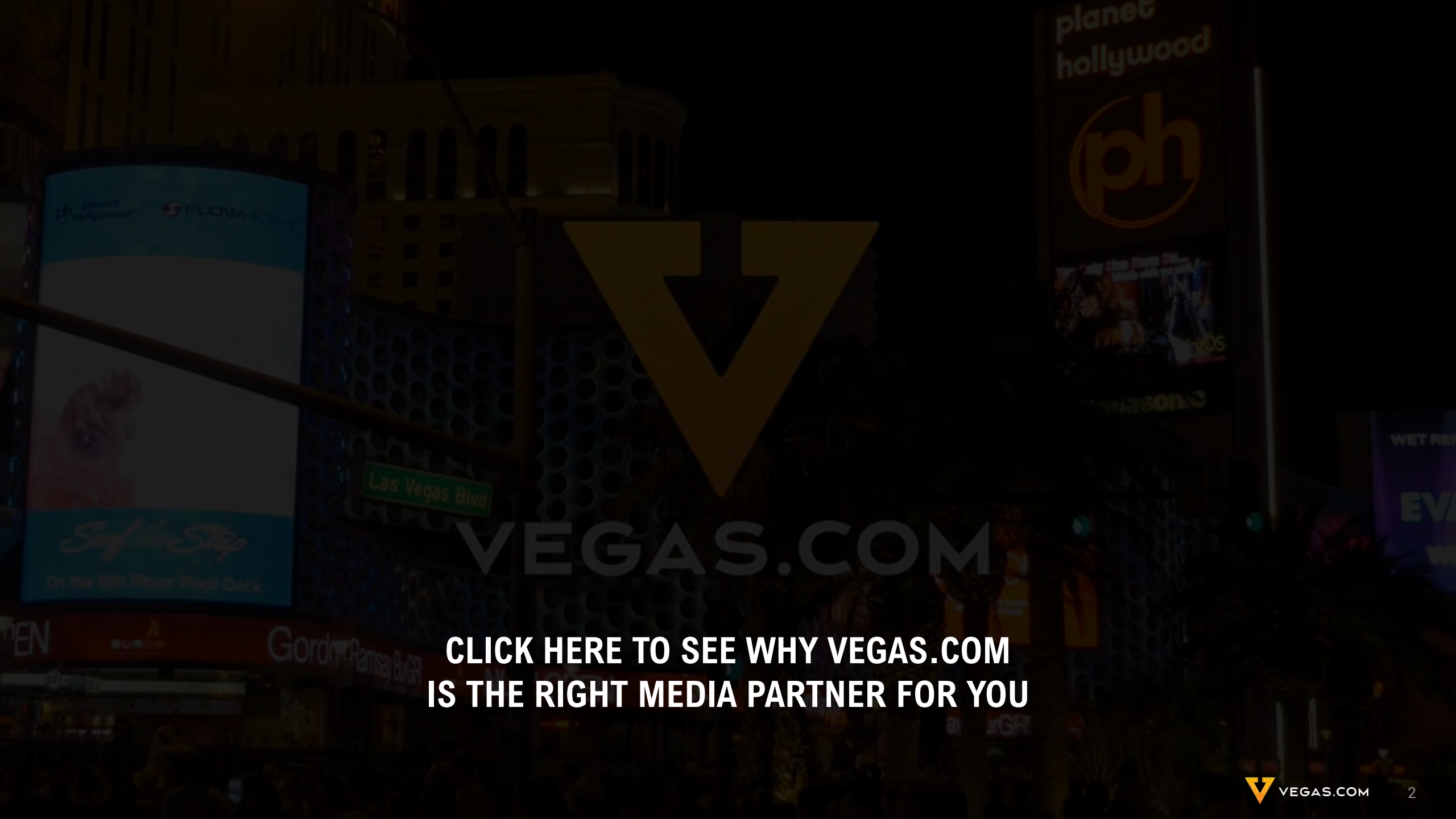




**VEGAS.COM**

**SHOWS  
MEDIA KIT**





VEGAS.COM

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

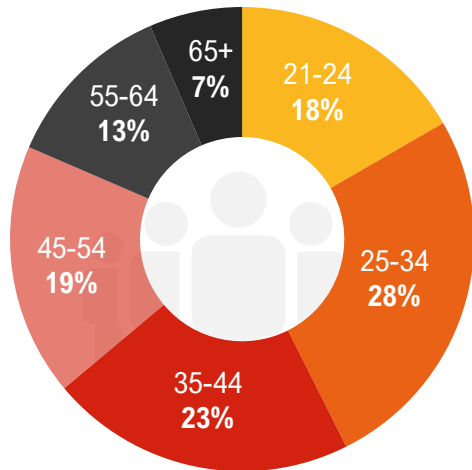




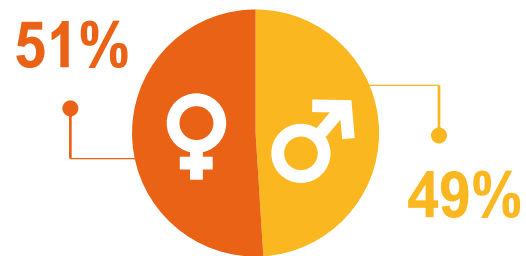
# DEMOGRAPHICS

# Demographics

## AGE



## GENDER



## MARKET

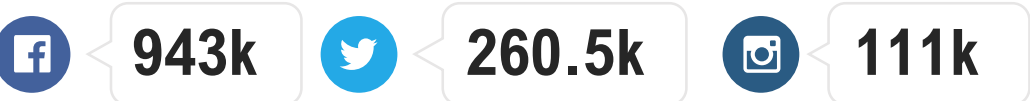


