



MEDIA KIT



[VEGAS.COM](https://vegas.com)

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



VEGAS.COM

Media Kit

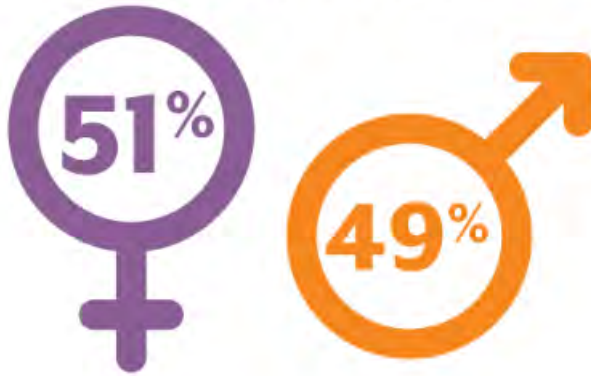
A woman with long, voluminous curly hair is performing on a stage. She is wearing a black top and dark pants. The stage is illuminated with blue and purple lights. In the background, a large crowd of people is visible, many with their arms raised. The scene is set at night, with palm trees and buildings visible in the distance. The overall atmosphere is that of a high-energy concert or event.

DEMOGRAPHICS

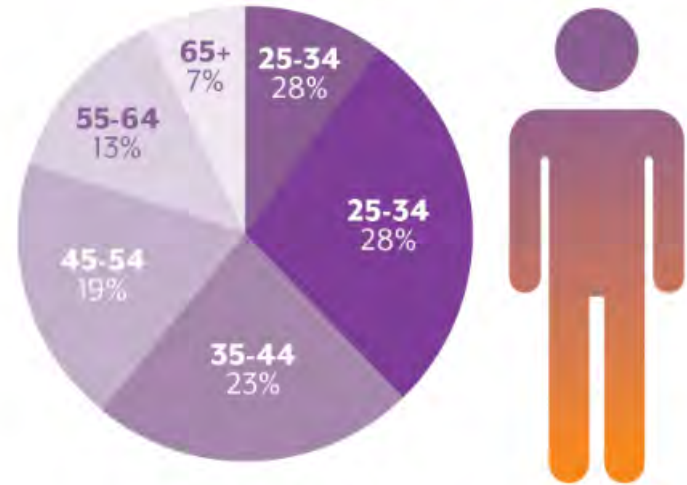


VEGAS.COM

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



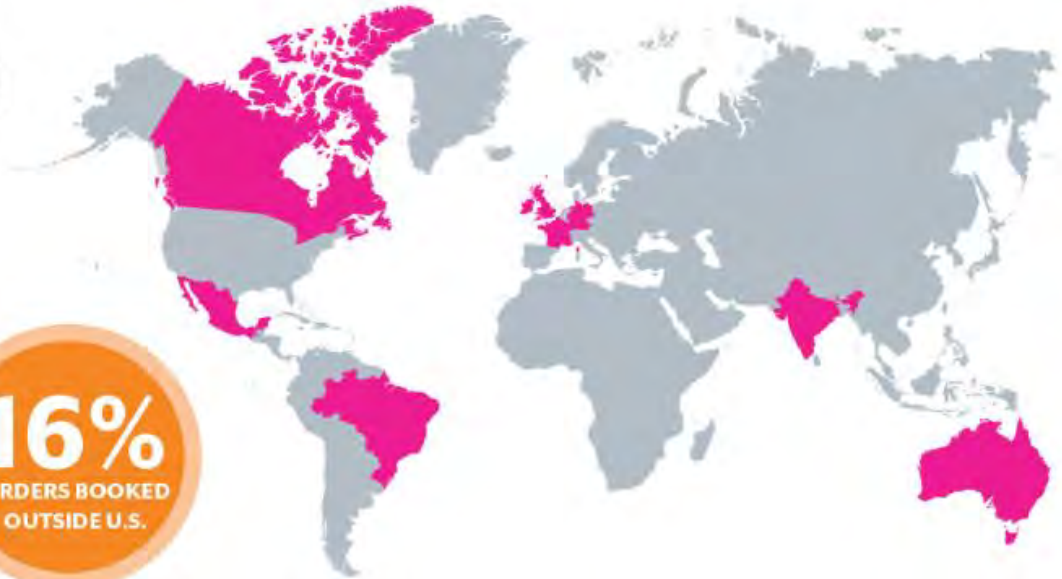
111K



*DATA IS BASED ON SITE TRAFFIC

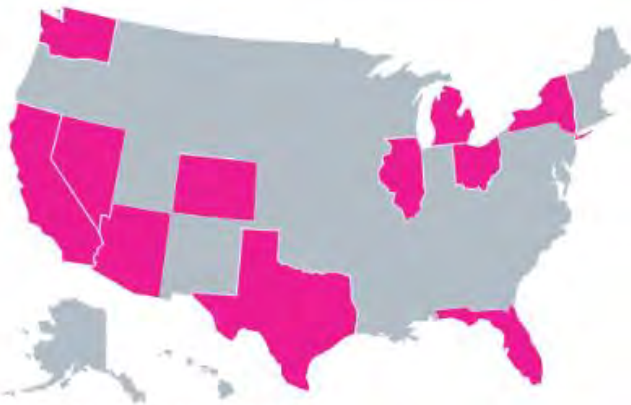
TOP INTERNATIONAL MARKETS

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



TOP 10 STATES

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



*DATA IS BASED ON SITE TRAFFIC



MEDIA PRODUCTS



VEGAS.COM

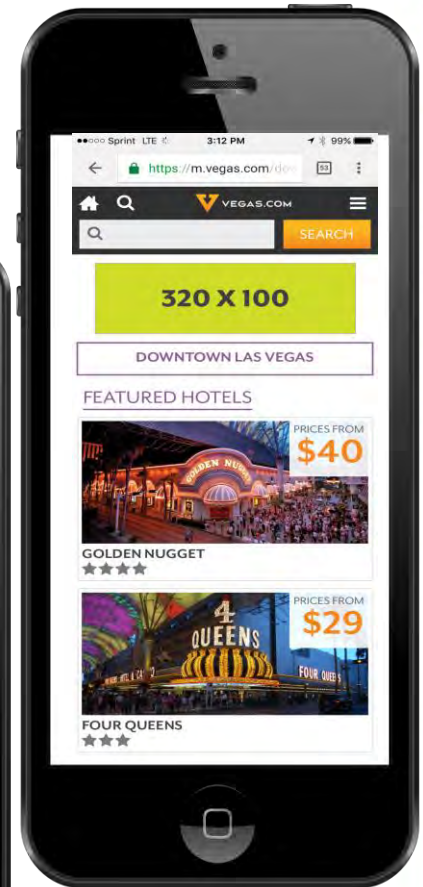
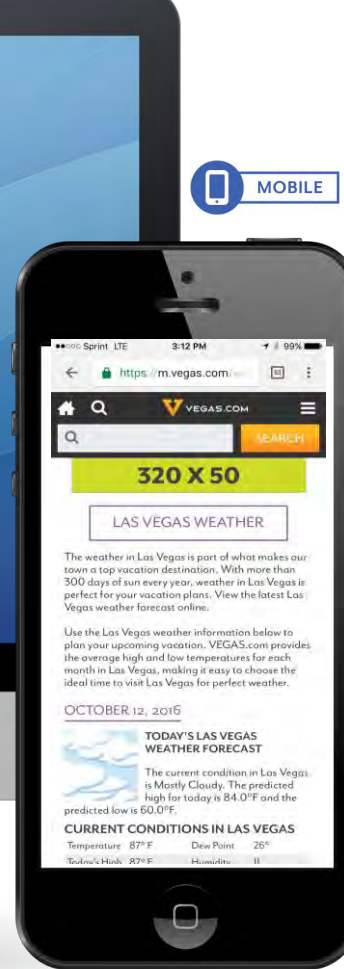
RUN OF SITE

