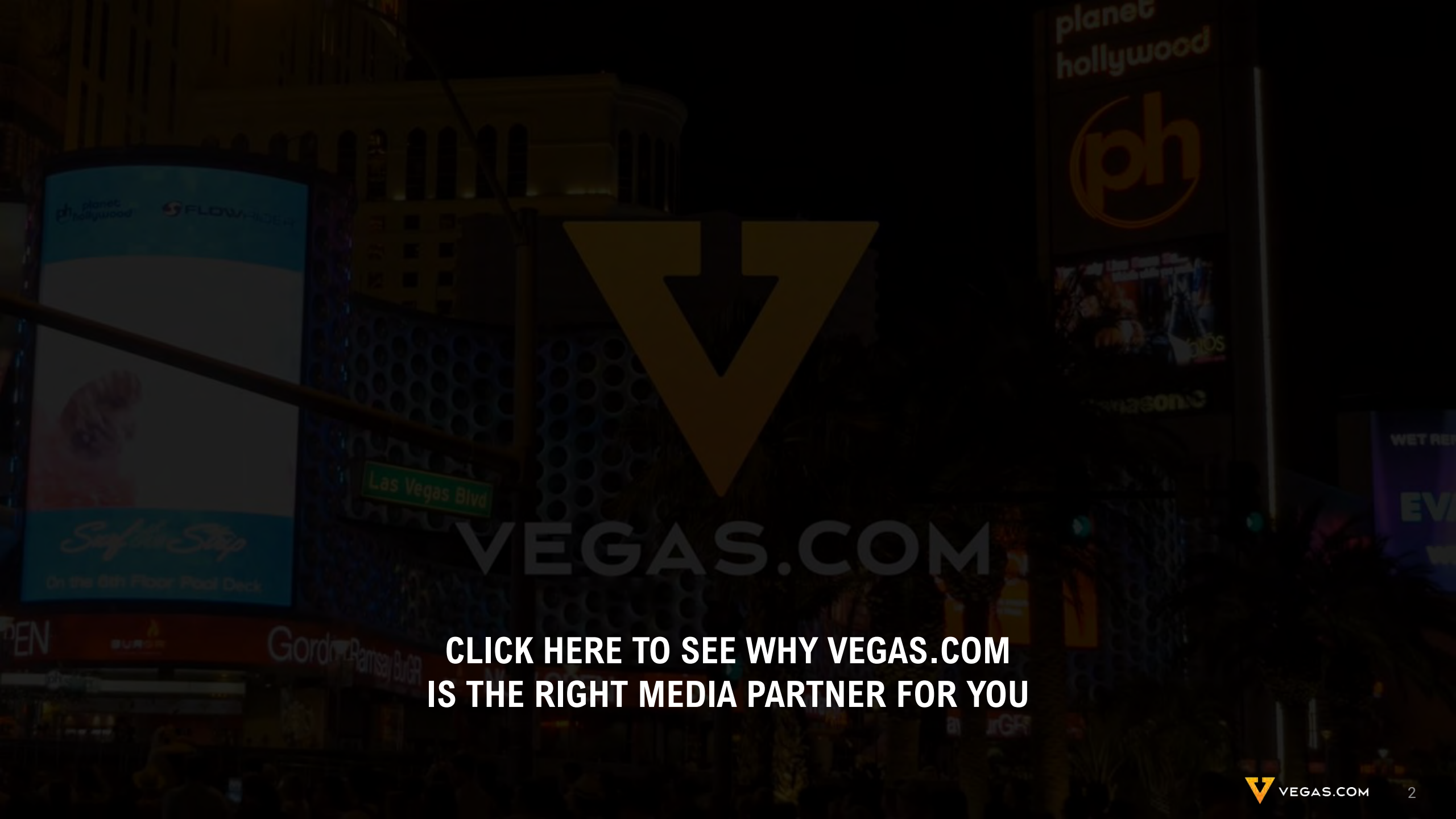




VEGAS.COM

**RESTAURANTS
MEDIA KIT**





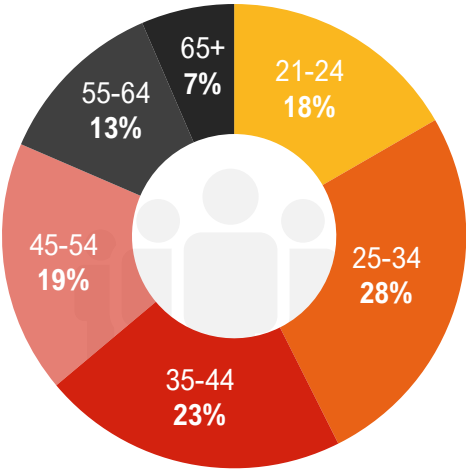
VEGAS.COM

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

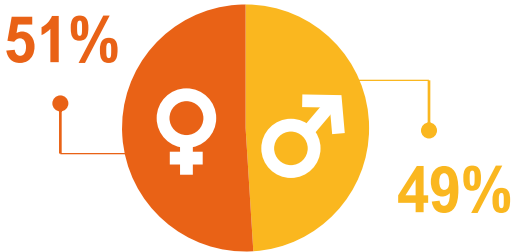
DEMOGRAPHICS