## SITE VIEWS

**17M** MONTHLY PAGE VIEWS



## SOCIAL REACH



# Demographics

## TOP INTERNATIONAL MARKETS

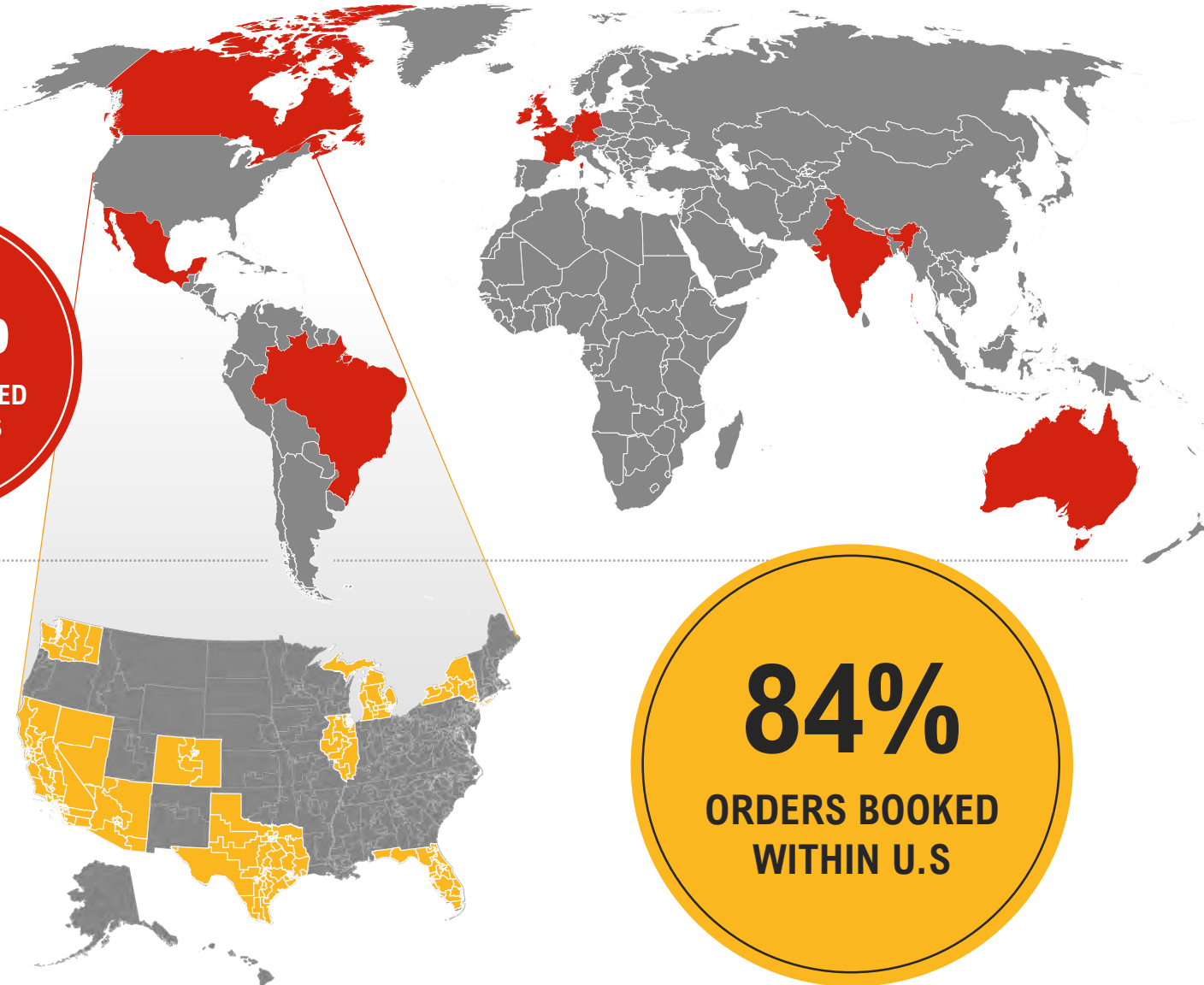
- |                   |            |
|-------------------|------------|
| 1. Canada         | 6. Brazil  |
| 2. United Kingdom | 7. India   |
| 3. Mexico         | 8. France  |
| 4. Australia      | 9. Ireland |
| 5. Germany        |            |