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

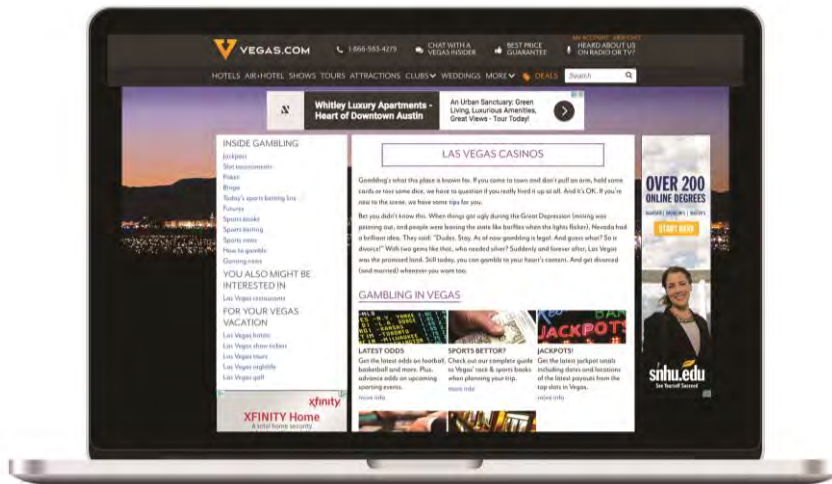


MOBILE

DESKTOP



RUN OF SECTION



Vertical examples:

- ▶ Hotels
- ▶ Attractions
- ▶ Dining
- ▶ Tours
- ▶ Nightlife
- ▶ Gaming

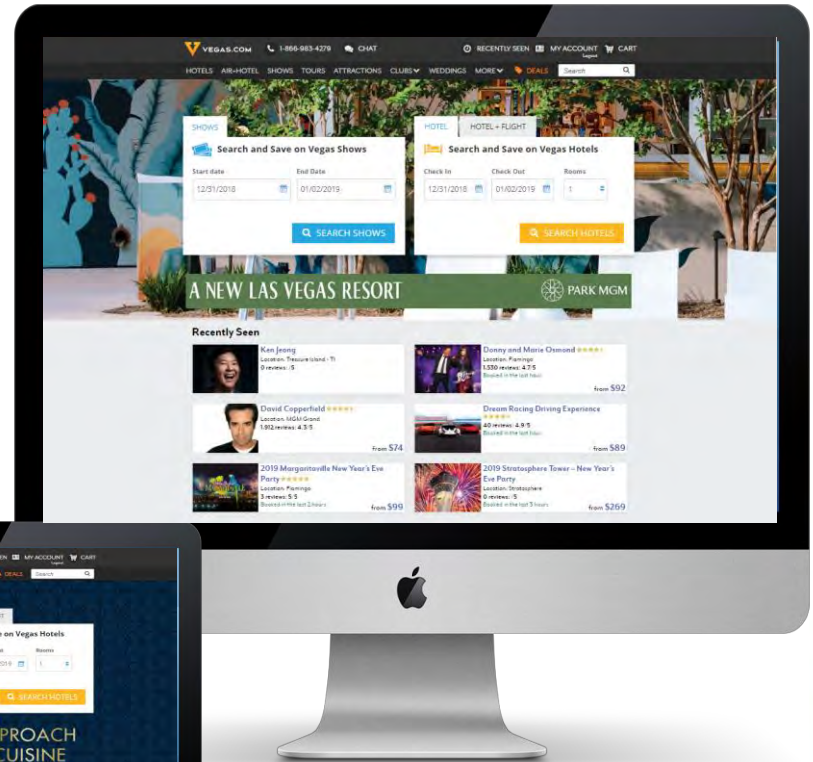
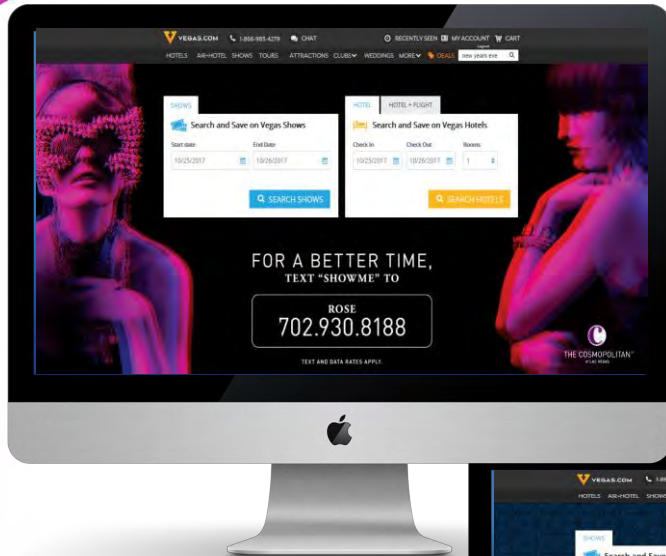
Specific pages are not guaranteed.

