT GAMES OF THE DECADE

### **Sponsor of:**

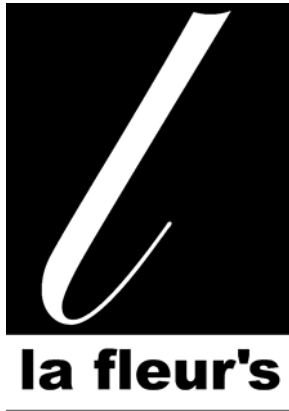
La Fleur's 9<sup>th</sup> Annual Lottery Conclave (Orlando, Florida) – December 1-4 2004

La Fleur's 10<sup>th</sup> Lottery World Symposium (Washington, D.C.) – March 15-18, 2005



## **Who's Who of Advertisers in La Fleur's Magazine**

Betting Company S.A.  
Betware  
Canadian Bank Note-Lottery Group  
ChangePlay  
Cirsa Interactive  
Creative Games International  
Editec S.A.  
EGC  
EGET Ltd. Ab  
EssNet AB  
GTECH Corporation  
Hazen Paper Co.  
Hypercom Network Systems, Inc.  
IGT Online Entertainment Systems  
ILTS  
Ingenio  
Interlott Technologies  
Intralot S.A.  
Kanzaki Specialty Papers  
KEBA AG  
MDI Entertainment  
Nter Technologies  
Oberthur Gaming Technologies  
PTI  
QLot Consulting  
Sande Stewart Television  
Schafer Systems  
Scientific Games International  
Spacenet, Inc.  
Spielo  
Take-A-Ticket, Inc.  
Tecnost Sistemi  
The Clear Channel  
TMX Interactive  
Wincor Nixdorf



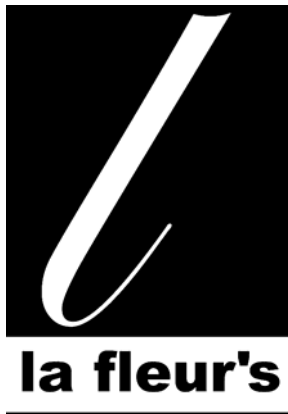
### **Benefits to Advertisers**

Free Internet listing of advertiser on [www.lafleurs.com](http://www.lafleurs.com) for *La Fleur's Magazine*

- Listing of top officials at company including their titles
- Direct phone, fax and E-Mail addresses of top officials

Advertisers are recognized with a special banner as a sponsor of the specialized research report that appears in the magazine, such as our Fiscal Year Sales Report, Calendar Year Sales Report, Quarterly Sales Report, Worldwide Sales Report, Best Instant Games Report and Contractor Survey

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.



**Net Advertising Rates in Main Magazine  
(Magazine Size: 8½" x 11")**

**2005 COLOR RATES\***

	1x	3x	6x	9x
Full page 4-color ad (8½" x 11")	\$3,457	\$3,302	\$3,143	\$2,972
2/3-page vertical 4-color ad (4 ¾" x 11" bleed)	\$2,734	\$2,613	\$2,481	\$2,349
½-page horizontal 4-color ad (8½" x 5½")	\$2,261	\$2,178	\$2,040	\$1,957
1/3-page 4-color ad (vertical) (2 ⅔" x 11")	\$1,985	\$1,930	\$1,791	\$1,737
1/3-page 4-color ad (horizontal) (8½" x 3 ⅔")	\$1,985	\$1,930	\$1,791	\$1,737
¼-page vertical 4-color ad (2" x 11")	\$1,725	\$1,649	\$1,571	\$1,483
¼-page horizontal 4-color ad (8½" x 2 ¾")	\$1,725	\$1,649	\$1,571	\$1,483

\* Advertiser must have a signed non-cancellable advertising contract for discounted rates above.

