



VEGAS.COM

2018 Media Kit

CHECK OUT OUR PRODUCTION SERVICES THAT ARE FOCUSED ON PUTTING **YOUR BRAND IN FRONT** OF ALL VEGAS VISITORS.

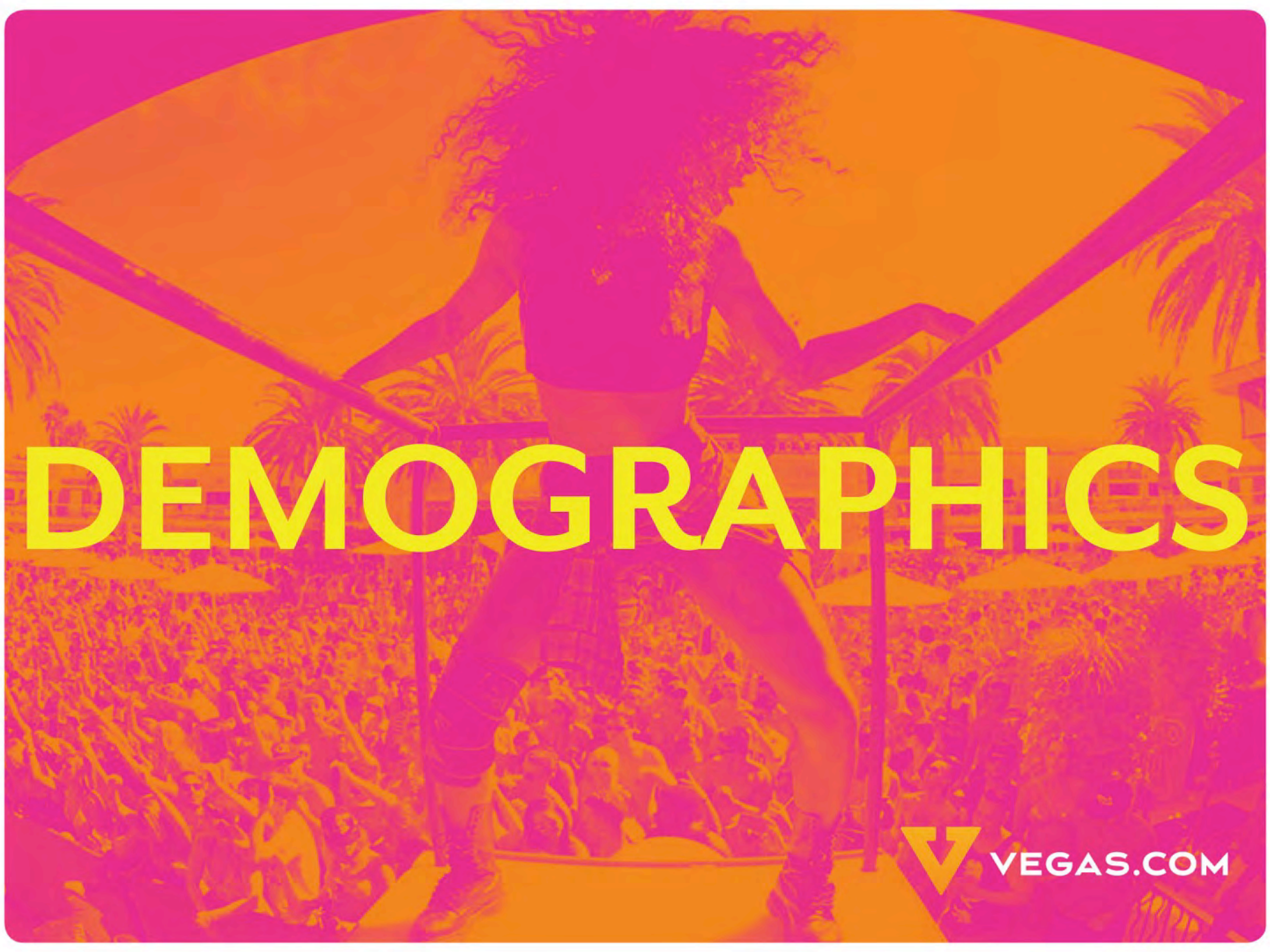
CLICK HERE TO SEE WHY VEGAS.COM IS THE MEDIA PARTNER FOR YOUR BUSINESS



ADVERTISING SIZZLE



SOCIAL ASSETS TRAILER

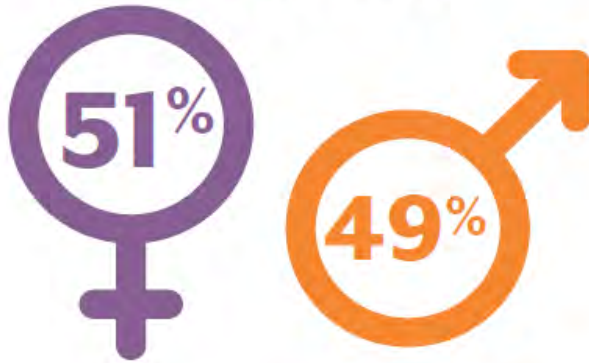


DEMOGRAPHICS

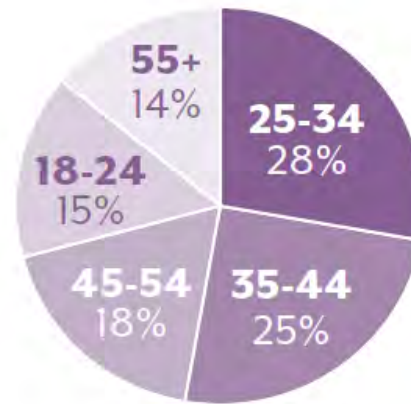


VEGAS.COM

GENDER



AGE



SITE TRAFFIC

17.5
MM
MONTHLY
PAGE VIEWS

51%
MOBILE



39%
DESKTOP



10%
TABLET



LOCALE

64% OF CUSTOMERS IN
DRIVE MARKET
(WITHIN 400 MILES)



