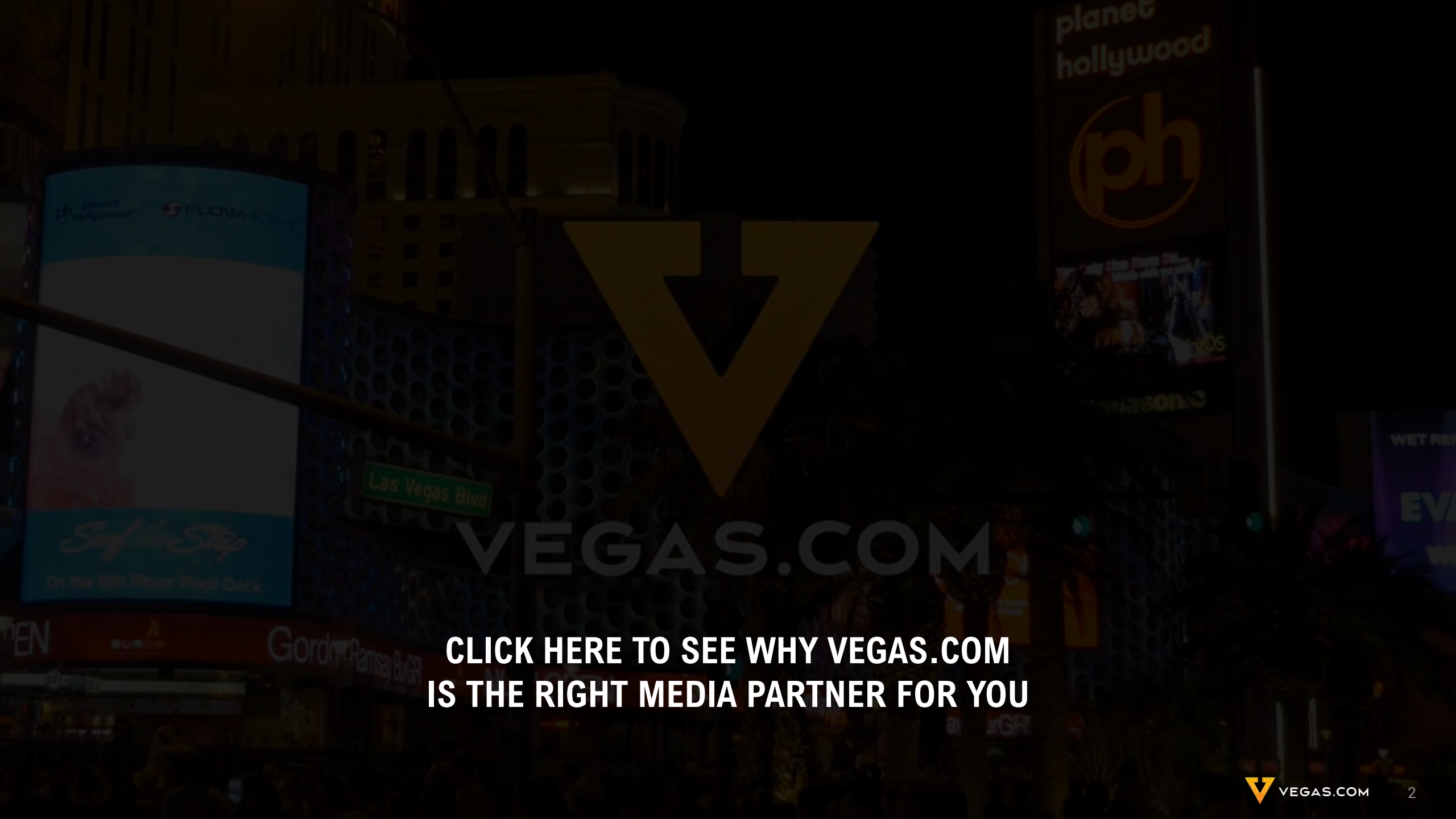




**VEGAS.COM**

**HOTELS  
MEDIA KIT**





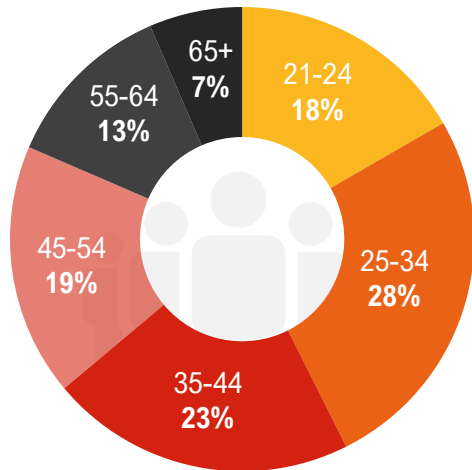
VEGAS.COM

**CLICK HERE TO SEE WHY VEGAS.COM  
IS THE RIGHT MEDIA PARTNER FOR YOU**

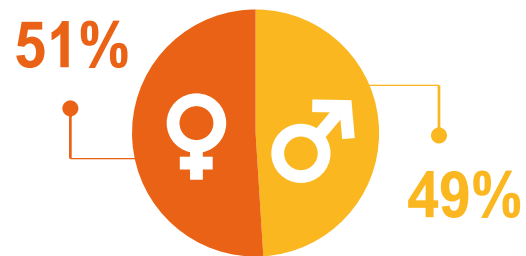
# DEMOGRAPHICS

# Demographics

## AGE



## GENDER



## MARKET



## SITE VIEWS

**17M** MONTHLY PAGE VIEWS



## SOCIAL REACH



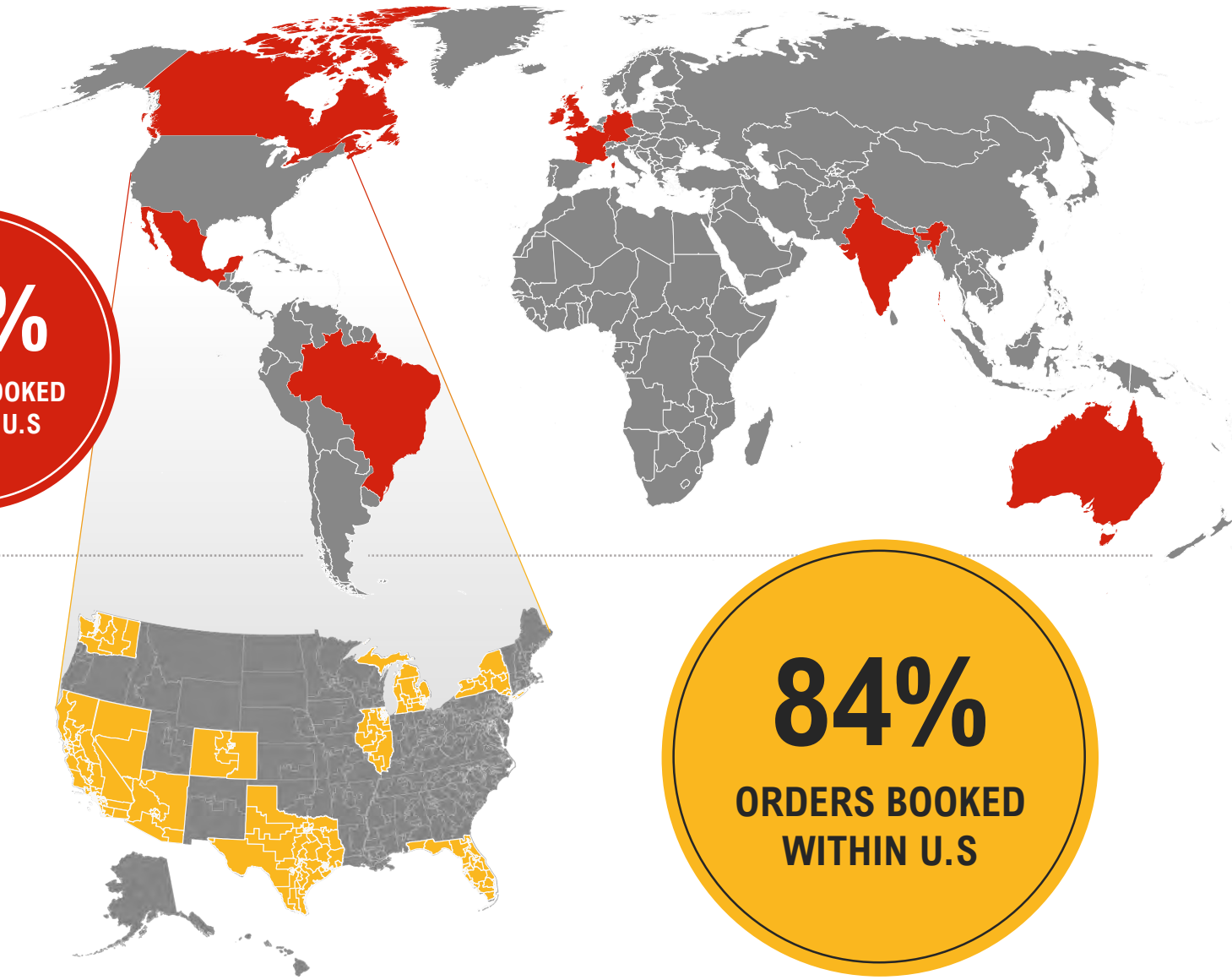
# Demographics

## TOP INTERNATIONAL MARKETS

1. Canada