**2005 BLACK & WHITE RATES**

	1x	3x	6x	9x
Full page ad (8½" x 11")	\$2,591	\$2,481	\$2,354	\$2,232
2/3-page vertical (4 ¾" x 11")	\$2,040	\$1,957	\$1,847	\$1,759
1/2-page ad (8½" x 5½")	\$1,709	\$1,626	\$1,516	\$1,472
1/3-page ad (8½" x 3½")	\$1,489	\$1,433	\$1,379	\$1,323
¼-page vertical (2" x 11" bleed)	\$1,268	\$1,240	\$1,185	\$1,130
¼-page horizontal (8½" x 2 ¾")	\$1,268	\$1,240	\$1,185	\$1,097



**Net Advertising Rates in Special Pocket-Sized 2005 White Pages Directory  
(Magazine Size: 6" x 8")**

**Publication Dates:**

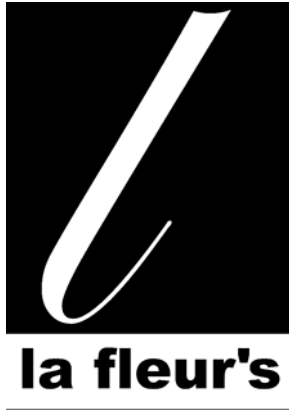
**Spring 2005 White Pages (March 2005)**

**Fall 2005 White Pages (September 2005)**

	<b>1 insertion (White Pages Directory)</b>
<b>Full page 4-color ad (6" x 8")</b>	\$3,145
<b>Full page B&amp;W ad (6" x 8")</b>	\$3,145

*La Fleur's Magazine will publish La Fleur's Spring 2005 White Pages Directory in March 2005 to be distributed at La Fleur's 10<sup>th</sup> Annual Lottery World Symposium. La Fleur's Magazine will publish La Fleur's Fall 2005 White Pages Directory in October 2005 for NASPL's Minnesota Conference. The rates specified above are for inside locations.*

*\*\* Tentative*



## **La Fleur's Magazine Circulation Data**

We mail 3,000 copies of *La Fleur's Magazine* magazine to subscribers worldwide per issue. In 2004, La Fleur's Magazine will publish nine issues and a separate White Pages directory. 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:

<b>Region</b>	<b>Number of subscribers</b>	<b>% of total subscribers</b>
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%
<b>Total</b>	<b>2,900</b>	<b>100%</b>

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.



## **SPECS SHEET FOR ADVERTISING IN LA FLEUR'S MAGAZINE**

### **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 vertical ad—3" (wide) x 11" (long)-bleed  
1/4 page horizontal ad—8½" (wide) x 3½" (long)-bleed  
Spread—17" (wide) x 11" (long)

### **Bleeds**

The bleeds are ¼" over trim size. The live area should be 3/8" inside the trim. There is no additional charge for bleeds.

### **Digital Ad Specifications**

The rates for advertisements in *La Fleur's Magazine* requires that the advertiser 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. It is essential that you include all the fonts otherwise the output will not match your ad. We also require a color proof for the printer to compare the ad's output to your printout.

### **Shipping Instructions**

All insertion orders, contracts and printing materials should be sent to: La Fleur's Magazine, 14424 Chrisman Hill Drive, Boyds, MD 20841. Phone: (301) 916-4478; Fax: (301) 916-1718

### **Commissions**

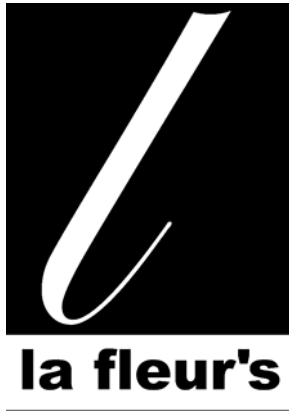
La Fleur's Magazine does not pay a 15% commission to advertising agencies.

### **Closing Dates**

Space reservations are required by 10th of month preceding date of issue. The film for an advertisement is due by the 15th of month preceding date of issue.

### **Production Charges**

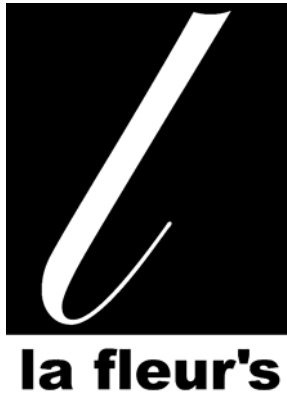
If an advertiser provides a four-color ad on diskette which needs to be outputted as negatives, the advertiser will be billed the additional cost to create negatives and color proofs for the 4-color ad.



