



WHY ADVERTISE IN... THE PLAY MAGAZINE?



\$22 BILLION+

The oil and gas industry contributes more than \$22 billion to the state's gross regional product, representing 3% of Illinois' overall economy.



2,800

With 2,800+ readers of *The Play Magazine* to reach annually and print and online versions available, there are innumerable ways to be seen.



TARGETED

The Play Magazine is a recognized and targeted industry publication with established readership and trusted content.

DEADLINES

QUARTER THREE 2025

AD DEADLINE: July 18

EST. DELIVERY: Mid-August

QUARTER FOUR 2025

AD DEADLINE: October 17

EST. DELIVERY: Mid-November

QUARTER ONE 2026

AD DEADLINE: January 16

EST. DELIVERY: Mid-February

QUARTER TWO 2026

AD DEADLINE: April 17

EST. DELIVERY: Mid-May

QUARTER THREE 2026

AD DEADLINE: July 17

EST. DELIVERY: Mid-August

QUARTER FOUR 2026

AD DEADLINE: October 16

EST. DELIVERY: Mid-November

SPECIFICATIONS

COLOR SPACE: Full Color

FREQUENCY: Quarterly

BINDING: Saddle-Stitch

TRIM SIZE: 8.375" x 10.875"

AD DELIVERY:

Email press-ready art to graphics@eandmsales.com.

FOR MORE INFORMATION

SALES DEPARTMENT

tf. 800.572.0011

advertising@eandmsales.com



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AD RATES ALL RATES LISTED ARE PER ISSUE

AD SPECS (Width by Height)

COLOR ADS	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Back Cover	\$900	\$850	\$279	8.625" x 8.375"	N/A
Inside Covers	\$800	\$750	\$279	8.625" x 11.125"	N/A
Full Page	\$725	\$675	\$279	8.625" x 11.125"	N/A
1/2 Page	\$425	\$400	\$279	3.625" x 10"	7.5" x 5"
Business Card	\$200	\$175	\$279	N/A	3.5" x 2.5"
Advertorial (Full Page)	\$725	\$725	\$279	<i>Email graphics@eandmsales.com for specs.</i>	
Postcard (2-Sided)	\$1,599	\$1,599	N/A	Trim Size: 4" x 6" Bleed Spec: 4.25" x 6.25"	Trim Size: 6" x 4" Bleed Spec: 6.25" x 4.25"
Outsert (1-Page)	\$2,699	\$2,699	N/A	<i>Email graphics@eandmsales.com for specs.</i>	
Outsert (2-Pages)	\$3,499	\$3,499	N/A	<i>Email graphics@eandmsales.com for specs.</i>	

**Non-Members add 20%; All rates listed are per issue*

DIGITAL BANNER	1 ISSUE	4 ISSUES	WEB LINK	AD SPECS
Double Side Banner	\$999	\$899	INCLUDED	two @ 200 x 860 pixels
Splash Page	\$799	\$799	INCLUDED	4167 x 2084 pixels
Full Side Banner	\$599	\$499	INCLUDED	200 x 860 pixels
Double Box	\$499	\$399	INCLUDED	200 x 567 pixels
Single Box	\$399	\$299	INCLUDED	200 x 860 pixels
GIF Upgrade*	\$400	N/A	N/A	Length: 10 seconds Frames: 3 max

**Once you have purchased a print or digital advertisement, the GIF Animation Upgrade will allow your image or text to animate in the Digital Edition of the magazine.*