2. United Kingdom
3. Mexico
4. Australia
5. Germany
6. Brazil
7. India
8. France
9. Ireland

## TOP 10 STATES

1. California
2. Nevada
3. Texas
4. Illinois
5. New York
6. Florida
7. Arizona
8. Washington
9. Colorado
10. Michigan



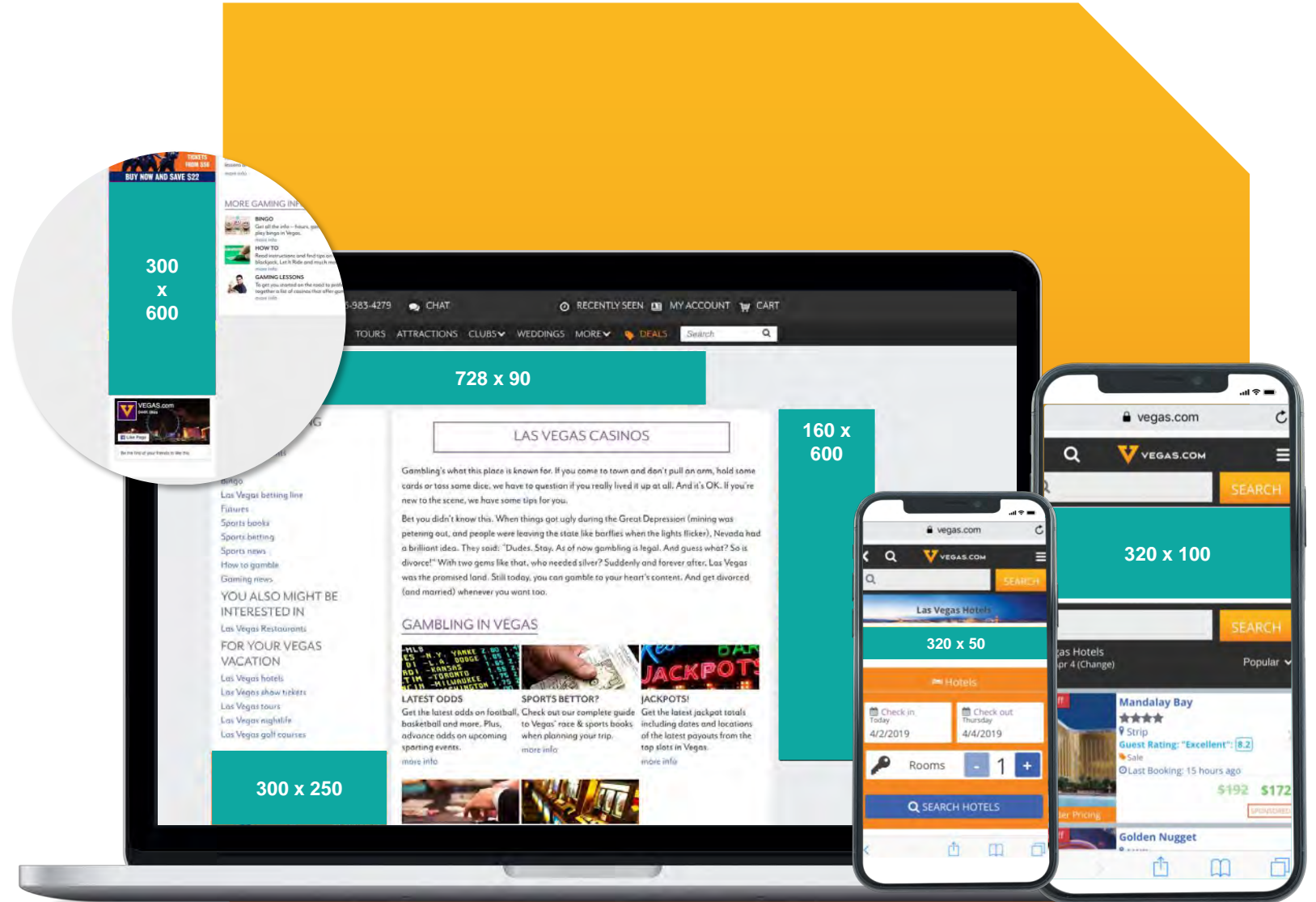


# DIGITAL MEDIA



# Run of Site

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





# Run of Section

Run of section placements appear anywhere in a designated vertical or collection of verticals.