## 2005 Calendar

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

<b>January 2005</b>	<b>February 2005</b>	<b>March/April 2005</b>
2005: La Fleur's Magazine Crystal Ball Predictions  What's In? What's Out?  2004 Index (Compilation of all articles and research published in 2004 indexed by subject)	2005 Contractor Survey: A Global Survey (Instant Ticket, Online Systems & VLT)  European Lotteries' VLT Report  Calendar 2004 & 4th Quarter 2004 International Lottery Sales Report	<i>La Fleur's Magazine</i> Annual Lottery Trends Survey  Calendar 2004 Worldwide Lottery Sales Report  <i>Spring 2005 White Pages Directory</i>  <b>Bonus Distribution: 9th Annual La Fleur's Magazine Symposium, Washington D.C (Apr. 4-7, 2005)</b>
<b>May 2005</b>	<b>June 2005</b>	<b>July/August 2005</b>
Lottery Retailer Report  LaFleur's Symposium Roundup	1st Quarter 2005 International Lottery Sales Report  Trends in Online Terminal Game Marketing	Fiscal 2005 Best Instant Games Survey  Trends in Instant Price Point Marketing
<b>September 2005</b>	<b>October 2005</b>	<b>November/December 2005</b>
Fiscal 2005 & 2 <sup>nd</sup> Quarter 2005 International Lottery Sales Report  U.S. Lotteries' Fiscal 2005 VLT Report	Canadian Lotteries' Fiscal 2005 VLT Report  North American Lottery Director Roundup  <i>Fall 2005 White Pages Directory</i>  <b>Bonus Distribution: NASPL Conference, Minnesota (September 2005)</b>	3rd Quarter 2005 International Lottery Sales Report  Instant & Online Yuletide Promos  Lottery Terminals: Manufacturers' Report



## **2005 Statistical Report Calendar**

### January 2005

#### LA FLEUR'S 2004 Index

The compilation of all articles and research published in *La Fleur's Magazine* in 2004 by subject and organization.

### February 2005

#### LA FLEUR'S 2005 CONTRACT 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 2005

#### PUBLICATION DATE: April 1, 2005

#### LA FLEUR'S CALENDAR 2004 & 4TH QUARTER 2004 INTERNATIONAL LOTTERY SALES REPORT

This report features calendar 2004 & 4th Quarter 2005 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.

### March/April 2005

LA FLEUR'S SPRING 2005 WHITE PAGES DIRECTORY (Standalone 6" x 8" directory)

### May 2005

#### LA FLEUR'S CALENDAR 2004 WORLDWIDE LOTTERY SALES REPORT

This pullout booklet features instant, draw, lotto, spiel, numbers, toto, keno and VLT sales in 2004 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.

### June 2005

#### LA FLEUR'S 1ST QUARTER 2005 INTERNATIONAL LOTTERY SALES REPORT

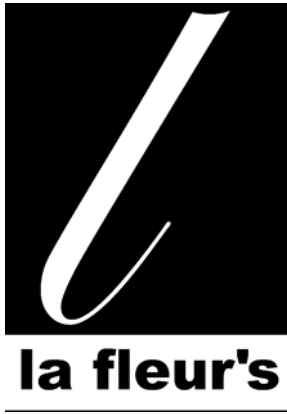
This report features 1st quarter 2005 sales by game for Australian, Canadian, European and U.S. lotteries for all classes of online, VLT and instant games, including instant sales by price point. Individual lotteries are ranked by total and per capita sales for instant, lotto and total (games) sales.

### July/August 2005

#### PUBLICATION DATE: August 1, 2005

#### LA FLEUR'S FISCAL 2005 INSTANT GAME SURVEY

This features a guide to the best selling instant games in fiscal 2005 for the European, U.S., Canadian and Australian lotteries. It tracks each lottery's top 3 \$1 and non-\$1 games in 12-week average weekly PC sales. There's also information on the number of games run in fiscal 2005, planned launches in fiscal 2005, price points sold, average prize payout, number of games sold and instant game intro rate.



September 2005

LA FLEUR'S FISCAL 2005 & 2<sup>nd</sup> QUARTER 2005 LOTTERY SALES REPORT

This report features fiscal 2005 and 2<sup>nd</sup> Quarter 2005 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.