## 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



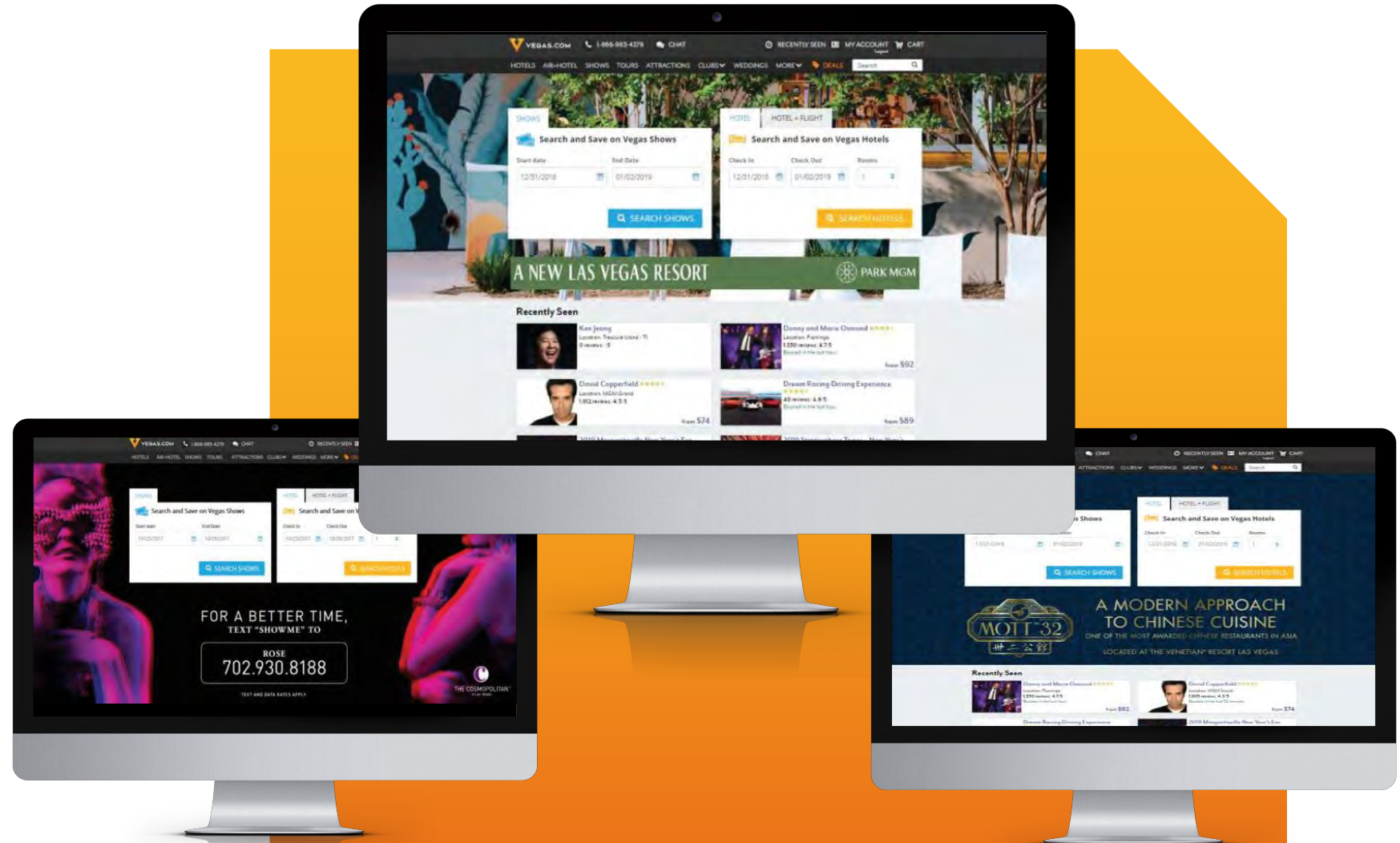


# DIGITAL MEDIA



# 