



VEGAS.COM

Shows Media Kit

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



Media Kit

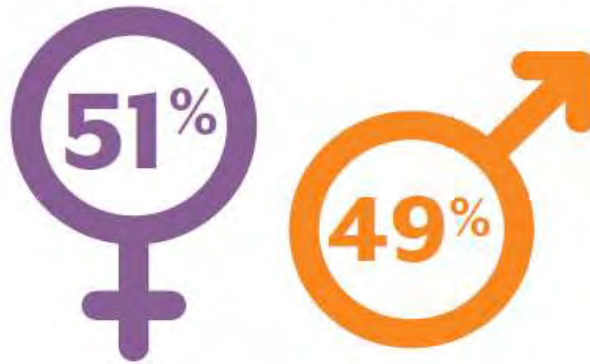
A woman with long, voluminous curly hair is performing on a stage. She is wearing a dark, sleeveless top and dark pants. She is leaning forward, holding a microphone. The stage is illuminated with bright lights, and a large crowd of people is visible in the foreground, many with their arms raised. The background shows palm trees and a building. The entire image has a strong orange and red color cast.

DEMOGRAPHICS

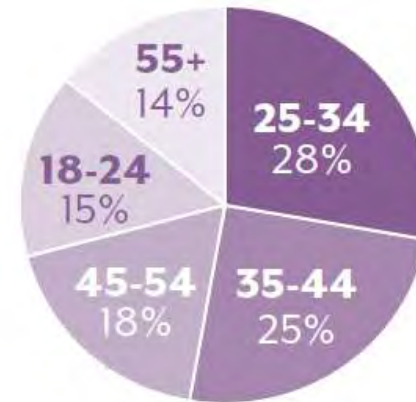