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

The screenshot shows the Vegas.com website with several vertical ad placements. The placements are labeled with dimensions: 728 X 90, 160 X 600, 300 X 250, and 300 X 250. The content includes sections for 'INSIDE GAMBLING', 'LAS VEGAS CASINOS', 'FOR YOUR VEGAS VACATION', and 'MORE GAMING INFO'.

HOME PAGE SKIN

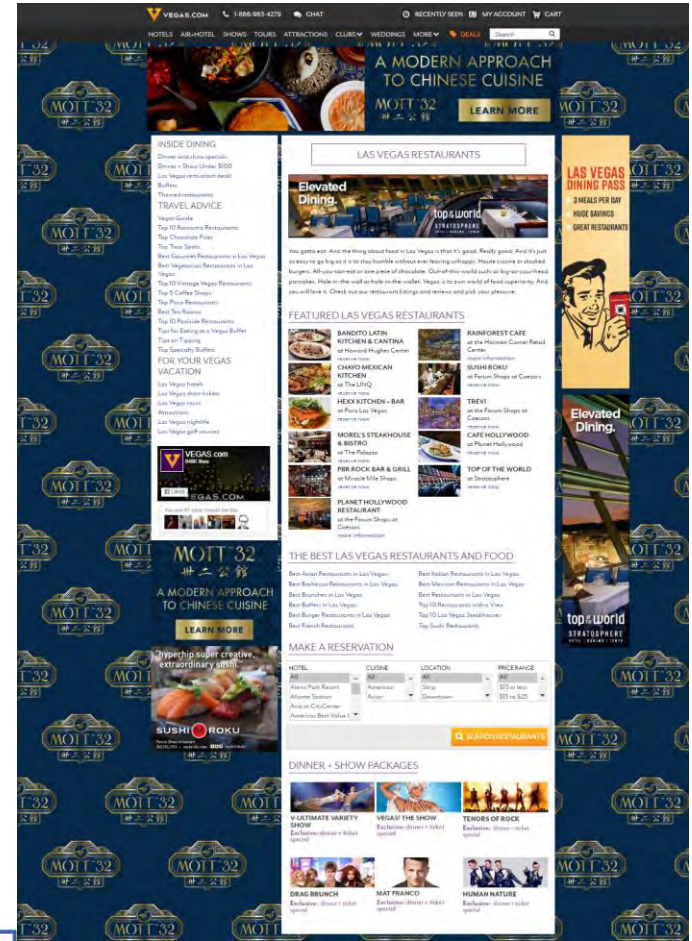
Incorporate your imagery and logo & brand message into a high impact page skin on Vegas.com Home page. Skins can feature a designated clickable area.



