

SPONSORED CONTENT MEDIA KIT



VEGAS.COM

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



VEGAS.COM

Media Kit

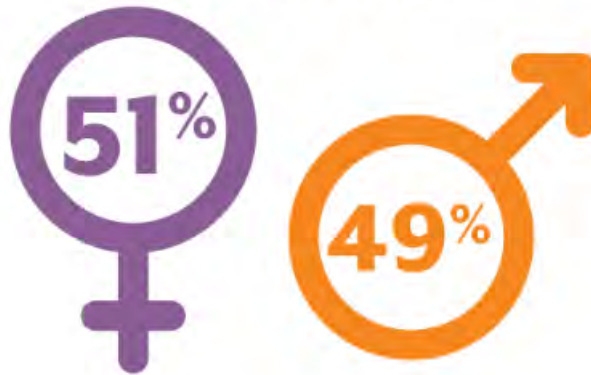
A woman with long, curly hair is performing on a stage, seen from behind. She is wearing a dark, sleeveless top and light-colored pants. The stage has a railing. In the background, a large, dense crowd of people is visible, many with their arms raised. The scene is set outdoors at night, with palm trees and city lights in the distance. The entire image has a strong orange and red color overlay.

DEMOGRAPHICS

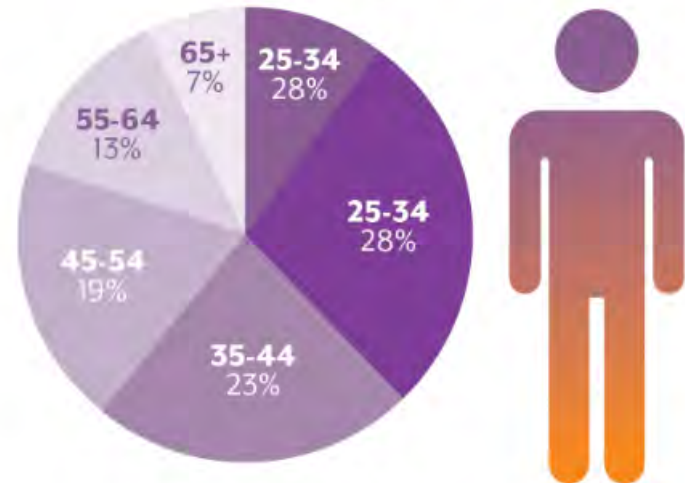


VEGAS.COM

GENDER



AGE



SITE TRAFFIC

**17
MM**
MONTHLY
PAGE VIEWS

56%
MOBILE



36%
DESKTOP



8%
TABLET



LOCALE

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



OF CUSTOMERS IN
FLY MARKET

36%



SOCIAL REACH

943K



260.5K



111K

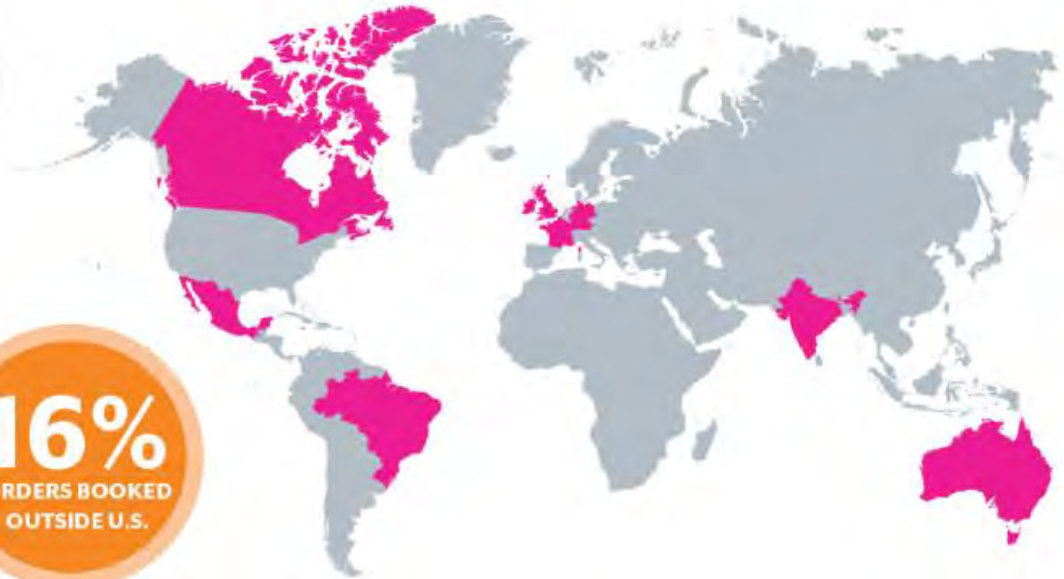


*DATA IS BASED ON SITE TRAFFIC

TOP INTERNATIONAL MARKETS

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

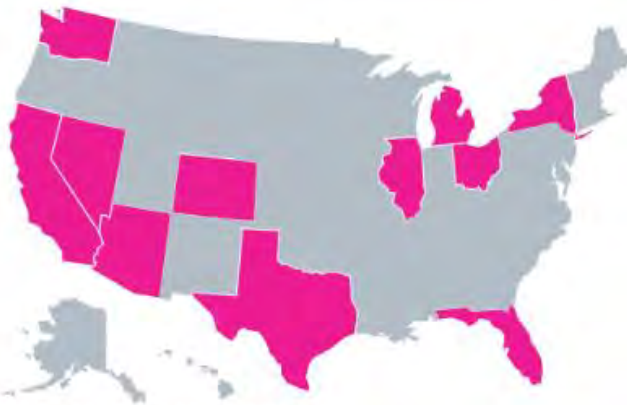
16%
ORDERS BOOKED
OUTSIDE U.S.



TOP 10 STATES

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