VEGAS.COM

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



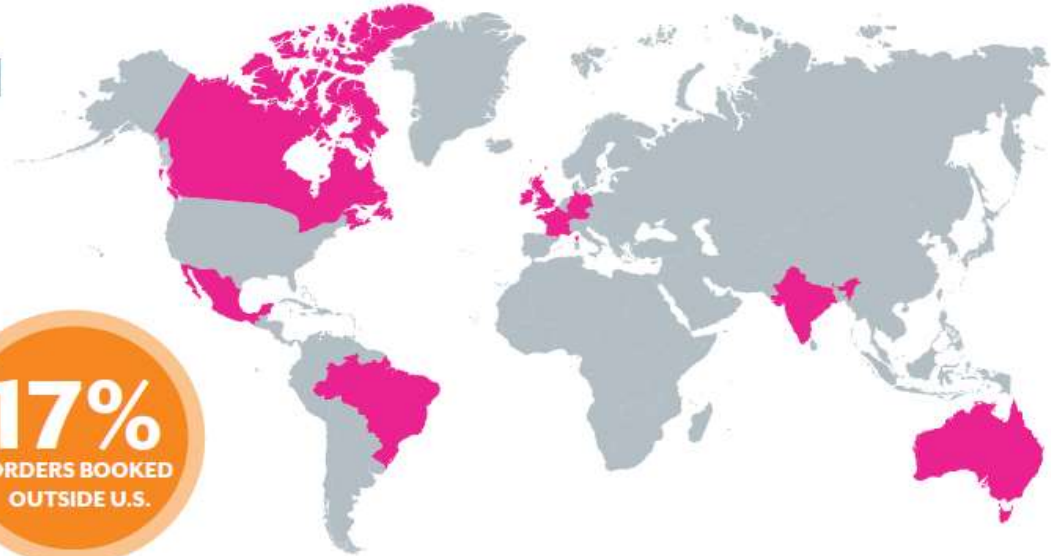
91K



*DATA IS BASED ON SITE TRAFFIC

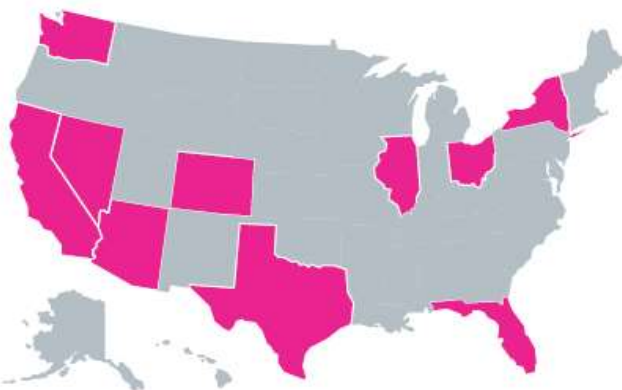
TOP INTERNATIONAL MARKETS

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



TOP 10 STATES

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



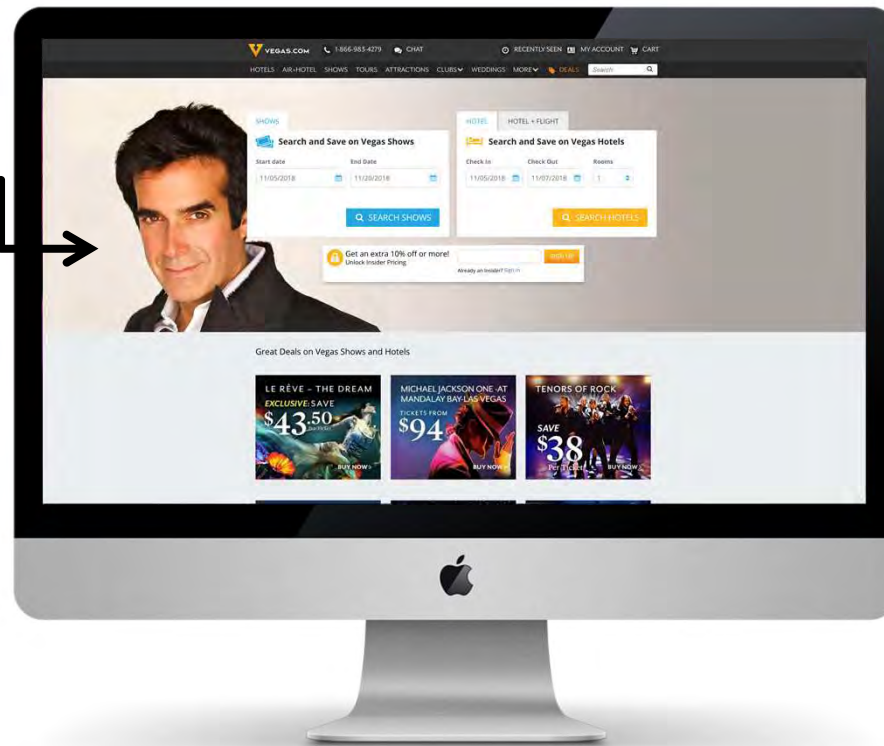
*DATA IS BASED ON SITE TRAFFIC



SHOWS MEDIA PRODUCTS

HOME PAGE SKIN

Reinforce your brand by incorporating your imagery and logo into a high impact page skin. Home page skins can feature a designated clickable area.