Not available week of Cyber sale and Black Friday

WEBSITE SKINS

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

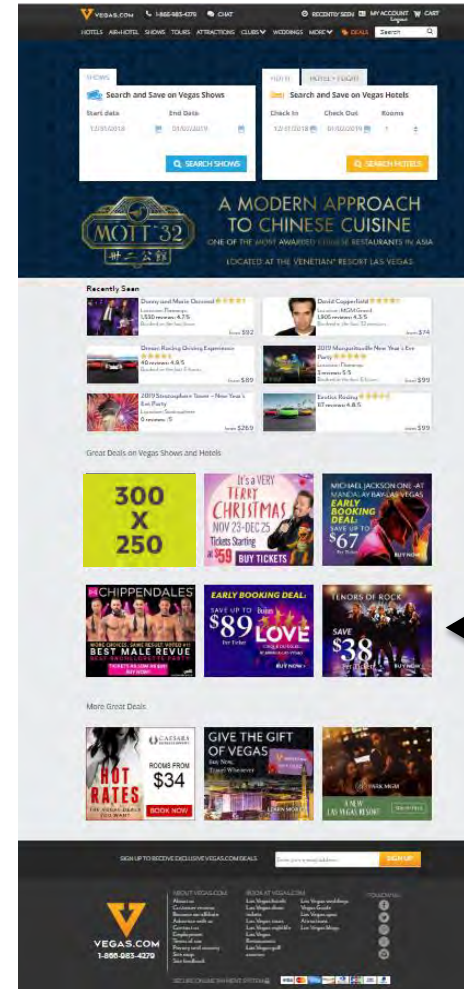


Inquire about available pages/sections to skin.



HOME PAGE TILE

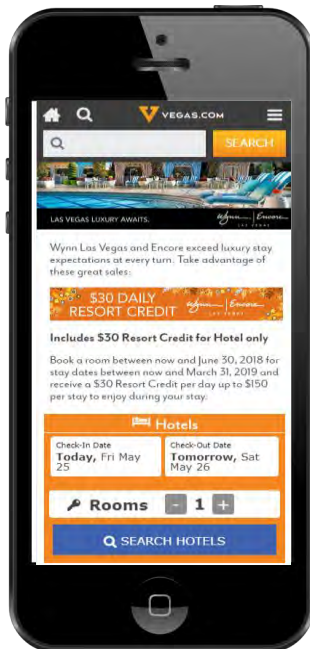
Promote your product by securing 1 of 9 home page spots. Influence users navigation behavior as soon as they land on Vegas.com



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.



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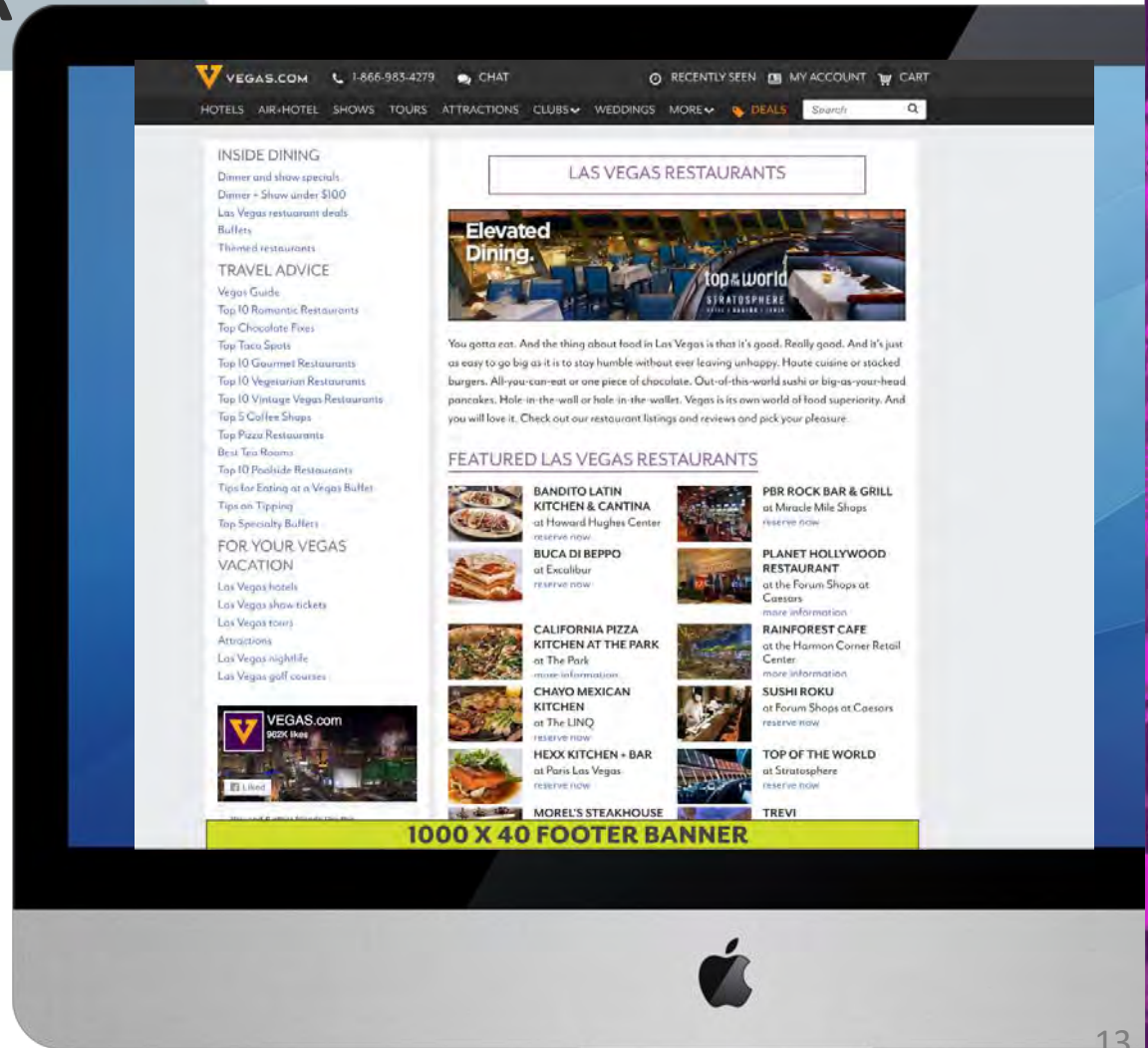
SCROLL-WITH FOOTER