Site Demographics

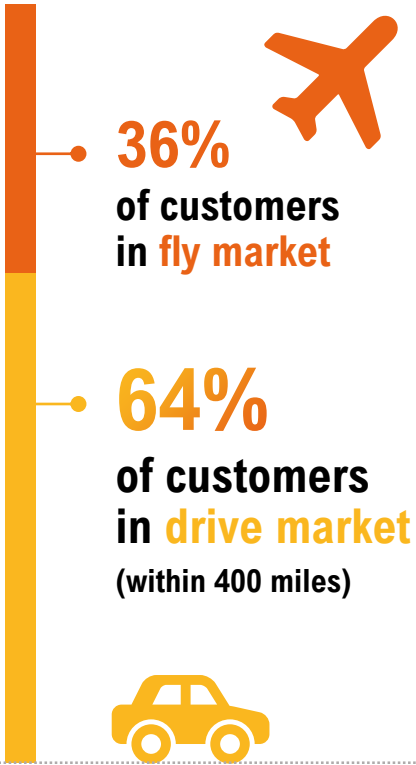
AGE



GENDER

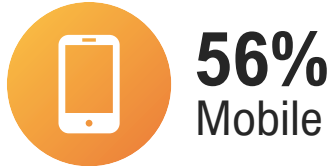


MARKET

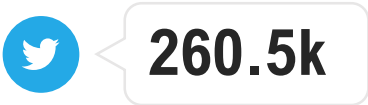


SITE VIEWS

17M MONTHLY PAGE VIEWS



SOCIAL REACH



Site Demographics

