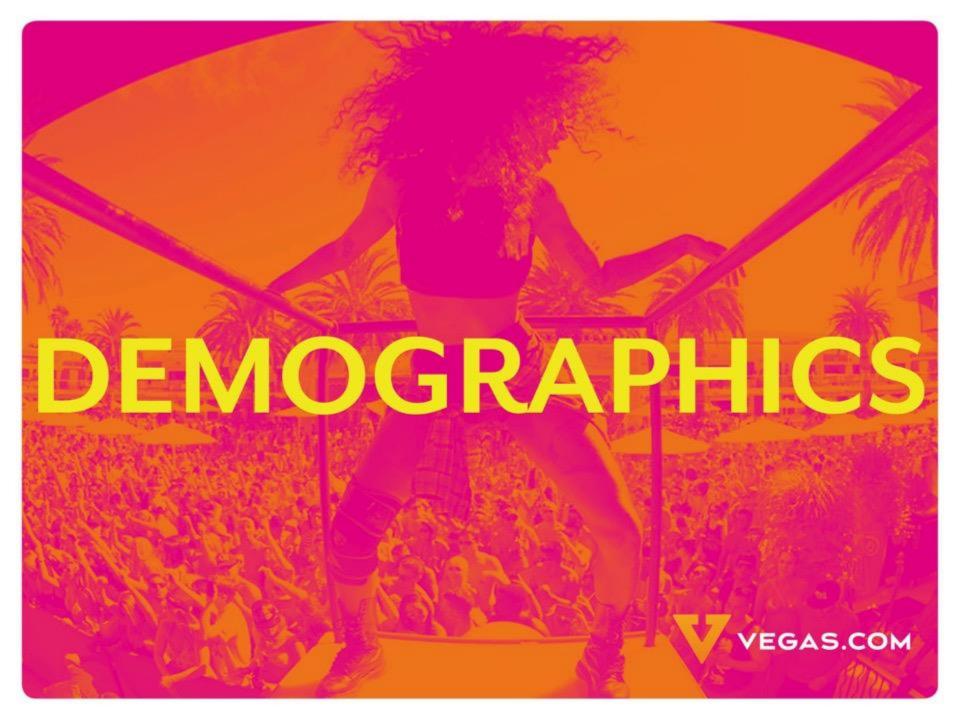
# YOULOVE MEDIA, WE LOVE MEDIA...

VEGAS.COM

Media Kit



#### **GENDER**



#### **HOUSEHOLD INCOME**



#### SITE TRAFFIC



#### AGE

18-24	12%	
25-34	27%	
35-44	21%	
45-54	17%	
55+	6%	

#### LOCALE



OF CUSTOMERS IN **DRIVE MARKET** 



#### **SOCIAL REACH**







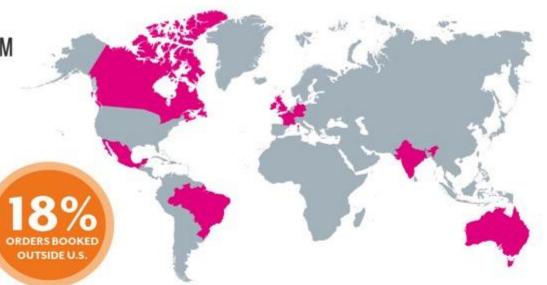






#### TOP INTERNATIONAL MARKETS

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





#### **TOP 10 STATES**

- 1. CALIFORNIA
- 2. NEVADA
- 3. TEXAS
- 4. ILLINOIS
- 5. ARIZONA

- 6. NEW YORK
- 7. FLORIDA
- 8. WASHINGTON
- 9. COLORADO
- 10. OHIO

# MEDIA PRODUCTS EGAS.COM

#### RUN OF SITE

Run of site placements will randomly appear anywhere in the specified platform (desktop/mobile) where there is an available ad unit, regardless of vertical.













#### **AVAILABLE AD UNIT SIZES**

160 X 600

300 X 250

728 X 90

#### **AVAILABLE AD UNIT SIZES**

320 X 50

320 X 100

#### RUN OF SECTION

Run of section placements will appear anywhere in the specified platform (desktop/mobile) where there is an available ad unit, in a designated vertical or collection of verticals.