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

Banner is **always** in view.

Inquire about available pages



MEDIA PRODUCTS RATE CARD

PAGE	PLACEMENT	SIZE	CPM
7	RUN OF SITE - DESKTOP	160 X 600 & 300 X 250	\$12
7	RUN OF SITE - DESKTOP	728 X 90 & 300 X 600	\$8
7	RUN OF SITE - MOBILE	320 X 50 & 320 X100	\$11
8	RUN OF SECTION – DESKTOP (See shows media kit for show vertical rate)	160 X 600 & 300 X 250	\$18
8	RUN OF SECTION – DESKTOP (See show media kit for show vertical rate)	728 X 90	\$10
9	HOME PAGE SKIN	VARIES (UPPER ¼ OF PAGE) \$6,400/Month/25% SOV	
10	WEBSITE SKIN **	VARIES (INQUIRE)	\$75
11	HOME PAGE TILE*	300 X 250	\$30
12	DEDICATED LANDING PAGE*	FULL PAGE	\$10,000 ONE TIME FEE
13	SCROLL-WITH FOOTER**	1000 X 40	\$40

*Available to Vegas.com transactional partners only

**Inquire about available pages



EMAIL MARKETING



VEGAS.COM

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.

AVAILABLE PLACEMENTS:

- ✓ HERO | 580 x TBD | \$4,000
- ✓ NATIVE LISTING* | \$2,000
Best available - Position not guaranteed
- ✓ BANNER | 540 x 155 | \$1,000

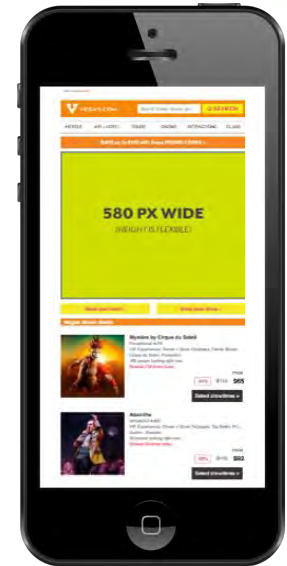
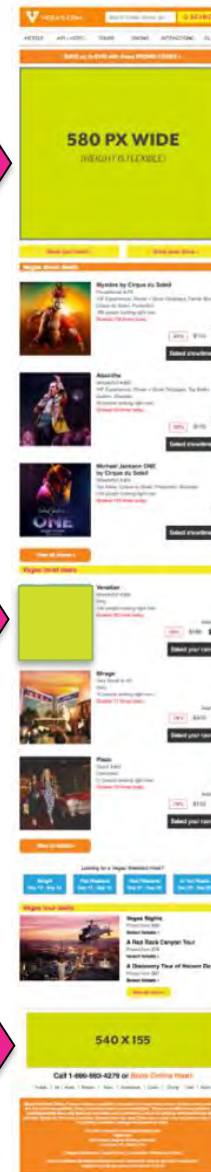
REACH