TOP INTERNATIONAL MARKETS

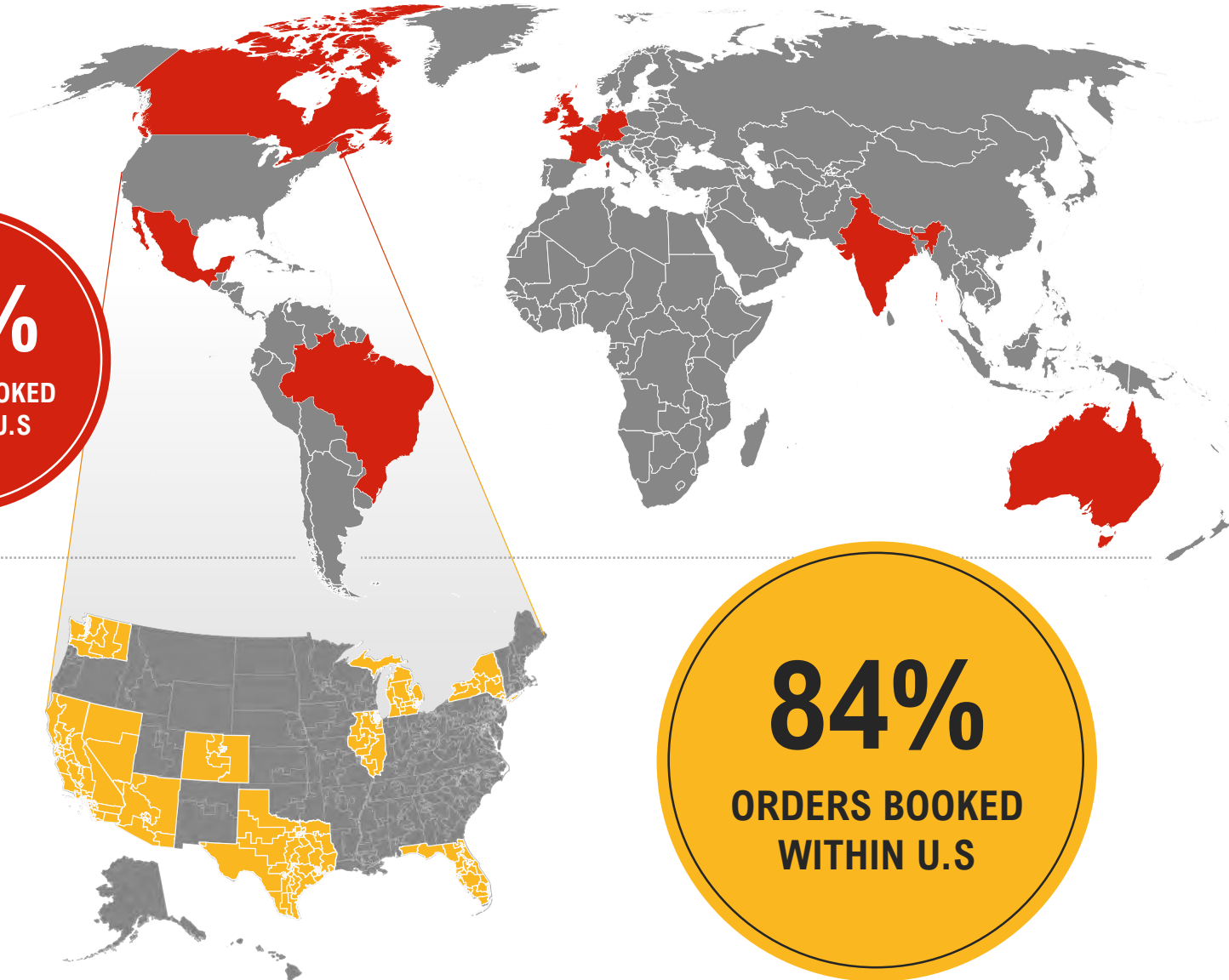
- | | |
|-------------------|------------|
| 1. Canada | 6. Brazil |
| 2. United Kingdom | 7. India |
| 3. Mexico | 8. France |
| 4. Australia | 9. Ireland |
| 5. Germany | |

