



The Official Magazine of the Gaming Standards Association

Editorial Calendar *March 2008*

Closing Date: *January 22*

Materials Due: *January 29*

Bonus Distribution: *Bingo World, Mar 4-6; NIGA, Apr 20-23*

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COVER STORY

Digital World

Keeping the slot floor fresh and exciting is a challenge for any slot manager, but digital signage is helping make that job just a little easier by reaching out to the player in real time with engaging and appealing messages. A look at how this trend is taking shape and some of the new players bringing their services into the gaming industry.

MARKETING

Offers They Can't Refuse

The strategy – “If you build it, they will come” – may have worked for Ray Kinsella, Kevin Costner’s character in the movie “Field of Dreams,” and it still does the trick to some extent in new or underserved gaming markets. But for the most part, slot executives know they’re going to have to work at it to get the business. And have to work even harder when the economy goes south and people start to think twice about that weekend getaway. *Slot Manager* explores some of the new and tried-and-true promotions designed to get them through the door and onto the slot floor.

TECHNOLOGY

Burning Questions

No slot industry subject has stirred up more debate in recent years than server-based gaming. Slot managers practically salivate when they hear the wonderful things it can offer for both player and operator. But then

reality kicks in, along with real-world questions of just exactly how will this new technology work. *Slot Manager* has asked two top slot competitors to shed some light on some of these questions.

PROFILE

Day in the Life

Slot Manager profiles Kevin Parker, the director of casino operations at Red Earth Casino, a small gaming operation owned by the Torres Martinez Desert Cahuilla Indian Tribe near Southern California’s Salton Sea.

Also in this issue: Game profiles of Konami Gaming’s Advantage 5 and Magic Gaming’s Mystery Masterpieces; and an Executive Q&A with Las Vegas Sands slot executive Kathleen McLaughlin-Harris.