- HOTELS
- ATTRACTIONS
- DINING
- TOURS
- NIGHTLIFE
- GAMING



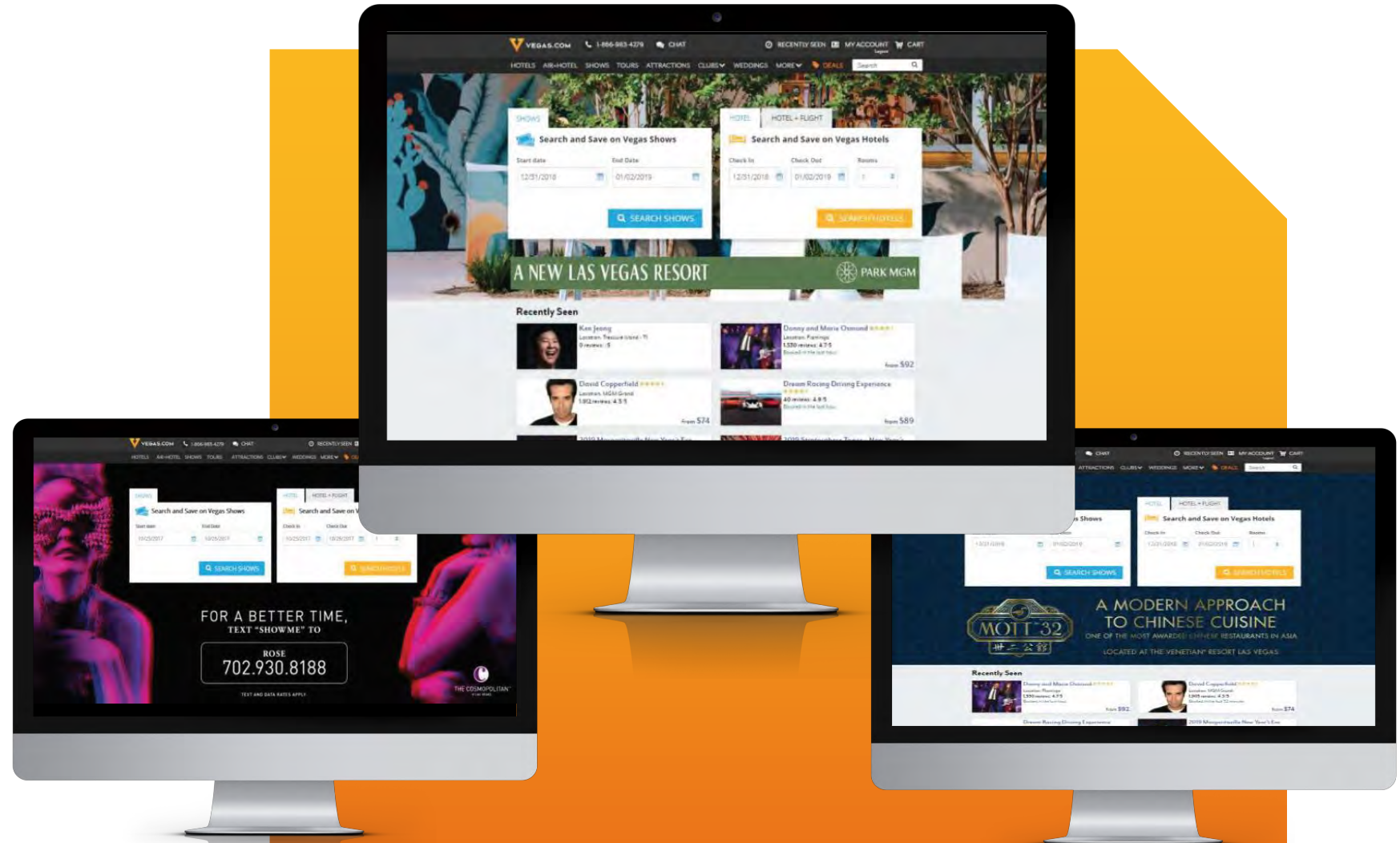
Specific pages are not guaranteed





# Home Page Skin

Incorporate your imagery, logo, and brand message into a high impact page skin on Vegas.com home page. Skins can feature a designated clickable area.



Not available week of Cyber Sale and Black Friday



# Website Skins

Incorporate your imagery, logo and brand message into a high impact page skin.

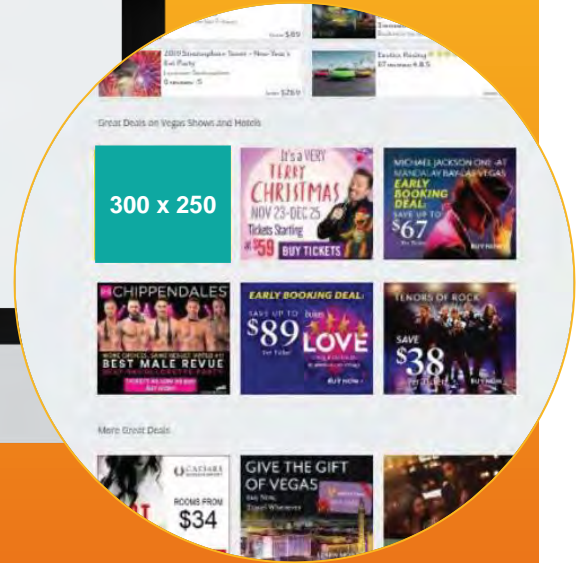


Inquire about available pages/sections to skin



# Home Page Tile

Promote your product by securing 1 of 9 native home page spots. Influence users navigation behavior as soon as they land on Vegas.com.