OF CUSTOMERS IN
FLY MARKET

36%



SOCIAL REACH

963K



261K



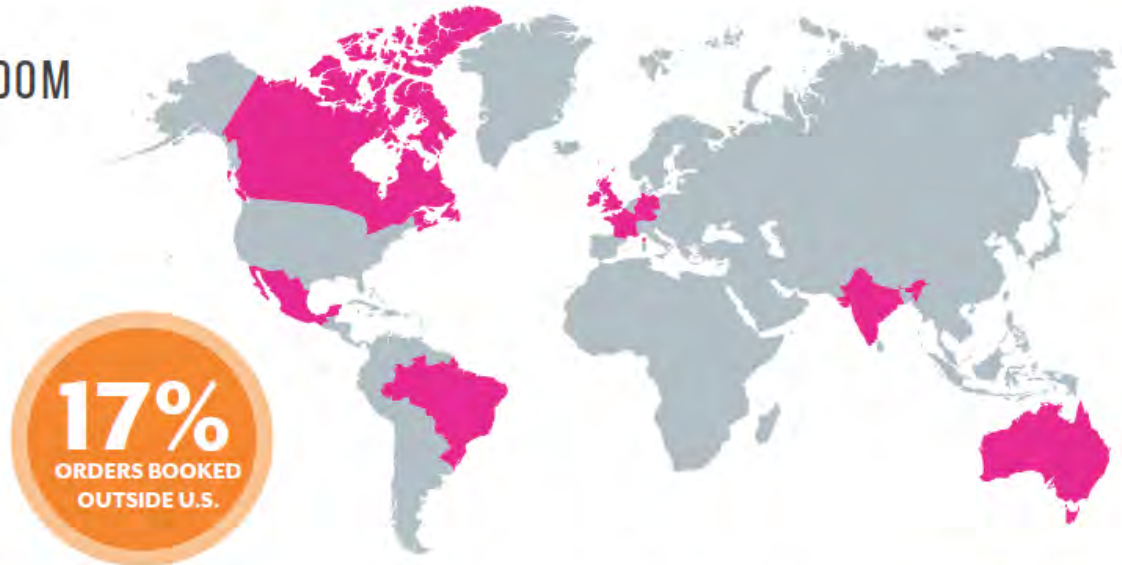
91K



*DATA IS BASED ON SITE TRAFFIC

TOP INTERNATIONAL MARKETS

1. CANADA
2. UNITED KINGDOM
3. AUSTRALIA
4. MEXICO
5. GERMANY
6. BRAZIL
7. INDIA
8. FRANCE
9. IRELAND

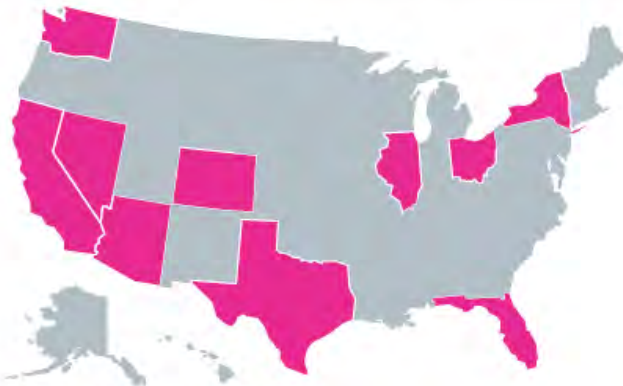


17%
ORDERS BOOKED
OUTSIDE U.S.

TOP 10 STATES

- | | |
|---------------|---------------|
| 1. CALIFORNIA | 6. FLORIDA |