TOP 10 STATES

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

16%
ORDERS BOOKED
OUTSIDE U.S

84%
ORDERS BOOKED
WITHIN U.S





RESTAURANT MEDIA PRODUCTS



Restaurant Main Page

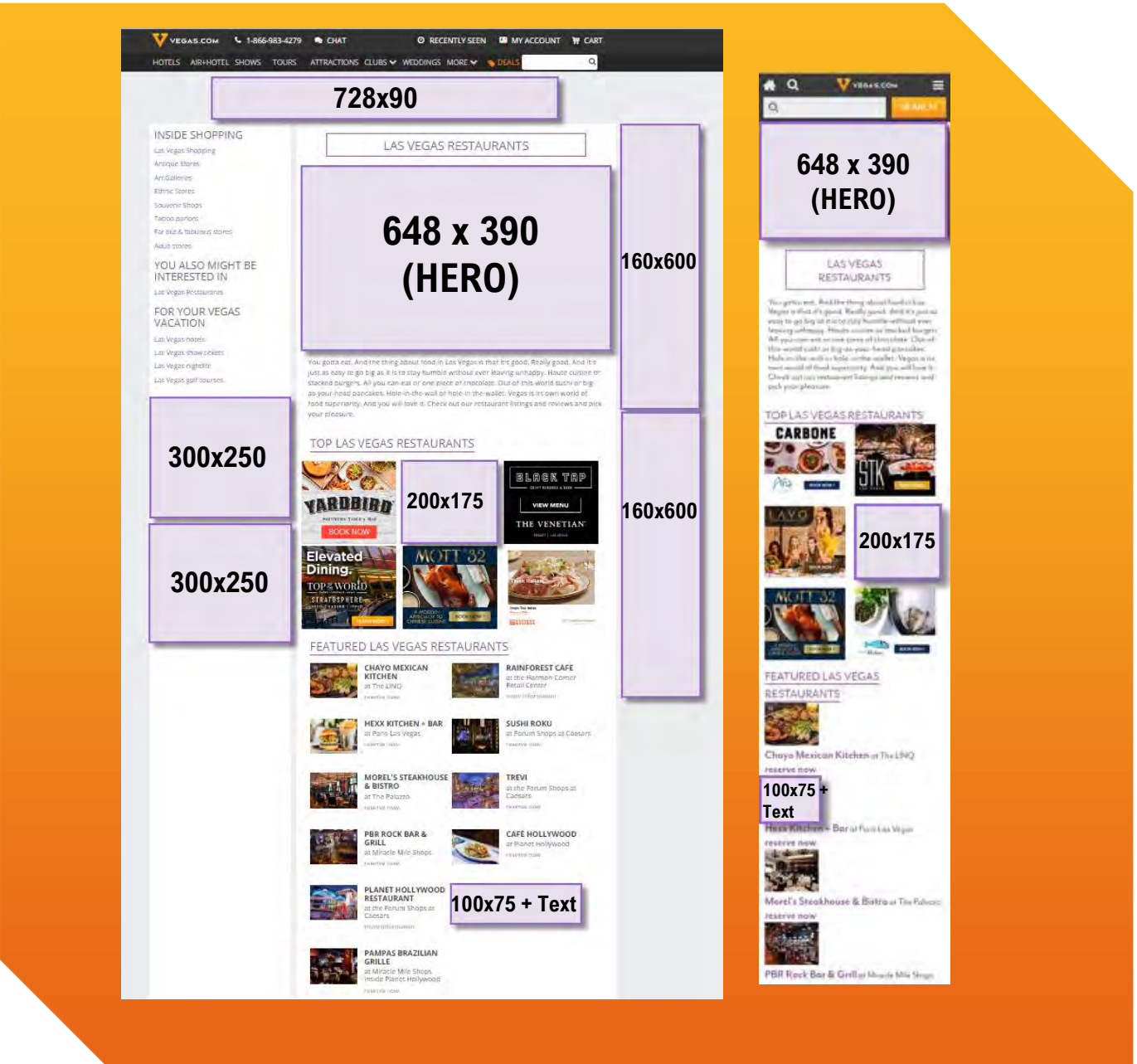
Annual Traffic:

Desktop | 145,000 Page Views

Mobile | 130,000 Page Views

The following placements have a desktop
& mobile equivalent:

- ✓ HERO
- ✓ TOP LAS VEGAS RESTAURANTS
- ✓ FEATURED LAS VEGAS RESTAURANTS

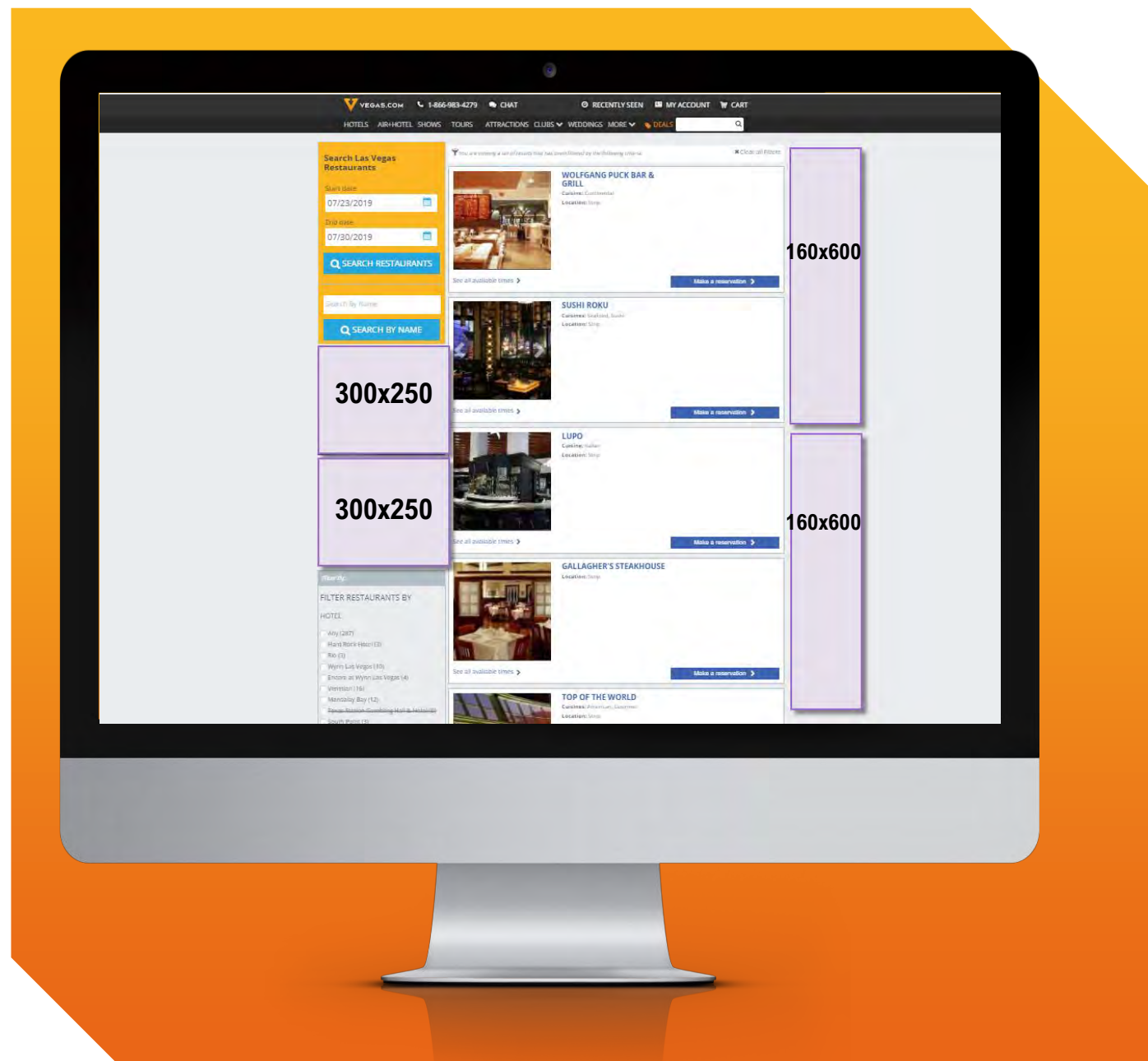




Restaurant Run of Section

300x250 | 160x600

Run of section placements will appear anywhere in the restaurant vertical where there is an available ad unit on the desktop platform; includes search results pages and restaurant detail pages.