\*Available to Vegas.com transactional partners only



# Dedicated Landing Page

Dedicated landing page exclusively featuring all your products in one place. Enhance with video, images, promotional copy and search widget (your products sort at the top of search results when widget is used). Point all your on-site marketing efforts to this page to give users a full overview of the brands/shows/hotels in your portfolio. One time fee applies.



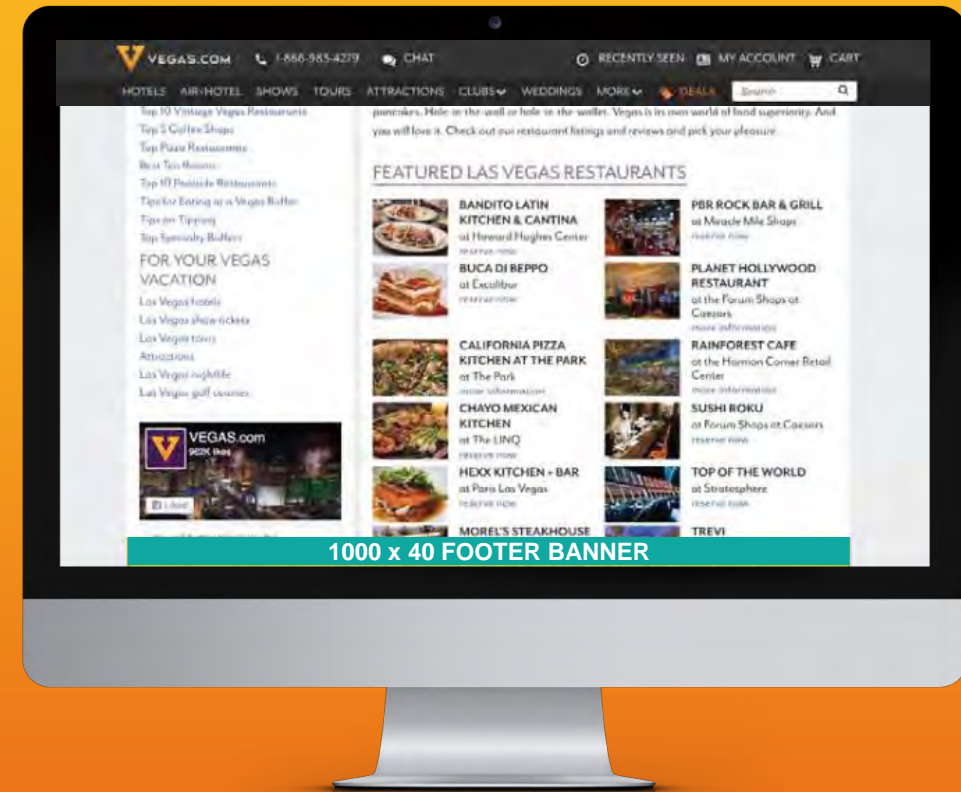
\*Available to Vegas.com transactional partners only



# Scroll-With Footer

A prominent footer placement that stays with the user as they scroll down the page.