1 MILLION SENDS

HERO

NATIVE

540X155



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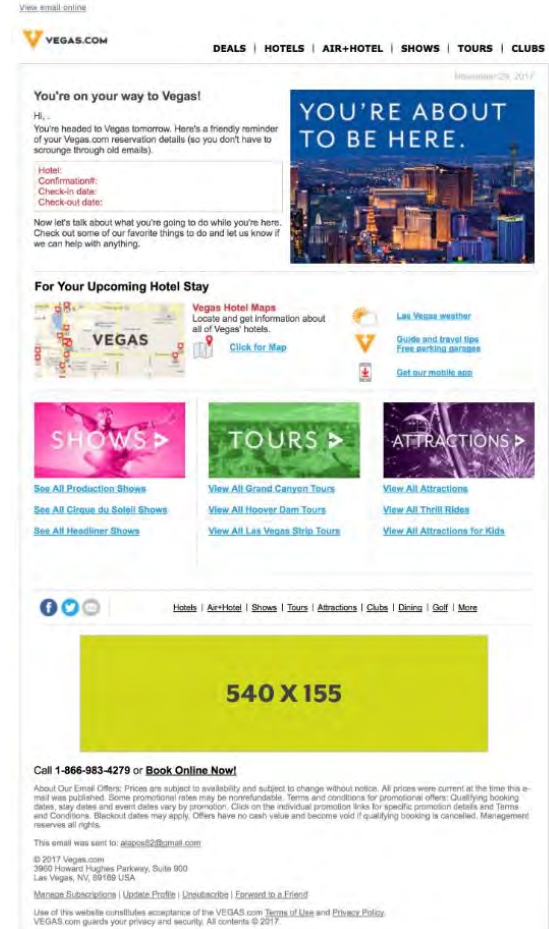
PRE-ARRIVAL UPSELL EMAILS

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.



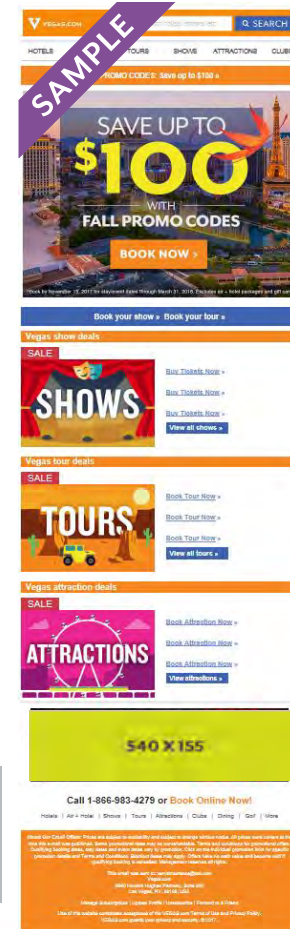
REACH | RATE

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 towards additional activities available for consumer's upcoming trip to Vegas.

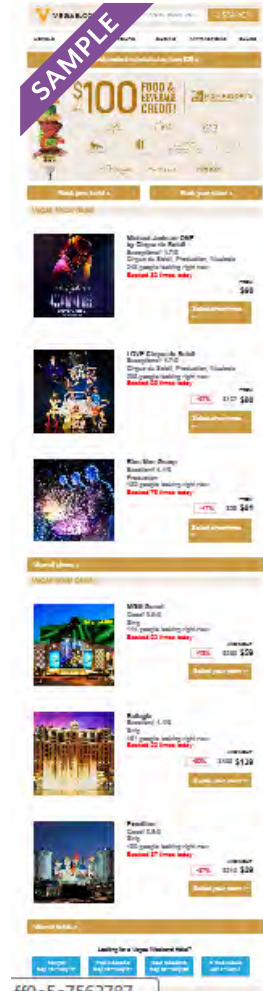


REACH | RATE

 40,000 SENDS = \$1,500

DEDICATED EMAIL

Send a customized email to our most qualified 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	540X155	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 Vegas.com transactional partners only