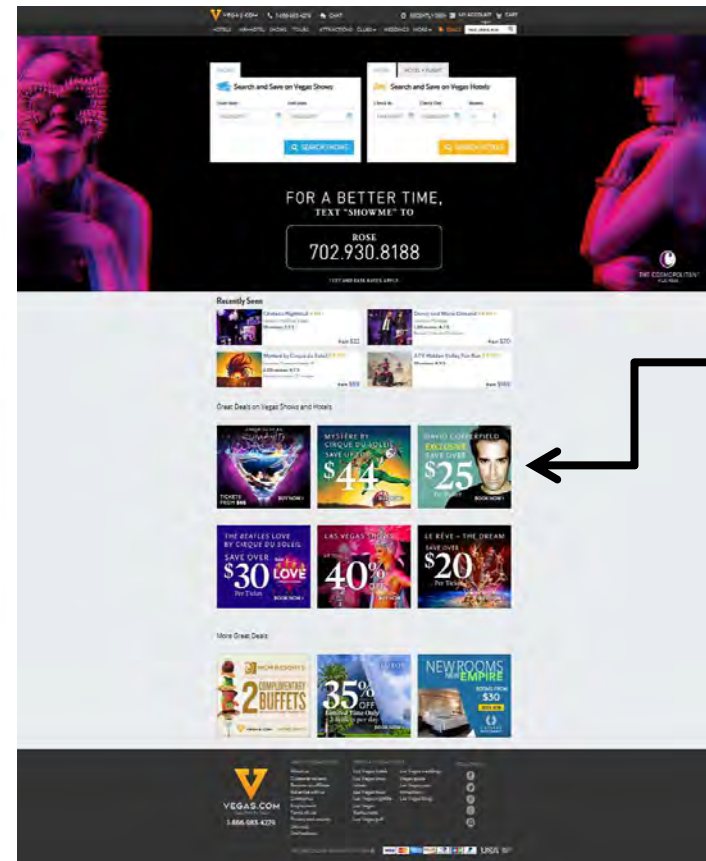
HOME PAGE TILE



DESKTOP

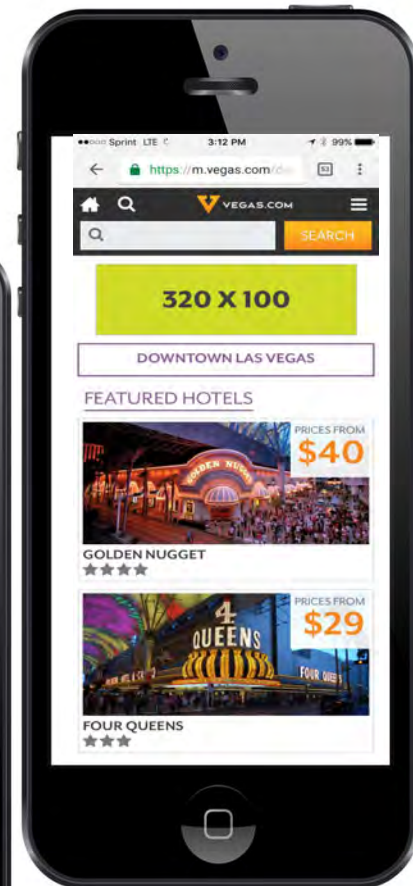
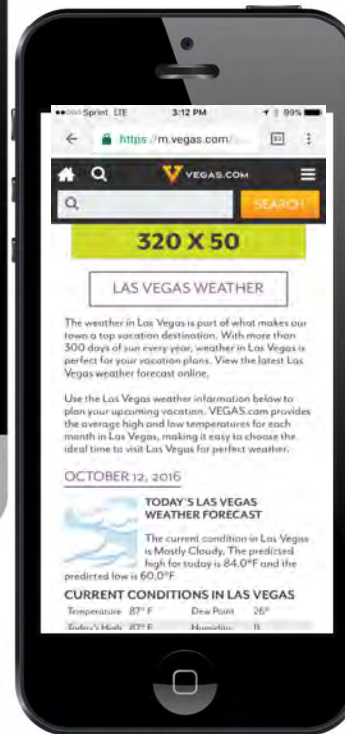


Promote your brand, special offer and call-to-action by securing 1 of 9 home page spots. Influence users navigation behavior as soon as they land on Vegas.com



RUN OF SITE

Run of site placements can appear in any available ad unit, casting a broad net across the entire Vegas.com ecosystem.



SHOW LANDING PAGE



AD UNIT SIZES

300X600 | 160X600 | 648X390
SKIN 1000 x 350

The screenshot shows a desktop view of a show landing page. At the top is a search widget. Below it is a yellow bar labeled 'SHOWS PAGE SKIN'. The main content area is divided into several sections with ad units overlaid:

- 300 X 600:** A vertical ad unit on the left side of the main content area.
- 648 X 390:** A wide ad unit at the top of the main content area, above the 'Recently Seen' section.
- 160 X 600:** A vertical ad unit on the right side of the main content area, positioned between the 'Recently Seen' and 'LAS VEGAS SHOWS' sections.
- 160 X 600:** A vertical ad unit on the right side of the main content area, positioned between the 'LAS VEGAS SHOWS' and 'CIRQUE DU SOLEIL SHOWS' sections.
- 160 X 600:** A vertical ad unit on the right side of the main content area, positioned between the 'CIRQUE DU SOLEIL SHOWS' and 'LAS VEGAS MAGIC SHOWS' sections.