Restaurants Main Page Rate Card

Page	Placement	Size	Rate
7	Leaderboard	728 x 90	\$500/month for 50% SOV
7	Left Column Banner Position #1	300 x 250	\$450/month for 50% SOV
7	Left Column Banner Position #2	300 x 250	\$400/month for 50% SOV
7	Right Column Banner Position #1	160 x 600	\$450/month for 50% SOV
7	Right Column Banner Position #2	160 x 600	\$400/month per 25% SOV
7	Left Column Banner Position #2	300 x 250	\$450/month per 25% SOV
7	*Hero Position #1-3 *Hero Position #4-5	648 x 390	\$1,200/month \$850/month
7	*Top Las Vegas Restaurants	160 x 600	\$750
7	*Featured Las Vegas Restaurants	Native Ad 100x75 Image	\$500/month per 25% SOV
7	Run of Section	300 x 250 160x600	\$18 CPM

* Includes a desktop & mobile equivalent

RESTAURANT STARTER PACKAGE:

TERM: 6 MONTHS

INCLUSIONS:

- ✓ FEATURED LAS VEGAS RESTAURANTS listing
- ✓ PENDING TRIP EMAIL | 540X155 Banner | 40k Sends
- ✓ (1) INSTAGRAM POST*
- ✓ (1) FACEBOOK POST *

\$5,500 Rack Card Rate

\$4,500 First-Time Starter Package Rate (\$1,000 Savings!)

