



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 black top and dark pants. The stage is lit with blue and purple lights. In the background, a large crowd of people is visible, many with their arms raised. The scene is set at night with palm trees and buildings in the distance.

DEMOGRAPHICS

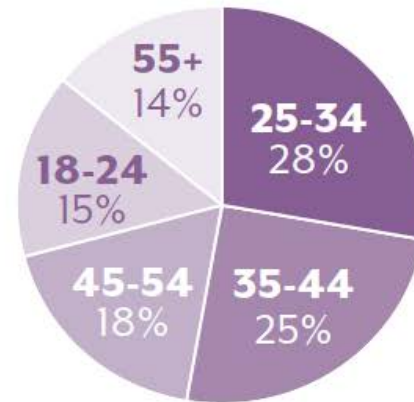


VEGAS.COM

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

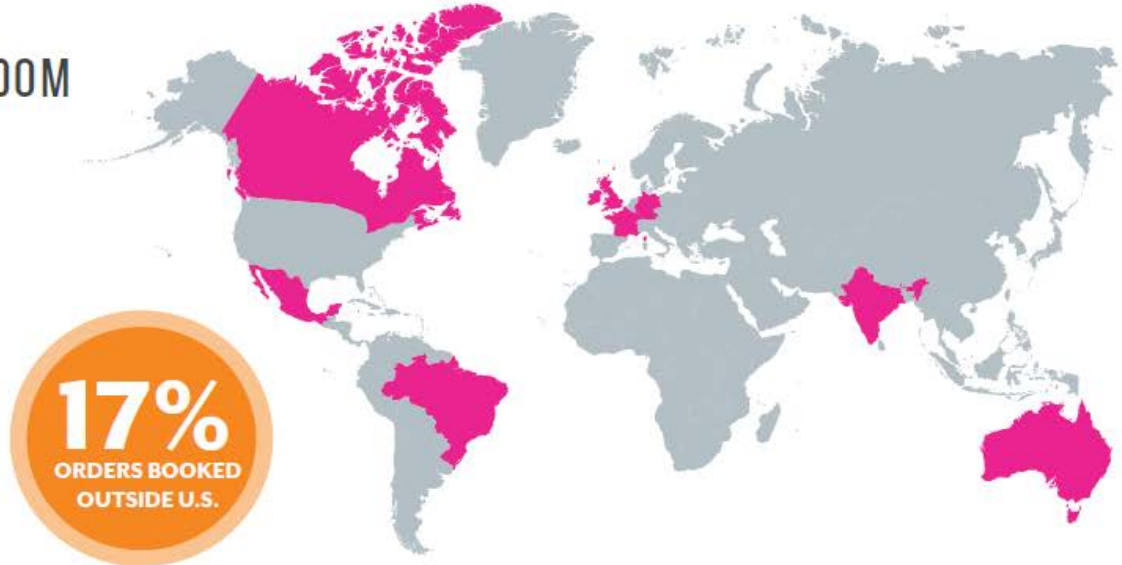


91K



TOP INTERNATIONAL MARKETS

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

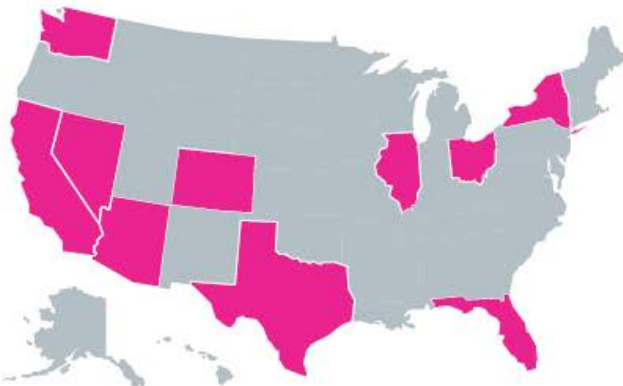


17%
ORDERS BOOKED
OUTSIDE U.S.

TOP 10 STATES

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

83%
ORDERS BOOKED
WITHIN U.S.