October 2005

La FLEUR'S FALL 2005 WHITE PAGES DIRECTORY (Standalone 6" x 8" directory)

November/December 2005

PUBLICATION DATE: December 1, 2005

LA FLEUR'S 3RD QUARTER 2005 INTERNATIONAL LOTTERY SALES REPORT

This report features 3rd quarter 2005 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.



## Comments From Lottery Directors

"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."

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

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"I definitely look forward to receiving *La Fleur's Magazine* each month. 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 inadvantage of current lottery trends. Invaluable!"

---

Buddy Roogow, Director  
Maryland Lottery

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"*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."

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Tinj Steblaj, Secretary General  
Sportna Loterija d.d.

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"All columns are interesting in La Fleur's Magazine. The report on fiscal 2000 sales is very good."

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

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"*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."

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Donatas Kazlauskas, Deputy General Director  
OLIFEJA

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"*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."

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Wayne Lemons, Director  
Delaware Lottery

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“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.”

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John Musgrave, Director  
West Virginia Lottery

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“Terri and Bruce La Fleur’s professionalism, enthusiasm and devotion to the lottery industry is what sets *La Fleur’s Magazine* apart from other publications. They are truly the industry’s ambassadors as well as friends to us all. As is the case with any industry, comparative statistical data and information for lotteries is vital to understanding and managing our businesses. *La Fleur’s Magazine* provides a vital service by assimilating and disseminating this information in its monthly publication.”

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Randy Davis, President  
Louisiana Lottery Corp.

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

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Bill Thorburn, Chief Executive Officer  
Golden Casket Lottery Corp.

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“*La Fleur’s Magazine* is compulsory monthly reading for me. It is an excellent way to find out what is happening in the lottery world and to focus on major trends in the industry. Because it is primarily focused on the lottery industry, it is very pertinent to our business. The monthly statistical reports make it easy to obtain key, up-to-date information from world lotteries without the need for the hours of research time it would otherwise take to obtain the information.”

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Michael Howell, Chief Executive Officer  
NSW Lotteries Corp.

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“*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.”

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

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“*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.”

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Jan Stewart, CEO  
Lotteries Commission of Western Australia

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*“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.”*

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Dr. Gerhard Rombach, Director  
Suddeutsche Klassenlotterie

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*“What makes La Fleur’s Magazine so precious to us is that it provides detailed information about new developments in the worldwide lottery industry and the supplier industry, interviews, statements and biographical notes of senior executives and CEOs in the lottery and supplier industry, marketing trends and distribution policies, market research analysis, launch of games, Internet activities and the multi-media revolution and the information superhighway. The statistical data published in La Fleur’s Magazine, the World Lottery Almanac and the European Lottery Abstract is of great value, because it enables us to compare our business developments and sales situation with other lotteries for benchmarking. TLF’s profound statistical data reflects the current rank of each lottery within the global market.”*

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Dr. Winfried Wortmann, Managing Director  
Westdeutsche Lotterie GmbH & Co

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*“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.”*

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Kasem Thammaboosadee, Director  
Government Lottery Office (Thailand)

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*“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.”*

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

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*“La Fleur’s monthly statistical reports are very helpful for us to have a good idea about how other companies are situated in the market.”*

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Malena Naidenova, International Relations  
Bulgarian Sports Totalizator

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*“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.”*

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John McGuire, Managing Director  
Rehab Lotteries

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

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

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## **Conference Sponsorship Opportunities**

### **Gold Program Sponsor**

Cost: \$12,000

Official Gold sponsor of the three-day conference program with banner recognition on the stage  
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  
Two free corporate registrations for two speakers  
Total of two 15-minute speaking opportunities on program on day one and day two

### **Gold Luncheon Sponsor**

Cost: \$12,000

Official Gold sponsor of two luncheons with banner recognition at the luncheon and place cards on tables  
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  
Two free corporate registrations for two speakers  
Total of two 15-minute speaking opportunities on program on day one and day two of the luncheons

### **Individual Luncheon Sponsor**

Cost: \$6,000

Note: This is only available if the Gold Luncheon sponsorship is not under contract.  
Official sponsor of one luncheon at the conference with banner recognition on the stage  
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  
One 15-minute speaking opportunity for sponsor

### **Cocktail Reception Sponsor**

Cost: \$6,000

Official sponsor of a two-hour cocktail reception at the conference with banner recognition on the stage  
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  
One 15-minute speaking opportunity for sponsor