84%
ORDERS BOOKED
WITHIN U.S.



*DATA IS BASED ON SITE TRAFFIC



SPONSORED CONTENT PRODUCTS



VEGAS.COM

WHY SPONSORED CONTENT?



Traditional banners not your thing?

Sponsored content offers native exposure that fits the form and function of Vegas.com.

Vegas.com is already a **Vegas-content power house**, receiving millions of monthly page views by those looking to book and research their Las Vegas vacation.

Our sponsored content advertising allows you to **position your message** and brand amongst the content that our customers have come to trust for more than 20 years.

If you need help sharing your brand by **providing useful, educational or entertaining stories**, our team of local writers is at your service!

SPONSORED CONTENT

HOW IT WORKS:

- 1) PICK YOUR PAGE (where the content will be hosted)
- 2) PICK YOUR TERM (how long it will be posted)
- 3) PICK YOUR WORD COUNT
- 4) REQUEST A QUOTE

RATES:

250 WORDS.....	\$45 CPM
150 WORDS.....	\$35 CPM
75 OR LESS WORDS.....	\$20 CPM

[CPM = Cost per thousand impressions]

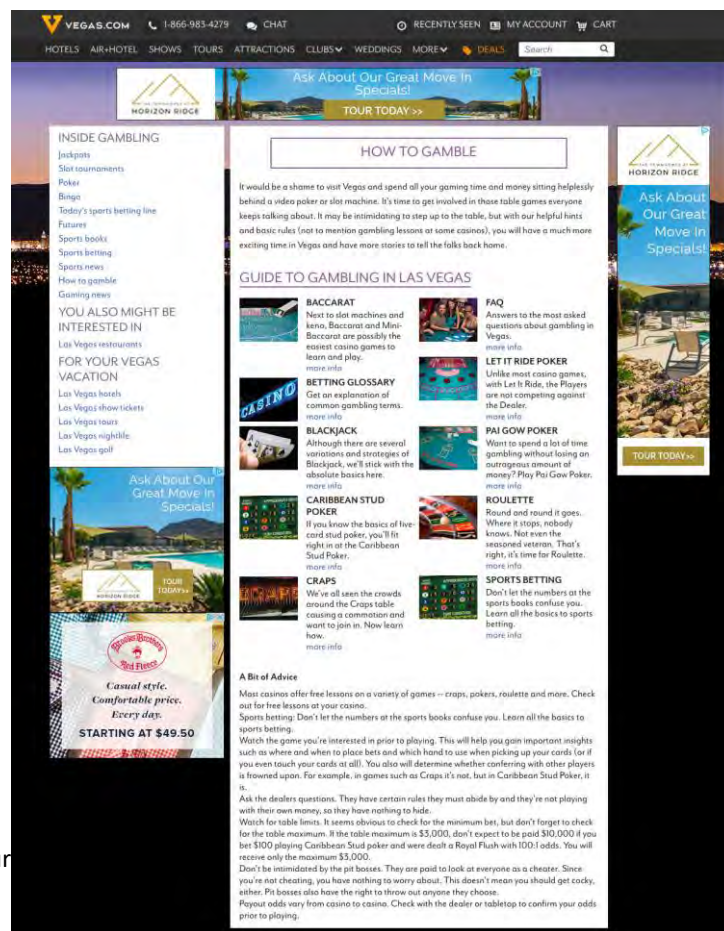
Rate is determined by page traffic and term.