| 2. NEVADA | 7. WASHINGTON |
| 3. TEXAS | 8. ARIZONA |
| 4. ILLINOIS | 9. COLORADO |
| 5. NEW YORK | 10. GEORGIA |

83%
ORDERS BOOKED
WITHIN U.S.



*DATA IS BASED ON SITE TRAFFIC

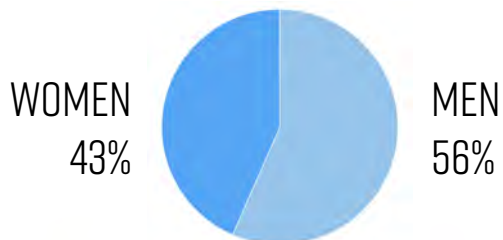
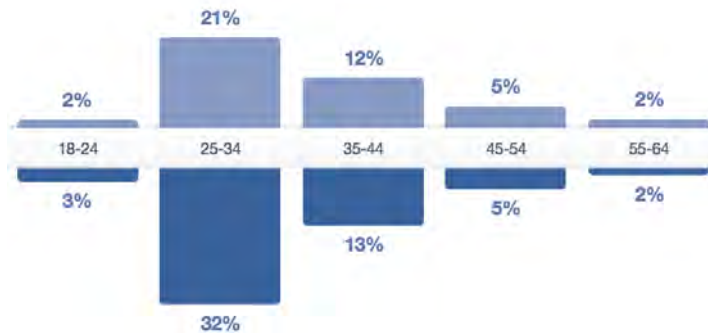
SOCIAL MEDIA OVERVIEW



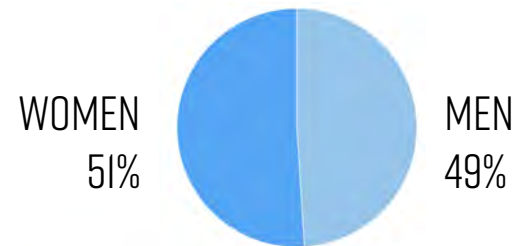
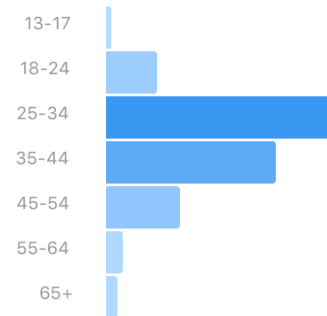
962K PAGE LIKES
 723K AVERAGE MONTHLY REACH
 63K AVERAGE POST REACH