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.



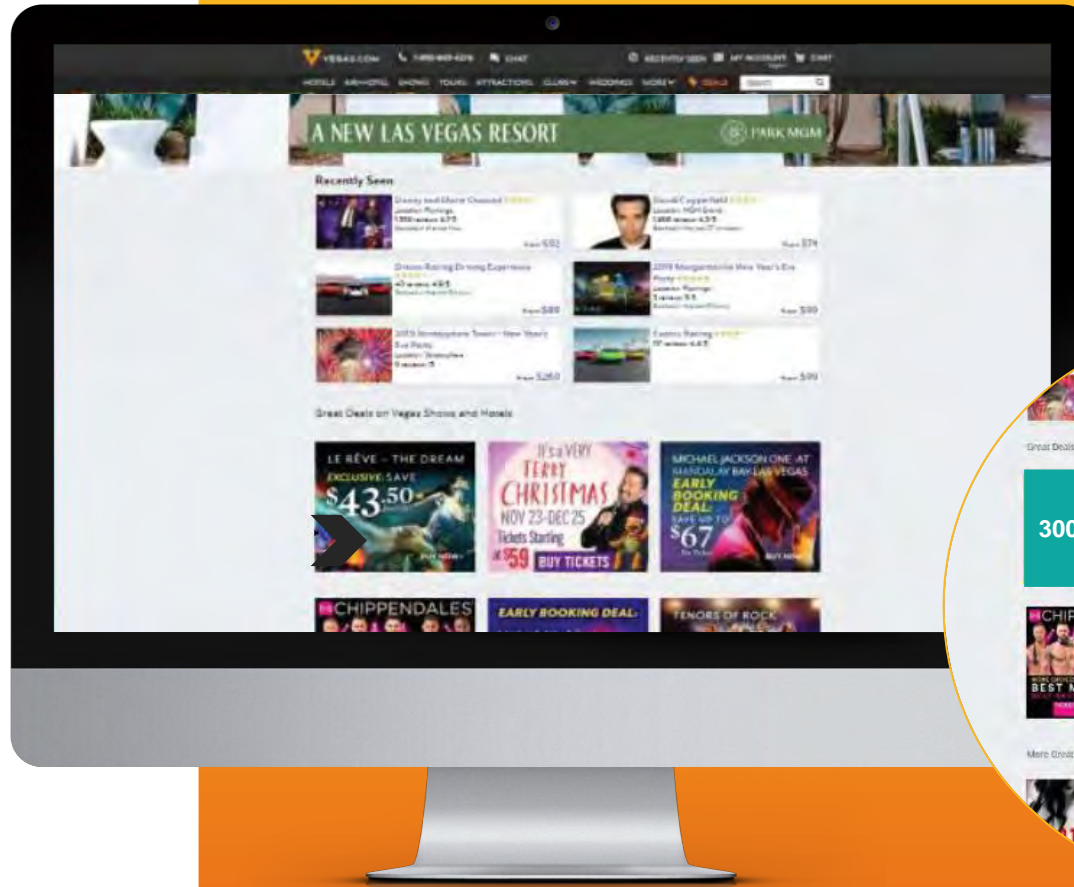
Not available week of Cyber sale and Black Friday