Banner is **always** in view.



**\*\*Inquire about available pages**



# HOTEL DIGITAL MEDIA





# Hotel Landing Page

The main landing page for stand-alone hotel room nights

Annual Traffic: Approx 2.3 million page views



847 X 390 Hero slider auto scrolls while on page  
Max 5 positions



# Hotel Search Results

Banners appear in search results following a travel date search on the hotel landing page







# Hotel Run of Section

Ads will appear in both search results  
and individual hotel detail pages





# Air+Hotel Landing Page

The main landing page for air+hotel packages

Approx 1.6 million annual page views





# Air+Hotel Search Results

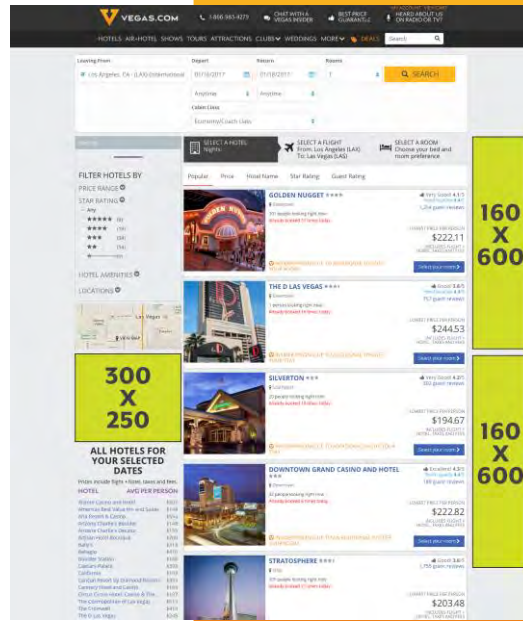
## OPTION 1:

Banners appear in ALL 3 of the package booking steps

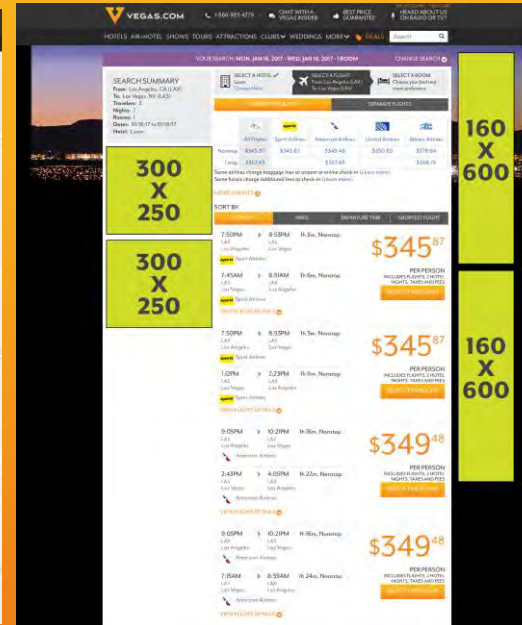
## OPTION 2:

Banners appear in only step #1 of the package booking process

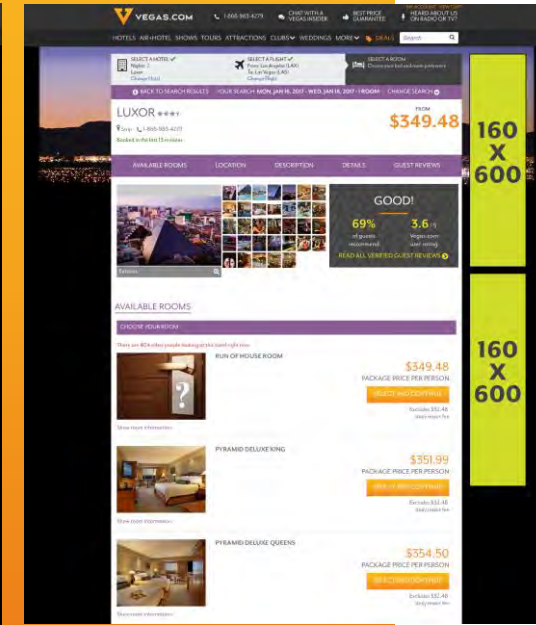
### STEP #1: SELECT HOTEL



### STEP #2: SELECT ROOM



### STEP #3: SELECT FLIGHT

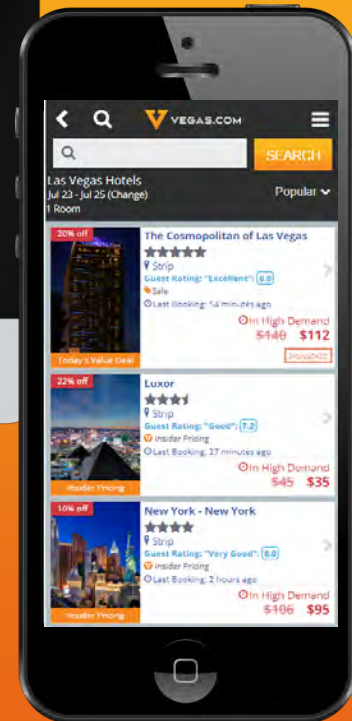
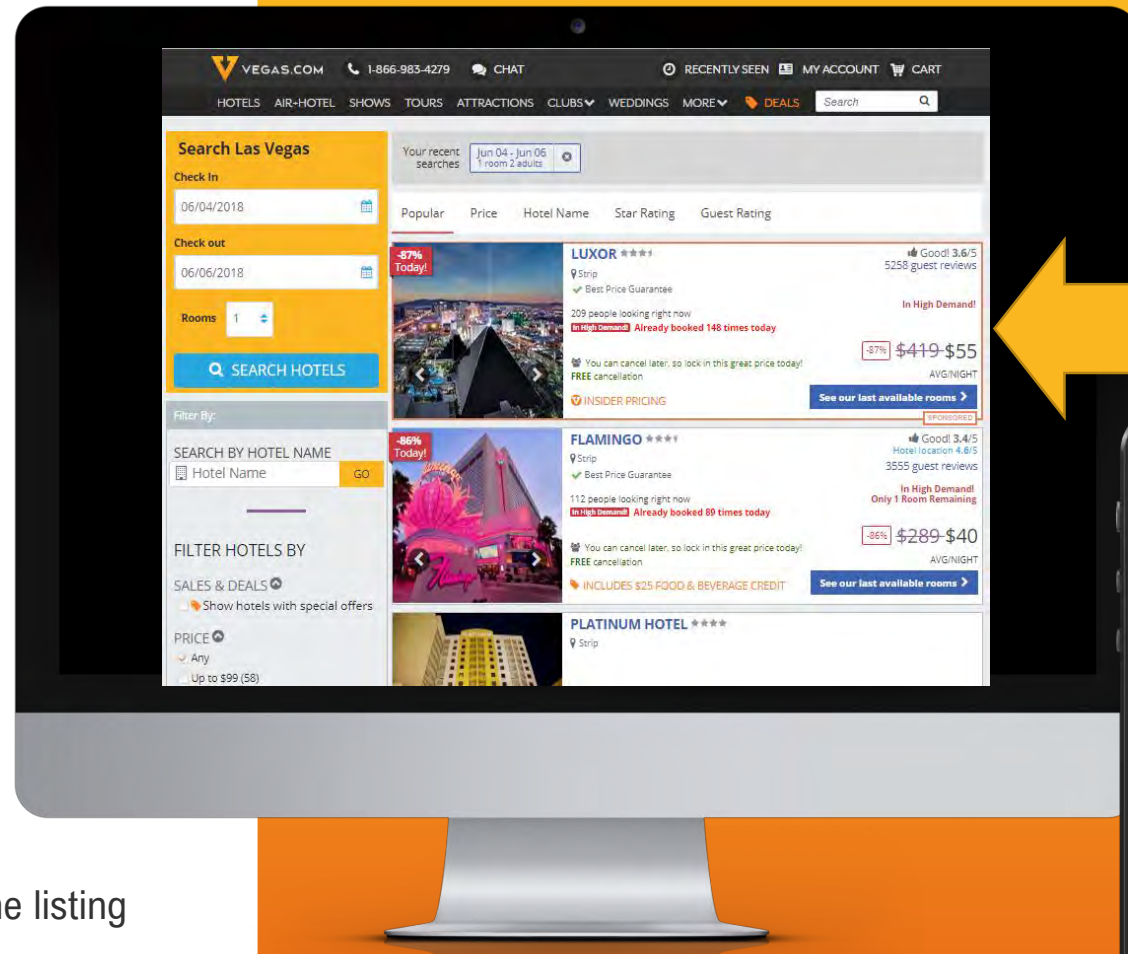


Inquire about available pages/sections to skin



# Sponsored Search Hotel Only

- Target your low occupancy need dates
- Appear #1 in search results
- Appears in stand alone hotel path only
- Desktop and Mobile
- Includes “sponsored” treatment framing the listing



# Hotel Digital Media Rate Card

Page	Placement	Size	Rate
15	Hotel Landing Page   HERO Slider	648X390 [Position #1 or 2]	\$800/Month
15	Hotel Landing Page   HERO Slider	648X390 [Position #3, 4 or 5]	\$650/Month
15	Hotel Landing Page   Banners	160X600 or 300X250	\$16 CPM
16	Hotel Search Results	160X600 & 300X250	\$18 CPM
17	Hotel Run of Section (Includes Search Results & Hotel Detail Pages)	160X600 & 300X250	\$18 CPM
18	Air+Hotel Landing Page	300X250	\$20 CPM
19	Air+Hotel Search Results (Includes Step #1 – Choose Your Hotel)	160X600 & 300X250	\$20 CPM
19	Air+Hotel Search Results (Includes all 3 steps)	160X600 & 300x250	\$19 CPM
20	Sponsored Search	Native Listing in #1 Position Search Results	\$75 CPM



# EMAIL MARKETING





# Subscriber Newsletter

An upper funnel email intended to inspire Vegas travel by promoting our best deals on shows, hotels, tours and attractions.

This high volume email targets a broad audience, sent 2x weekly, exposing your brand or product to subscribers that have opted-in or made previous purchases on Vegas.com.