#### Vertical examples:

- **▶** Hotels
- Nightlife
- **>** Shows
- Gaming
- Dining
- Attractions
- **Tours**

Specific pages are not guaranteed.

#### **AVAILABLE AD UNIT SIZES**

160 X 600

300 X 250

728 X 90



#### RETARGETING

1 A shopper comes to Vegas.com. They click on some pages of interest.

Capture a qualified audience on Vegas.com and retarget users with your branded ads after they leave. Drive traffic back to your page.

Effort is optimized by frequency capping and segmenting the retargeting pool based on specific interaction paths on Vegas.com. Further segment the audience by adding qualifiers to the retargeting pool. i.e. age, geo, HHI, behavioral.



Your branded ads display on sites they visit later, bringing them back and keeping your product top of mind.



#### DEDICATED EMAIL

Send a fully customized email to our most qualified database of Vegas-minded consumers exclusively featuring YOUR product.



#### **REACH**

minimum 500,000 per drop

\*available to Vegas.com transactional partners only



#### SUBSCRIBER NEWSLETTER

A bi-weekly eNewsletter reaching our qualified database of active email subscribers promoting shows, hotels, tours, attractions, nightlife and promotions available on Vegas.com. Cast a broad net reaching 1mm-2.8mm per drop, sent on Tuesdays and Thursdays, exposing your brand or product to members of this distribution whom have opted-in electively or made previous purchases on Vegas.com.

#### WHAT'S FOR SALE

- A. Native Product Text Listing\*
- B. Native Product Image + Text Listing\*
- C. 300x250
- D. 600x155

#### **REACH**

minimum 1mm per drop



#### PENDING TRIP EMAIL

Our most targeted email audience! Sent every Tuesday reaching all customers with an upcoming show or hotel reservation booked through Vegas.com. Features additional products available for consumers upcoming trip to Vegas!





**AD SIZE - REACH** 

600 x 155 – 15,000 per week



600 X 155

Powered by #2 LiveIntent

AdChoices D



600 X 155

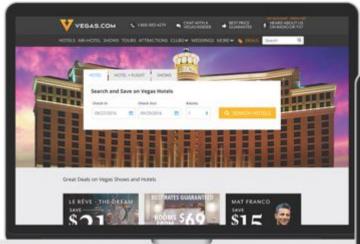
Fowered by #2 Livelment

Additions I

#### WEBSITE SKINS

Reinforce your product by incorporating your imagery and brand into a high impact page skin. Home page skins feature a designated clickable URL.