The page content includes sections for 'Recently Seen', 'LAS VEGAS SHOWS', 'LAS VEGAS PRODUCTION SHOWS', 'CIRQUE DU SOLEIL SHOWS', and 'LAS VEGAS MAGIC SHOWS'. A 'VEGAS EVENTS & SHOWS CALENDAR' is also visible at the bottom left.

PRODUCT DETAIL PAGES



AD UNIT SIZES

160 X 600

The screenshot shows the product detail page for 'KA BY CIRQUE DU SOLEIL' on Vegas.com. The page includes a navigation bar with 'VEGAS.COM', a phone number, and links for chat, best price guarantee, and radio/TV. Below the navigation is a search bar and a link to 'See all Las Vegas shows'. The main header features a large image of the show with the title 'KA BY CIRQUE DU SOLEIL'. A red banner indicates 'There are 192 people booking in the show'. The price is listed as 'from \$77' with a 'Best Price Guarantee' badge. A notification states 'This show has been booked 193 times in the past 48 hours'. A 'SELECT A DATE AND TIME' section is followed by an 'UPCOMING SHOWS' table for December 2016.

DATE	DAY	AVAILABLE TIMES		PRICE	SAVINGS
December 5	Monday	7:00PM	9:30PM	\$77	-37% Today!
December 6	Tuesday	7:00PM	9:30PM	\$77	-37% Today!
December 7	Wednesday	7:00PM	9:30PM	\$77	-37% Today!
December 8	Thursday	No Performance			
December 9	Friday	No Performance			
December 10	Saturday	7:00PM	9:30PM	\$77	-37% Today!
December 11	Sunday	7:00PM	9:30PM	\$77	-37% Today!
December 12	Monday	7:00PM	9:30PM	\$77	-37% Today!
December 13	Tuesday	7:00PM	9:30PM	\$77	-37% Today!
December 14	Wednesday	7:00PM	9:30PM	\$77	-37% Today!
December 15	Thursday	No Performance			
December 16	Friday	No Performance			
December 17	Saturday	7:00PM	9:30PM	\$77	-37% Today!
December 18	Sunday	7:00PM	9:30PM	\$77	-37% Today!
December 19	Monday	7:00PM	9:30PM	\$77	-37% Today!
December 20	Tuesday	7:00PM	9:30PM	\$77	-37% Today!
December 21	Wednesday	7:00PM	9:30PM	\$77	-37% Today!

160 X 600

160 X 600

MEDIA PRODUCTS RATE CARD

PAGE	PLACEMENT	SIZE	CPM
7	HOMEPAGE SKIN - DESKTOP	1850 x 615	\$75
8	HOMEPAGE TILE - DESKTOP	300 x 250	\$30
9	RUN OF SITE - MOBILE	320 X 50 / 320 X 100	\$11
9	RUN OF SITE- DESKTOP	300 x 600/ 160 X 600 / 300 X 250	\$12
9	RUN OF SITE - DESKTOP	728 X 90	\$8

SHOW PRODUCTS RATE CARD

PAGE	PLACEMENT	SIZE	CPM
SHOWS LANDING PAGE			
10	SKIN	1000 X 350	\$75
10	HERO SLIDER (SPOT 1 OR 2)	648 X 390	\$37
10	HERO SLIDER (SPOT 3, 4, OR 5)	648 X 390	\$28
10	WIDE SKYSCRAPER – POSITION #1	160 X 600	\$24
10	WIDE SKYSCRAPER – POSITION #2	160 X 600	\$20
10	WIDE SKYSCRAPER – POSITION #3	160 X 600	\$15
10	TOP LEFT AD UNIT	300 X 600	\$23
BLENDED CPM 160 X 600 (Position 1 or 2) & 300 X 600			\$22
PRODUCT DETAIL PAGES			
11	WIDE SKYSCRAPER – POSITION #1	160 X 600	*\$17
11	WIDE SKYSCRAPER – POSITION #2	160 X 600	*\$14
BLENDED CPM			*\$15.50

* Add \$2 to the CPM for targeted Product Detail Pages, i.e. Adult, Magic, Comedy and Hypnosis