* Includes 1 image with mutually agreeable copy/tags

Social Media Reach



FACEBOOK

PAGE LIKES

947K

AVG MONTHLY REACH

400K

AVG POST REACH

78K



INSTAGRAM

FOLLOWERS

117K

WEEKLY IMPRESSIONS

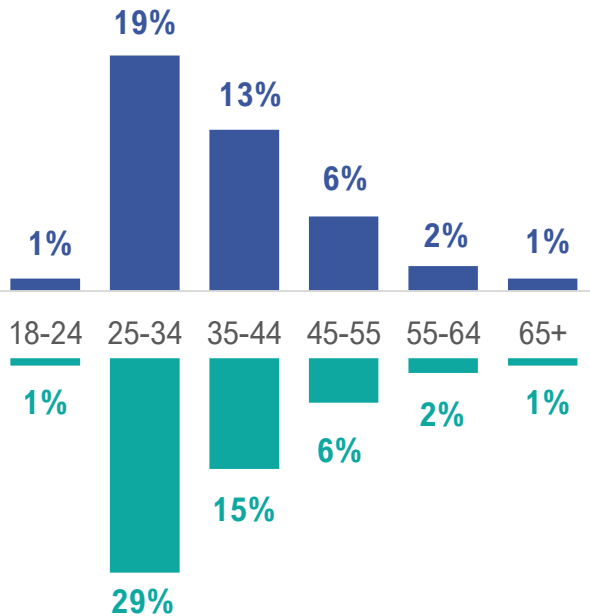
242K

AVG POST REACH

45K

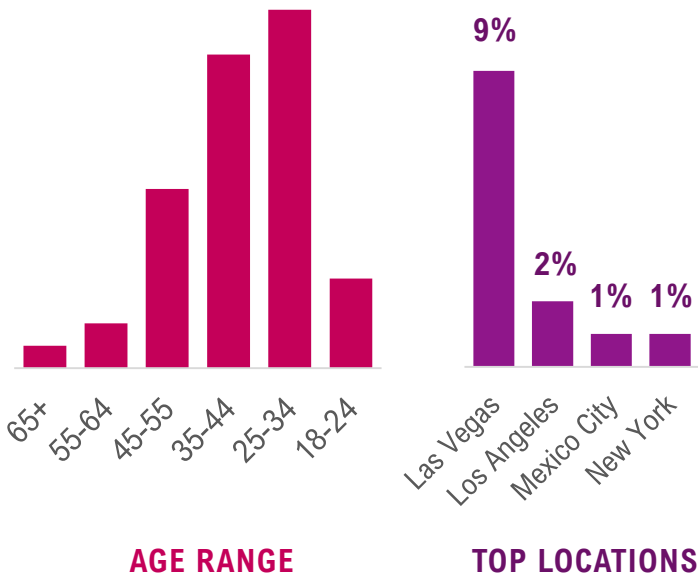
WOMEN
43%

MEN
56%



WOMEN
51%

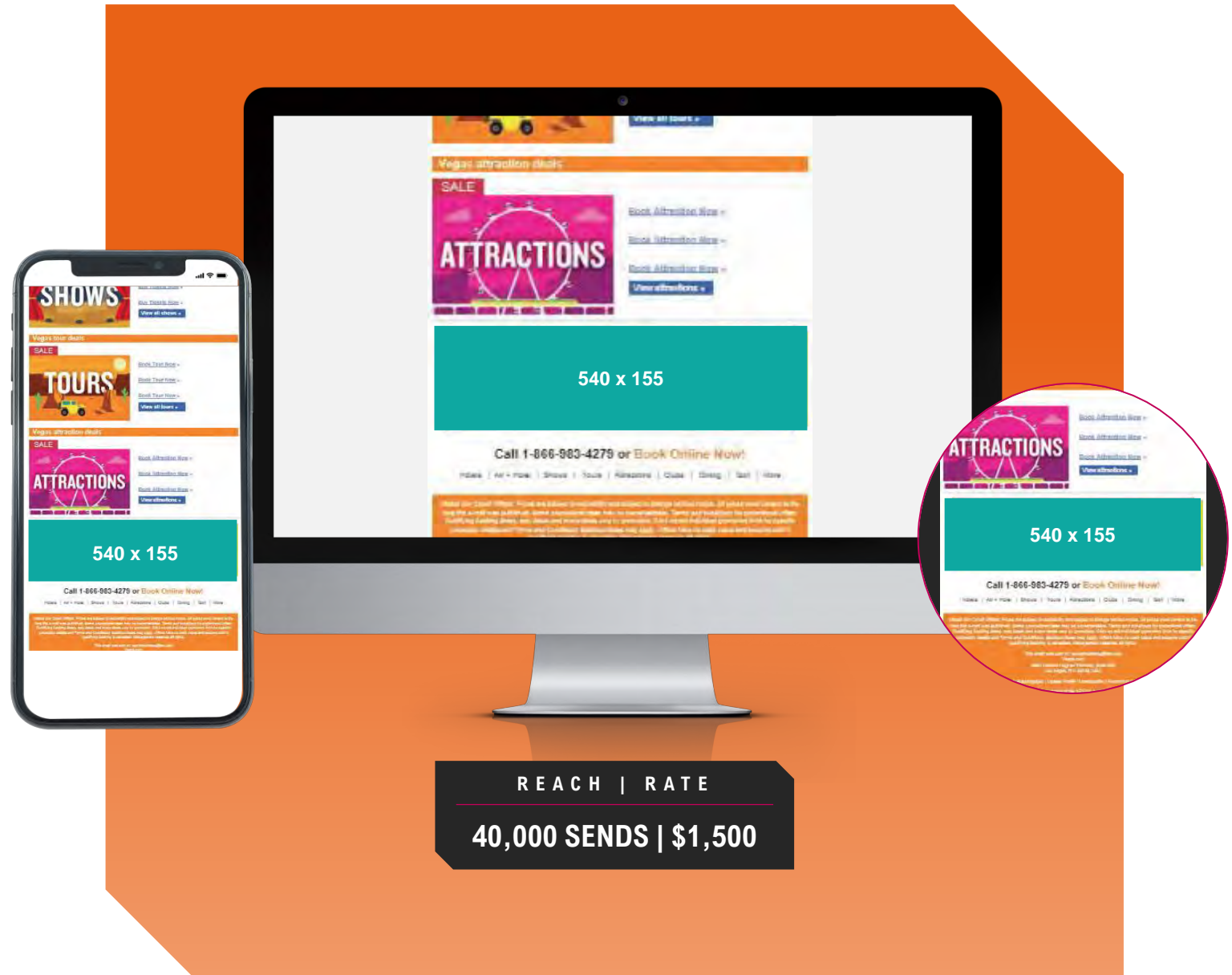
MEN
49%





Pending Trip Email

An email sent every Tuesday to all customers with an upcoming 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