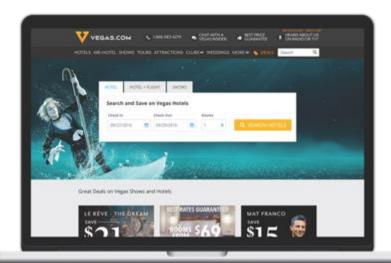


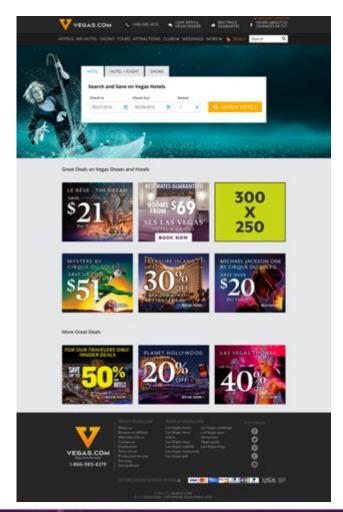


#### HOME PAGE

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



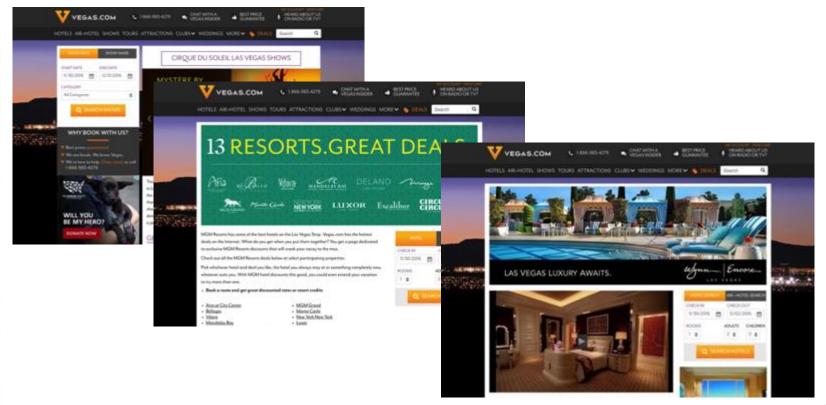




#### CUSTOM LANDING PAGE



Create a landing page which exclusively features all your products in one place. Customize your page with video, images, promotional copy and search widget (your products will sort to the top of search results when widget is used). Point all your on-site marketing efforts to this page to give users and FULL overview of the brands/shows/hotels in your portfolio. One time creation/maintenance fee applies.



### RATE

PAGE	PLACEMENT	SIZE	CPM
7	RUN OF SITE - DESKTOP	160 X 600 / 300 X 250	\$12
7	RUN OF SITE - DESKTOP	728 X 90	\$8
7	RUN OF SITE - MOBILE	320 X 50	\$12
7	RUN OF SITE - MOBILE	320 X 100	\$10
8	RUN OF SECTION - DESKTOP	160 X 600 / 300 X 250	\$18
8	RUN OF SECTION - DESKTOP	728 X 90	\$10
9	RETARGETING – CLICK THROUGH POINTS BACK TO VEGAS.COM*	160 X 600 / 300 X 250 728 X 90 / 300 X 600	\$10
9	RETARGETING – CLICK THROUGH POINTS BACK TO ADVERTISER SITE	160 X 600 / 300 X 250 728 X 90 / 300 X 600	\$15
9	ADD-ON QUALIFIER TO SEGMENT YOUR RETARGETING POOL	REFERENCE MENU OF AVAILABLE QUALIFIERS	\$2
13	WEBSITE SKIN – HOME PAGE*	1850 X 615	\$75
13	WEBSITE SKIN – OTHER SPECIFIED PAGE	FULL PAGE	\$55
14	HOME PAGE*	300 X 250	\$40
15	CUSTOM LANDING PAGE	FULL PAGE	\$10,000 ONE TIME FEE

<sup>\*</sup>available to Vegas.com transactional partners only

#### EMAIL RATE CARD

			REACH/	SPONSOR
PAGE	PLACEMENT	SIZE	<b>FREQUENCY</b>	1 DROP
10	DEDICATED EMAIL*	FULL NL - CUSTOMIZED	500,000 / DROP	\$8,000
11	SUBSCRIBER NEWSLETTER	300 X 250	1MM / DROP*	\$3,000
11	SUBSCRIBER NEWSLETTER	600 X 155	1MM / DROP*	\$3,000
11	SUBSCRIBER NEWSLETTER*	NATIVE PRODUCT TEXT LISTING	1MM / DROP*	\$1,200
11	SUBSCRIBER NEWSLETTER*	NATIVE PRODUCT IMAGE & TEXT LISTING	1MM / DROP*	\$1,800
12	PENDING SHOW EMAIL	600 X 155	15,000 / WEEK	\$1,000
12	PENDING HOTEL EMAIL	600 X 155	15,000 / WEEK	\$1,000

**RATE TO** 

<sup>\*</sup>available to Vegas.com transactional partners only

<sup>\*\*</sup> rate reflects reach of 1mm guaranteed sends for (1) drop. Possible that reach will meet 1mm – 2.8mm sends at no additional charge.





#### Inclusions:

- Chapel listing on desktop (100x75)
- Chapel listing on mobile (150x150)
- Equal share of rotations among all advertisers in "Featured" section on desktop (210x75)
- Ad on 1 Category Page of Choice
  - Las Vegas Wedding Chapels & Churches
  - Hotel Chapels
  - Themed Weddings
  - Outdoor Weddings
  - Romantic Wedding
  - Locations

\*Bonus Ad on LGBTQ Wedding Ceremonies page if service is offered. (desktop only 210x75)





DESKTOP

#### LANDING PAGE









\* All 160x600 banners have a 320x100 mobile equivalent.







