



VEGAS.COM

**DIGITAL BILLBOARD
MEDIA KIT**



LED VIDEO SCREENS OFFER THE HIGHEST RESOLUTION QUALITY FOR YOUR BRAND AND MESSAGING

DIGITAL DISPLAY SIZES

18' W x 8'H SIDE
7' W x 7' H REAR

TRUCK BODY

20' LONG x 94" TALL



“Travelers are also impressed with digital billboards’ immediacy and ability to communicate timely, relevant information, with 70 percent agreeing the medium provides current and important information.”

~ Outdoor Advertising Association of America | 2015
‘New Study Highlights Effectiveness of Digital Billboards’



AD DISPLAY INFO

- 10 ROTATIONAL SPOTS AVAILABLE PER TRUCK
- EACH SPOT PLAYS FOR 10 SECONDS
(or longer as ads rotate when vehicle is at a complete stop)
- AD DISPLAYS ON ALL 3 SIDES AT ONCE
- ROTATE UP TO 3 CREATIVES PER SPOT
- SELECT THE (1) ROUTE OF YOUR CHOICE
- TRUCK OPERATIONAL HOURS: 10AM - 11PM
- BUYOUTS AVAILABLE



“More than 55% of travelers who noticed a digital billboard in the past month here highly engaged, recalling the message on the screen EVERY time.”

Seventy-one percent said “ads on digital billboards stand out more than ads online.”

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AD DISPLAY SPECS

SIDES: 1120 pixels x 480 pixels

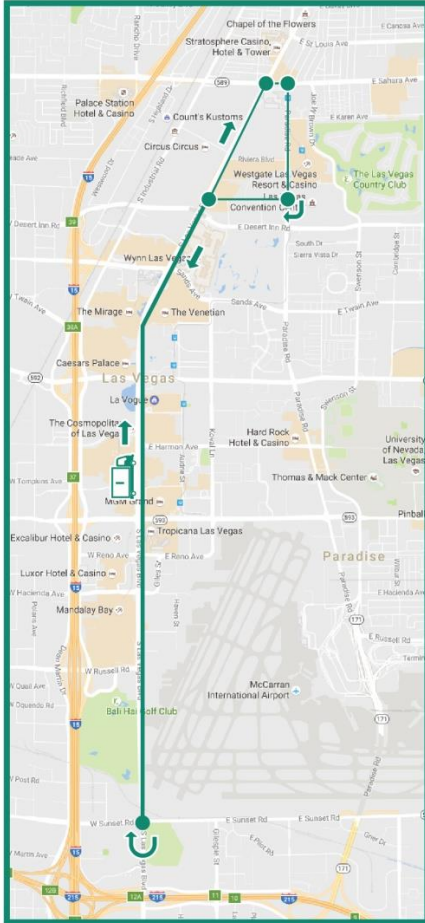
BACK: 360 pixels x 440 pixels

RESOLUTION: 6500 NIT

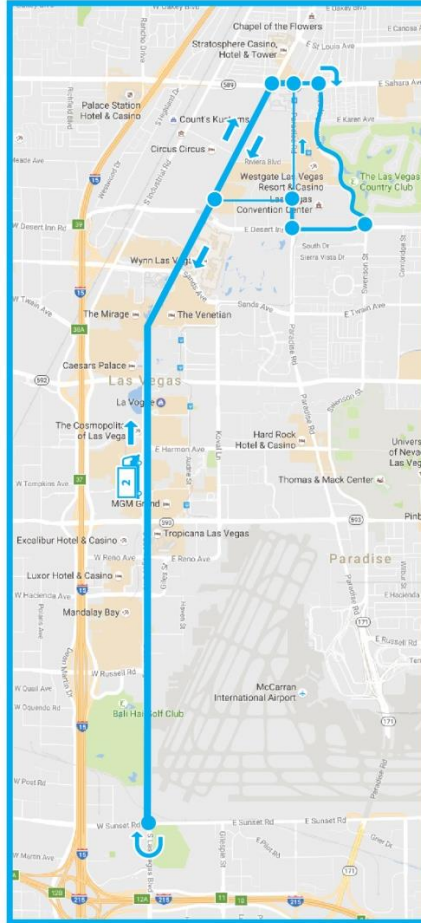


TRUCK ROUTE MAPS

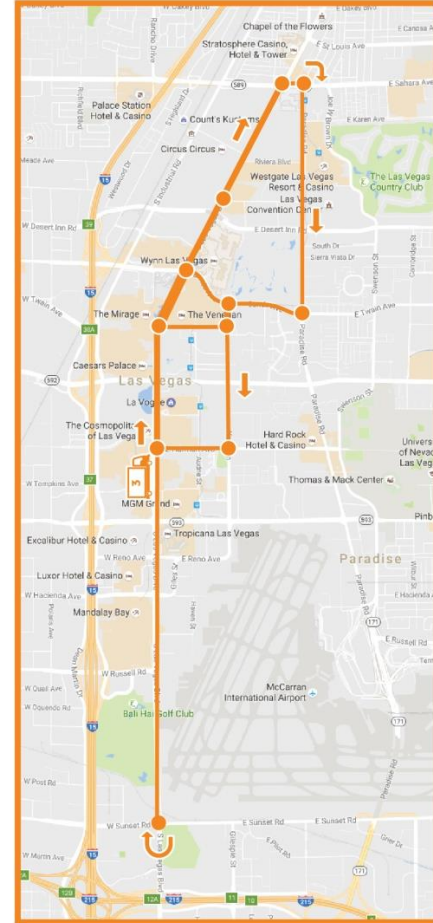
EVERYDAY RUN



LV CONVENTION CENTER



SANDS CONVENTION CENTER



Turn by turn routes available upon request



RATE CARD

RATES ARE PER WEEK AND PER (1) ROTATIONAL SPOT

1-3 WEEKS.....\$950

4-10 WEEKS.....\$850

11+ WEEKS.....\$700

1 ROTATIONAL SPOT = 3 SIDE SIMULTANEOUS DISPLAY

MAX 10 SPOTS PER TRUCK

Available Reporting: Daily impressions served

For more info email advertising@vegas.com