92K FOLLOWERS
 318K WEEKLY IMPRESSIONS
 42K AVERAGE POST REACH



AUDIENCE AGE





MEDIA PRODUCTION PACKAGES

VEGAS VIBES

SOCIAL MICRO-CONTENT

INSIGHT INTO VEGAS BEHIND THE SCENES



INCLUDES:

- ✓ CREATIVE CONCEPT
- ✓ FILMING/PRODUCTION
- ✓ EDITING
- ✓ CREATION OF 30 - 59 SEC VIDEO
- ✓ VIDEO POST ON VEGAS.COM FACEBOOK, INSTAGRAM, AND TWITTER

“TIPSY ROBOT”

ENGAGEMENT:

- ✓ VIEWS: 142K
- ✓ REACTIONS: 2.4K
- ✓ COMMENTS: 1.5K
- ✓ SHARES: 737



“MEOW OR NEVER CAT CAFE”

ENGAGEMENT:

- ✓ VIEWS: 50K
- ✓ REACTIONS: 2.8K
- ✓ COMMENTS: 1.3K
- ✓ SHARES: 765



INVESTMENT: \$2,000

VEGAS BITEZ

SOCIAL MICRO-CONTENT

UNIQUE DINING DISHES AND EXPERIENCES IN VEGAS



INCLUDES:

- ✓ CREATIVE CONCEPT
- ✓ FILMING/PRODUCTION
- ✓ EDITING
- ✓ CREATION OF MINIMUM 60 SEC VIDEO
- ✓ VIDEO POST ON VEGAS.COM FACEBOOK, INSTAGRAM, AND TWITTER

“BANDITO: FASHIONISTA OVO”

ENGAGEMENT:

- ✓ VIEWS: 21K
- ✓ REACTIONS: 165
- ✓ COMMENTS: 55
- ✓ SHARES: 18



INVESTMENT: \$2000



CLASSIC SHOWCASE

A TRAVEL CHANNEL-WORTHY OVERVIEW OF YOUR PROPERTY



INCLUDES:

- ✓ CREATIVE CONCEPT
- ✓ FILMING/PRODUCTION
- ✓ EDITING
- ✓ CREATION OF MINIMUM 1-2 MIN VIDEO
- ✓ FULL RIGHTS TO THE FINAL ASSET

“TUSCANY HOTEL AND SUITES”



“DESERT PINES GOLF COURSE”



INVESTMENT: \$5,000

SCRIPTED COMEDIC

THINK JIMMY FALLON MEETS CLASSIC
SHOWCASE WITH A VEGAS TWIST
WITH YOUR VENUE AS A BACKDROP, ALLOW US TO ENGAGE THE
AUDIENCE IN AN EASILY CONSUMABLE MANOR.



INCLUDES:

- ✓ CREATIVE CONCEPT AND SCRIPTING
- ✓ FILMING/PRODUCTION
- ✓ EDITING
- ✓ ACTORS
- ✓ CREATION OF MINIMUM 2-4 MIN VIDEO
- ✓ FULL RIGHTS TO THE FINAL ASSET
- ✓ VIDEO POST ON VEGAS.COM FACEBOOK

“BIG SHOTS”

ENGAGEMENT:

- ✓ VIEWS: 29K
- ✓ REACTIONS: 579
- ✓ COMMENTS: 106
- ✓ SHARES: 78



INVESTMENT: \$8,000

“GOLF DO'S AND DONT'S”

ENGAGEMENT:

- ✓ VIEWS: 13K
- ✓ REACTIONS: 67
- ✓ COMMENTS: 18
- ✓ SHARES: 33



VEGAS 24 EPISODE

VEGAS.COM WEB SERIES

V24 TAKES YOU BEHIND THE SCENES OF A LAS VEGAS TRAVEL SERIES LED BY A DYSFUNCTIONAL HOST AND HIS LESS-THAN ENTHUSIASTIC CREW. ALONG WITH A DIVERSE CAST OF CELEBS AND INFLUENCERS, HE DISCOVERS THE CITY'S HOTTEST DESTINATIONS WITHIN 24 HOURS, ALL WHILE TRYING TO STAY OUT OF TROUBLE. PART FICTION. PART REALITY. ALL VEGAS.



