

WLA MAGAZINE

RATE CARD 2024

READERSHIP

The WLA Magazine offers an inside view of the worldwide government-controlled lottery and sports betting sector and reaches a broad spectrum of gaming professionals.

Readers include lottery leaders and executives (strategy, marketing, legal, security, etc.) as well as members of lottery boards and regulatory authorities.

CIRCULATION

The WLA Magazine is published online two to three times yearly, in the spring, summer and autumn. Contributors and advertisers are generally given three months advance notice prior to publication.

Visit the latest issue and Magazine archives at <https://www.world-lotteries.org>.

AD MATERIAL

Preferred image file formats: JPG, PNG

Preferred video file formats: MP4 (MPEG-4 Part 14) or MOV, WMV, AVI, FLV

Digital files with all fonts and placed artwork included upon request (Adobe InDesign, Adobe Photoshop, Adobe Illustrator).

Please keep logos and important information well inside the format edge for better readability.

RATES AND SIZES

Ad size	Aspect ratio	Size: recommended / actual
Quarter-size image	3:1	1200x400 px / 736x245 px
Half-size image	3:2	1200x800 px / 864x576 px
Full-size static image	16:9	1920x1080 px
Full-size sliding image	16:9 + 9:16*	1920x1080 px + 720x1280 px
Full-size video	16:9	1920x1080 px

* Landscape format + portrait format for mobile devices

CONTACT DETAILS

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