<b>Hero</b>	<b>580 x TBD</b>	<b>\$4,000</b>
<b>Native Listing</b> (Best available – position not guaranteed)		<b>\$2,000</b>
<b>Banner</b>	<b>540 x 155</b>	<b>\$1,000</b>

REACH

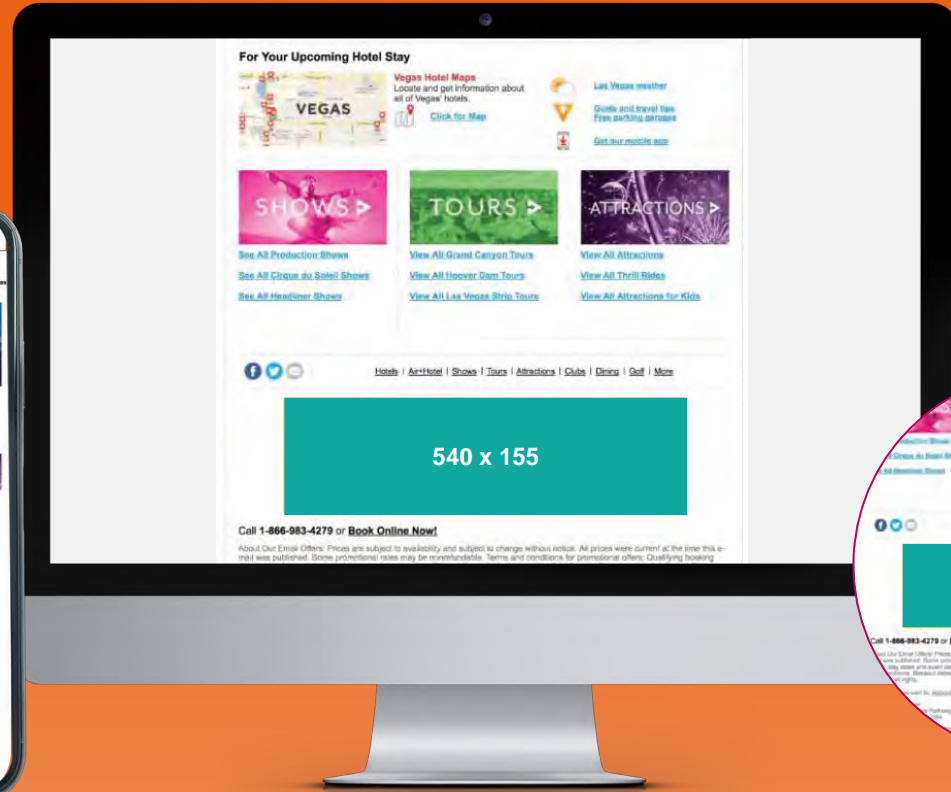
**1 MILLION SENDS**

\*Available to Vegas.com transactional partners only



# Pre-Arrival Upsell Email

A series of emails sent to customers with an upcoming trip to Vegas. Timing and email contents are tailored to each customer based on the product purchased, focusing on other things to do in Vegas.