INCLUDES:

- ✓ CREATIVE CONCEPT AND SCRIPTING
- ✓ FILMING/PRODUCTION
- ✓ EDITING
- ✓ ACTORS / SOCIAL INFLUENCERS
- ✓ CREATION OF MINIMUM 4-7 MIN VIDEO
- ✓ VIDEO POST ON VEGAS.COM FACEBOOK
- ✓ SOCIAL INFLUENCER TO POST PROMOTIONAL CONTENT OF FINAL ASSET

“HAUNTED MUSEUM”

ENGAGEMENT:

- ✓ VIEWS: 231K
- ✓ REACTIONS: 8.9K
- ✓ COMMENTS: 2.2K
- ✓ SHARES: 2.9K



“MACHINE GUNS VEGAS”

ENGAGEMENT:

- ✓ VIEWS: 187K
- ✓ REACTIONS: 2.3K
- ✓ COMMENTS: 478
- ✓ SHARES: 627



“EXOTICS RACING”

ENGAGEMENT:

- ✓ VIEWS: 153K
- ✓ REACTIONS: 5.3K
- ✓ COMMENTS: 220
- ✓ SHARES: 285



INVESTMENT: \$12,000

CUSTOM MEDIA PACKAGE



INCLUDES:

- ✓ CREATIVE CONCEPT AND SCRIPTING
- ✓ FILMING/PRODUCTION
- ✓ EDITING
- ✓ ACTORS / SOCIAL INFLUENCERS

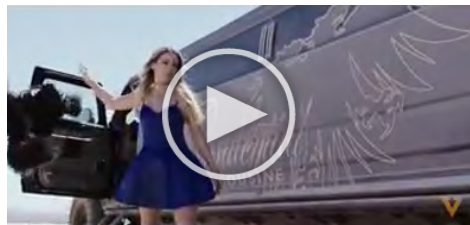


- ✓ ANY CUSTOM ADD-ON'S (DRONE / STUNT DRIVERS, ETC)
- ✓ VIDEO POST ON VEGAS.COM FACEBOOK

“THE GREAT ESCAPE”

ENGAGEMENT:

- ✓ VIEWS: 95K
- ✓ REACTIONS: 1K
- ✓ COMMENTS: 102
- ✓ SHARES: 125



“MANNEQUIN CHALLENGE”

ENGAGEMENT:

- ✓ VIEWS: 5.2MIL
- ✓ REACTIONS: 39K
- ✓ COMMENTS: 21K
- ✓ SHARES: 48K



INVESTMENT: INQUIRE

SOCIAL MEDIA PACKAGES

CONTENT CREATION

TAKING OUR SPIN AND GIVING YOU ORIGINAL CONTENT



@VEGAS

INSTAGRAM & FACEBOOK

1 IG POST AND 1 FB POST: \$1500

*INCLUDES 3 ORIGINAL STILL PHOTOS

2 IG POSTS AND 2 FB POSTS: \$2000

*INCLUDES 6 ORIGINAL STILL PHOTOS

CUSTOM IG AND FB PACKAGE: INQUIRE



@VEGASCOM

INSTAGRAM

INSTAGRAM STORY (5 POSTS): \$500

PHOTO SLIDER: \$100 PER ADDITIONAL PHOTO AFTER 1ST PHOTO

SLIDER PANORAMA: \$1000

TERMS AND CONDITIONS:

FINAL CONTENT (IMAGES & COPY) TO BE MUTUALLY AGREED UPON BY VEGAS.COM AND ADVERTISER TO ENSURE BRAND STANDARDS ARE MET.