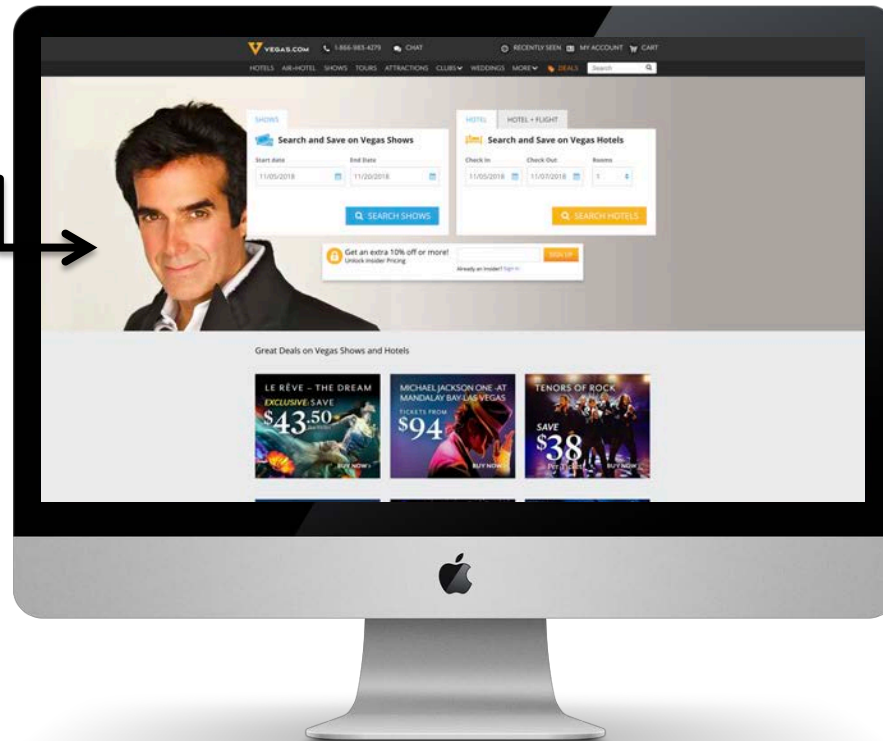
*DATA IS BASED ON SITE TRAFFIC



SHOWS MEDIA PRODUCTS

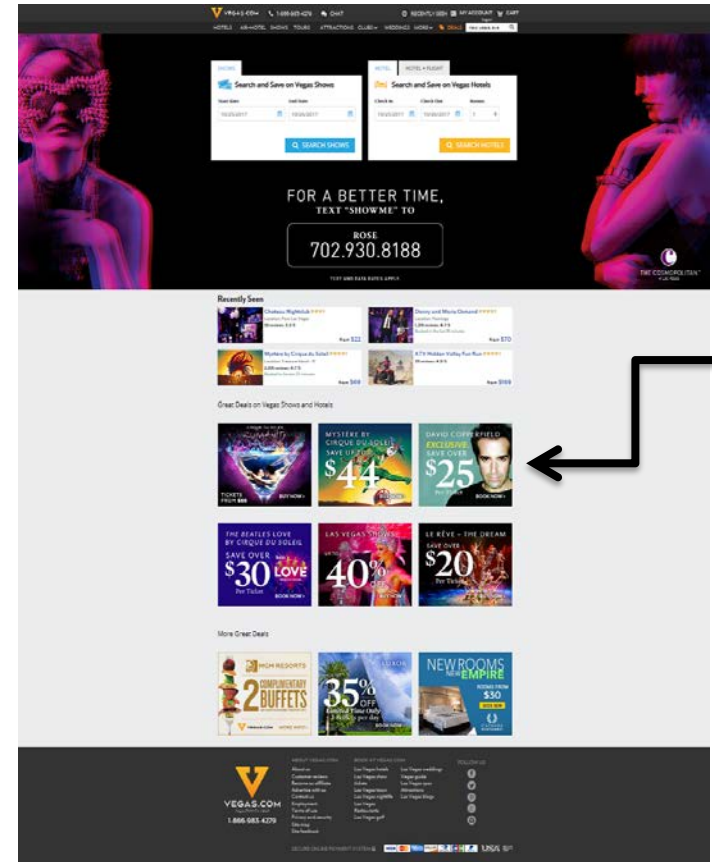
HOME PAGE SKIN

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



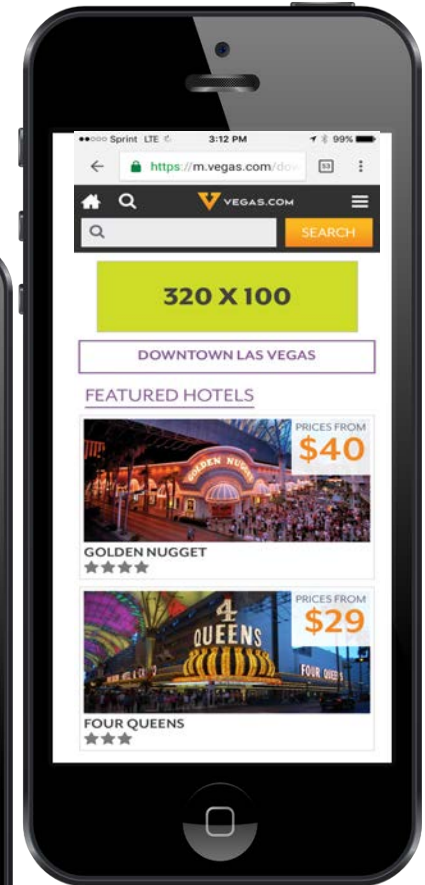
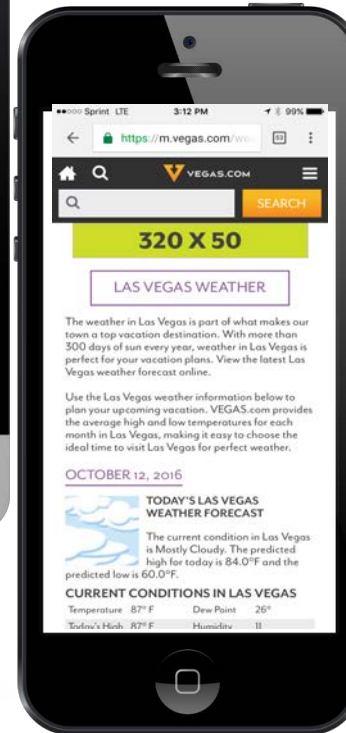
HOME PAGE TILE

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 the Las Vegas Shows website. At the top is a navigation bar with links for 'HOTELS', 'REVIEWS', 'SHOWS', 'TOURS', 'ATTRACTIONS', 'CLUBS', 'WEDDINGS', 'MOVIES', and 'VEGAS'. Below the navigation is a 'SEARCH WIDGET' and a 'SHOWS PAGE SKIN' section. The main content area is divided into several columns:

- Left Column:** A vertical sidebar containing 'Recently Seen' (with show thumbnails and dates), 'VEGAS EVENTS & SHOWS CALENDAR' (with a date grid), and 'LAS VEGAS MAGIC SHOWS' (with show thumbnails).
- Top Right Column:** A large green ad unit with dimensions **648 X 390**.
- Middle Right Column:** A vertical sidebar with dimensions **160 X 600**, containing 'LAS VEGAS PRODUCTION SHOWS' and 'CIRQUE DU SOLEIL SHOWS' with show thumbnails.
- Bottom Right Column:** A vertical sidebar with dimensions **160 X 600**, containing 'LAS VEGAS MAGIC SHOWS' with show thumbnails.