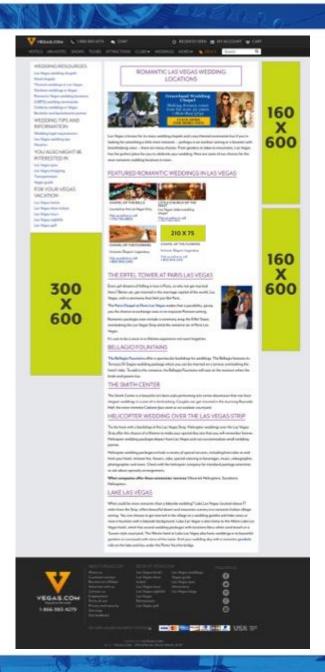


#### **Available Category Pages (Desktop Only)**

- Legal Requirements
- Las Vegas Wedding Chapels & Churches
- ➤ Hotel Chapels
- Themed Weddings
- Outdoor Weddings
- Romantic Wedding Locations
- LGBTQ Weddings

Collectively category pages receive more than **400,000** page views annually.

\*Rates are contingent upon traffic. Please inquire about pricing.



#### RUN OF SECTION

Run of section placements will appear anywhere in the weddings vertical where there is an available ad unit. Examples:

**Themed** 



**Outdoor** 



#### Romantic



#### HIGH IMPACT ADS

This high-impact push-down ad auto expands on the initial page load, to maximize impact.





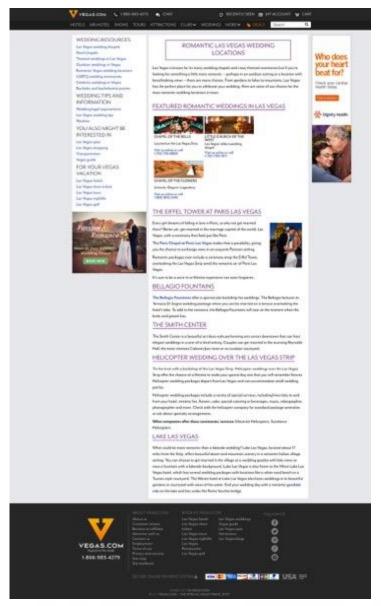
## SPONSORED CONTENT

Place your content in front of our highly qualified, Vegas-minded audience targeting the page of your choice. Author credit includes name and hyperlink to author's site.

Select pages are available to host sponsored content.

Rate is determined by page traffic and term.

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.



#### **RATE CARD**

PAGE	PLACEMENT	SHARE OF VOICE % / CPM	MONTHLY RATE
19	BASIC PACKAGE (4 Inclusions)	70.02 /0 / 0.101	\$1000
20	615 X 150 LANDING PAGE (desktop) + 320x100 (mobile 1)	25% <b>SC</b>	\$1000
20	300 X 600 LANDING PAGE (desktop)	50% <b>S</b> C	<b>)LD</b> \$300
20	160 X 600 LANDING PAGE (desktop 1) + 320x100 (mobile 2)	50%	<b>)LD</b> \$350
20	160 X 600 LANDING PAGE (desktop 2) + 320x100 (mobile 3)	50%	\$325
20	160 X 600 LANDING PAGE (desktop 3) + 320x100 (mobile 4)	100%	\$300
21	CATEGORY PAGE PLACEMENTS		VARIES
22	RUN OF SECTION 300x600 / 160x600		\$18 CPM
23	978 X 200 / 978 X 600 PUSH DOWN AD (excludes landing page)		\$55 CPM
24	SPONSORED CONTENT (150 words – excludes landing page)		\$40 CPM
24	SPONSORED CONTENT (250 words – excludes landing page)		\$55 CPM

- **6** month minimum term required.
- > Creative assistance available upon request for additional fee.
- Ad tags, rich media, animated and static ads accepted. Must follow IAB guidelines. Maximum 50KB file size.