# Home Page Tile

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

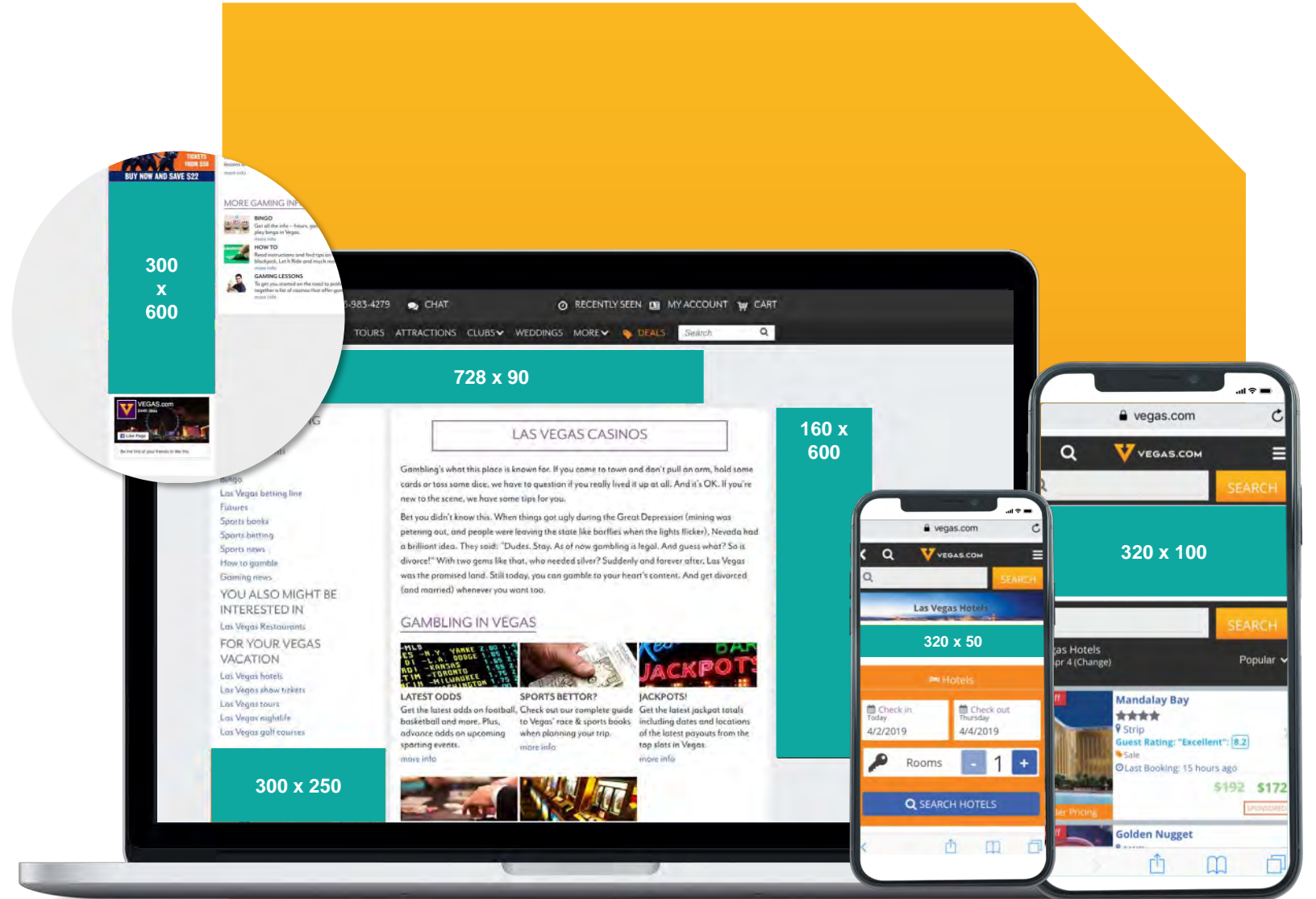






# Run of Site

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





# Shows Landing Page

## AD UNIT SIZES

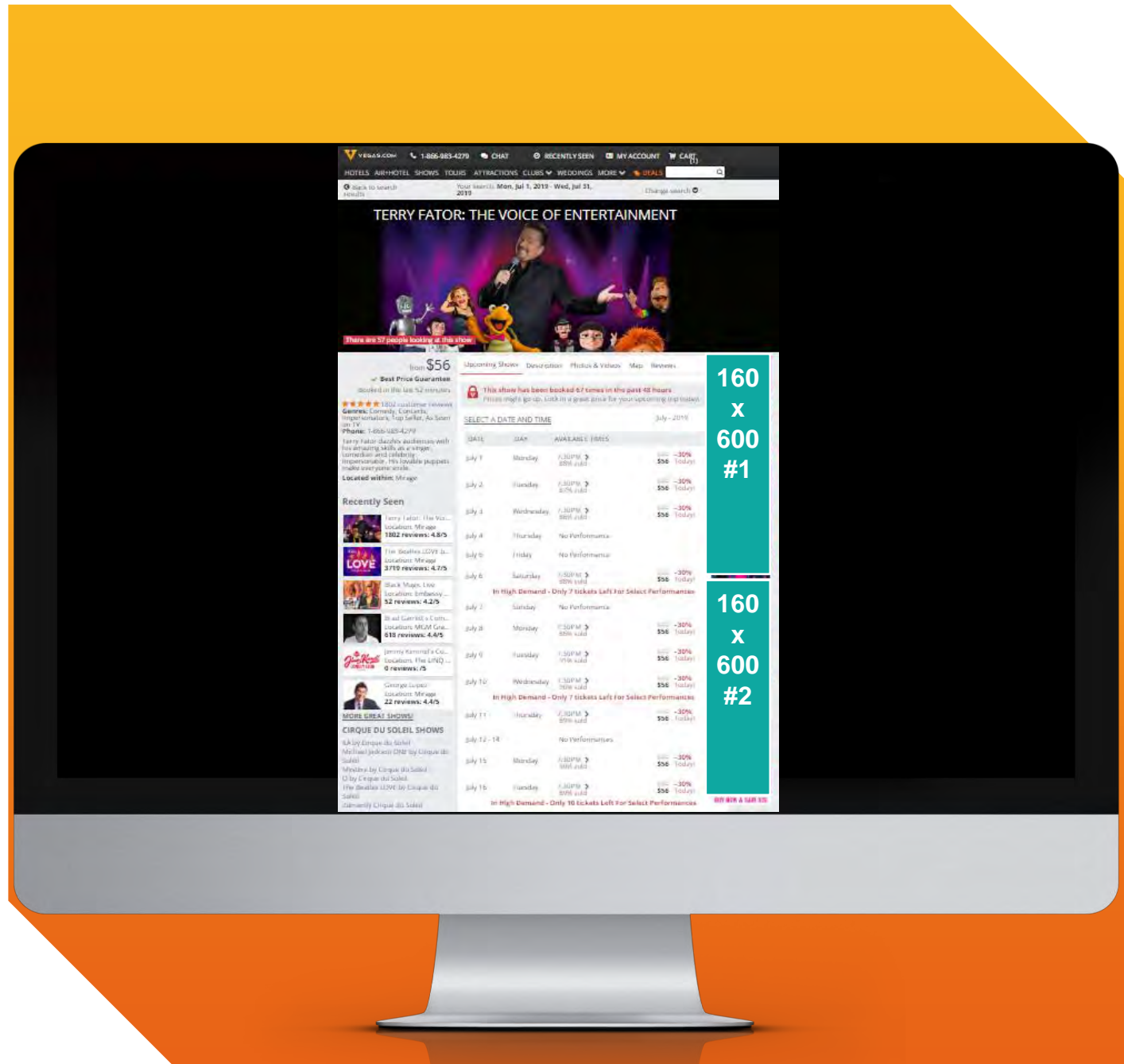
300x600 | 160x600 | 648x390  
SKIN 1000x350





# Product Details Page

AD UNIT SIZE  
160x600





# Digital Media Rate Card

Page	General Placement	Size	Rate
7	Home Page Skin	Varies (Upper ¼ of Page) 1850 x 615	\$6,400 Per Month/25% SOV
8	Home Page Tile	300 x 250	\$30 CPM
9	Run of Site – Desktop	728 x 90 & 300 x 600 & 160 x 600 & 300 x 250	\$13 CPM
9	Run of Site – Mobile	320 x 50 & 320 x 100	\$12 CPM

Page	Product Details Page Placement	Size	Rate
11	Skyscraper-Position #1	160 x 600	*\$17
11	Skyscraper-Position #2	160 x 600	*\$14
11	Blended CPM	160 x 600 (Position #1 or #2)	*\$15.50
11	Adult Section: Skyscraper-Position #1 &, or #2	160 x 600	\$1,700 Per Month/33.3% SOV

# Digital Media Rate Card

Page	Shows Landing Page Placement	Size	Rate
10	Show Page Skin	1000 x 350	\$75 CPM
10	Hero – Position #1 or #2	648 x 390	\$37 CPM
10	Hero - Position #3, #4 or #5	648 x 390	\$28 CPM
10	Skyscraper - Position #1	160 x 600	\$24 CPM
10	Skyscraper - Position #2	160 x 600	\$22 CPM
10	Skyscraper - Position #3	160 x 600	\$16 CPM
10	Top Left Ad Unit	300 x 600	\$24 CPM
	Blended CPM	160 x 600 (Position #1 or #2) & 300 x 600	\$23.50 CPM