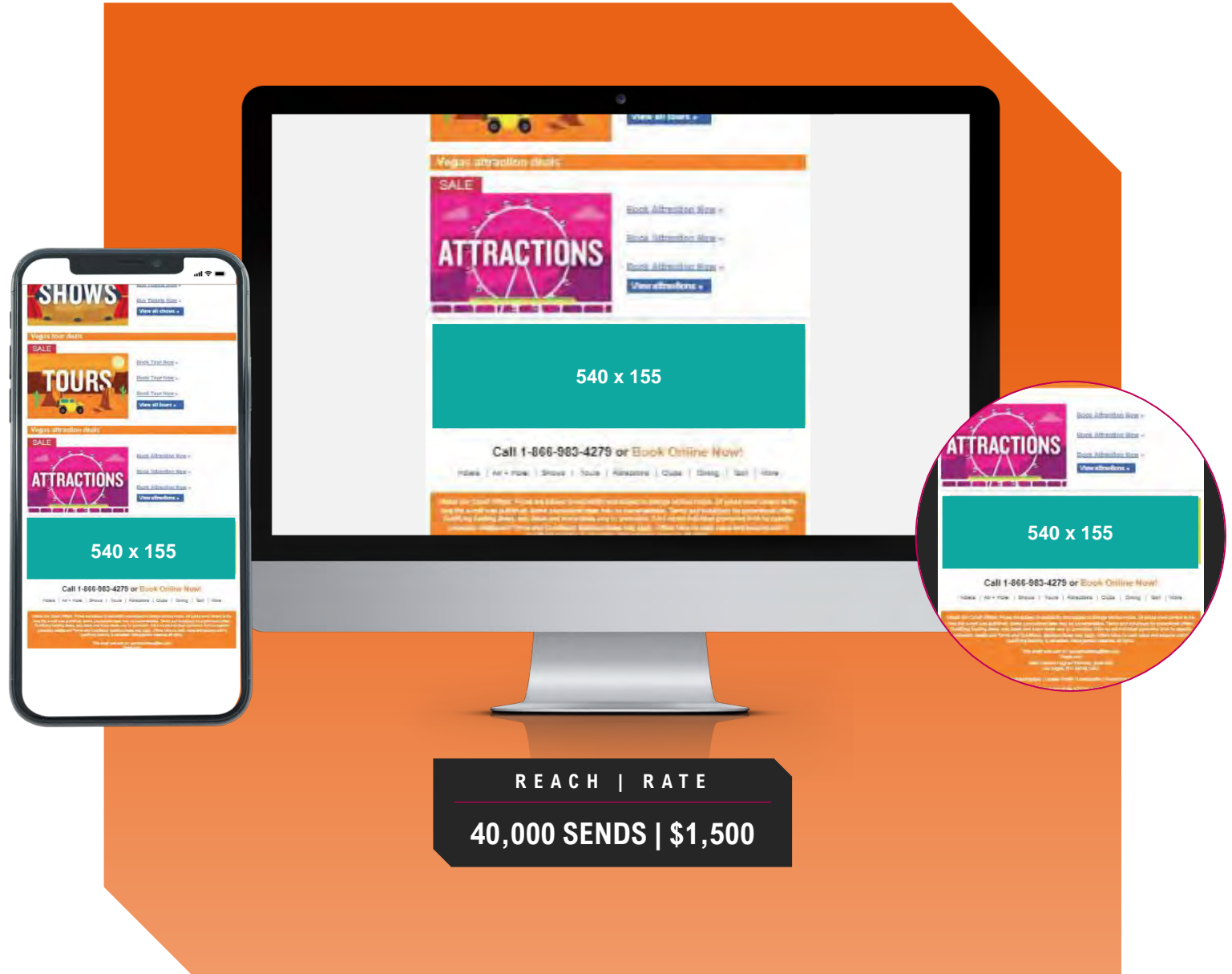
REACH | RATE  
20,000 SENDS | \$1,500





# Pending Trip Email

An email sent every Tuesday to all customers with an upcoming show or hotel reservation booked through Vegas.com. Customers receive this email in lieu of the Subscriber newsletter while they have a pending trip to Vegas, as the content is geared toward additional activities available for consumer's upcoming trip to Vegas.

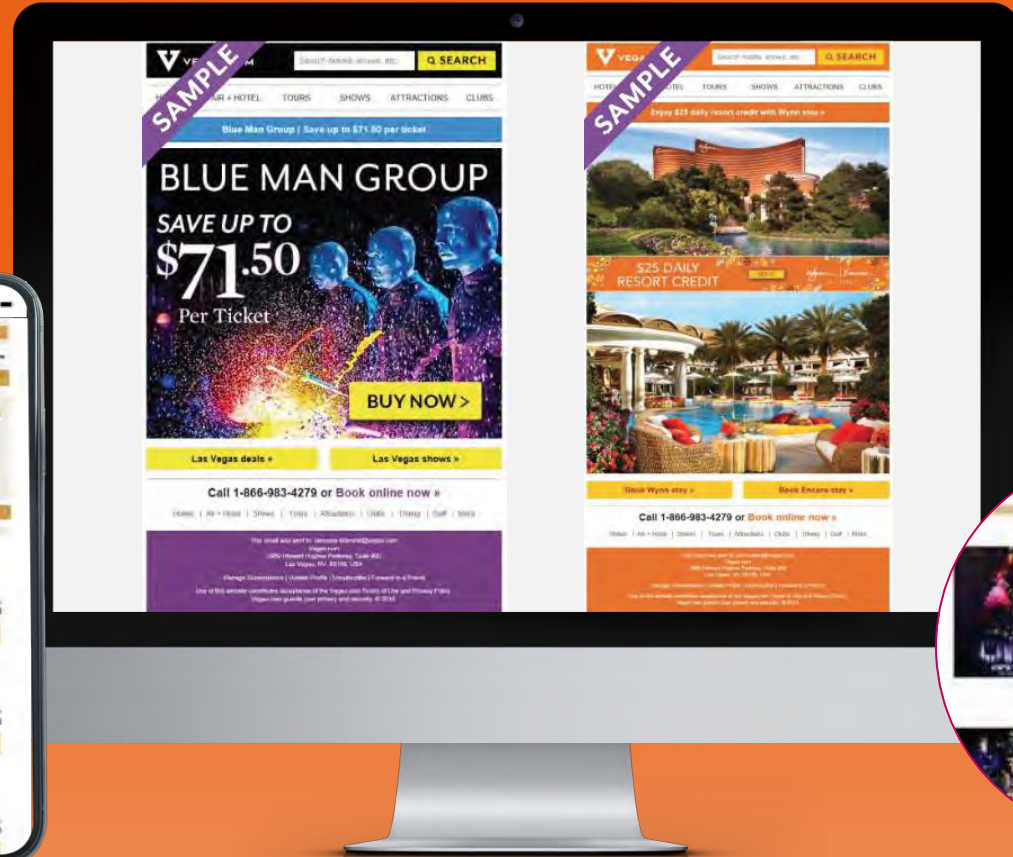


REACH | RATE  
40,000 SENDS | \$1,500



# Dedicated Email

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



REACH | RATE  
**500K SENDS | \$8,000**

\*Available to Vegas.com transactional partners only

# Email Rate Card

Page	Placement	Size	Sends	Rate
16	Subscriber Newsletter	Hero (580 x TBD)	1MM / Drop	\$4,000
16	Subscriber Newsletter*	Native Listing	1MM / Drop	\$2,000
16	Subscriber Newsletter	540 x 155	1MM / Drop	\$1,000
17	Pre Arrival Upsell Email	540 x 155	20,000 Sends	\$1,500
18	Pending Trip Email	540 x 155	40,000 Sends	\$1,500
19	Dedicated Email*	Full NL – Customized	500,000 Sends	\$8,000

\*Available to transactional partners only