Minimum Term Investment: \$2,000

Terms and Conditions:

Vegas.com to have final approval of any published content (images and copy) to ensure
 Final content to be mutually agreed upon by Vegas.com and advertiser.
 Content cannot be altered once posted.

Place your content in front of our highly
 qualified, Vegas-minded audience
 targeting the page of your choice.



SPONSORED BLOG POSTS

WHAT YOU GET

- ✓ Up to 1,500 words
- ✓ Up to (3) images | 1200x900 pixels
- ✓ Author Credit*
- ✓ BLOG posted to Vegas.com Blog Site
- ✓ BLOG promoted on Vegas.com Instagram story with swipe up on release date

AUTHOR CREDIT INCLUDES*

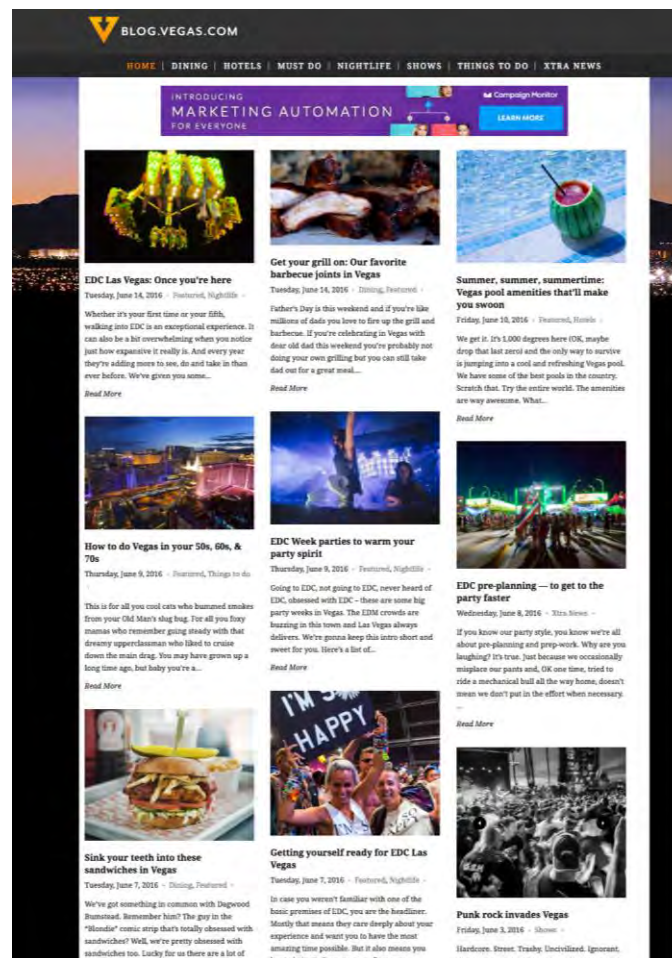
- ✓ Author Name
- ✓ Do-follow link to author's site of choice
- ✓ Mandatory call-out of paid collaboration
[ie: "in collaboration with.." or "Sponsored by.."]

RATE: \$3,000 (one-time fee)

Terms and Conditions:

Vegas.com to have final approval of any published content (images and copy) to ensure brand standards are met. Final content to be mutually agreed upon by Vegas.com and advertiser. Content cannot be altered once posted.

Write a Vegas-centric blog to be permanently hosted on the [Vegas.com Blog site](https://www.vegas.com/blog)



MEET THE TEAM

**We live here and play here.
Our seasoned team of writers is ready
and willing to edit or produce your
custom Vegas-content .**



Pictured: Left to Right (David Clark; Digital Content Producer, Ashley Onoz-Wright; Editor & Brand Manager, Shaun Burgess; Digital Content Producer)