Additional ad unit dimensions are shown in yellow boxes: **300 X 600** on the far left, and **160 X 600** on the right side of the main content area.

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 header with navigation links, a main image of the show, and a table of upcoming shows for December 2016. The table lists dates, days, and available times (7:00PM and 9:30PM) with prices starting at \$77. A yellow callout box on the right side of the table highlights the '160 X 600' ad unit size.

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!

MEDIA PRODUCTS RATE CARD

PAGE	PLACEMENT	SIZE	CPM
7	HOME PAGE SKIN - DESKTOP	1850 x 615	\$75
8	HOME PAGE TILE - DESKTOP	300 x 250	\$30
9	RUN OF SITE - MOBILE	320 X 50 / 320 X 100	\$12
9	RUN OF SITE- DESKTOP	300 x 600/ 160 X 600 / 300 X 250 /728x90	\$13

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	\$22
10	WIDE SKYSCRAPER – POSITION #3	160 X 600	\$16
10	TOP LEFT AD UNIT	300 X 600	\$24
BLENDED CPM 160 X 600 (Position 1 or 2) & 300 X 600			\$23.50
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
11	ADULT SECTION: WIDE SKYSCRAPER – POSITION #1 & #2	160 X 600	\$1,700 Per Mos/SOV 33.3%

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