



Spotlight.
OUTDOOR

MEDIA KIT 2024



Who is Spotlight?

Spotlight Outdoor Ads is an enterprise leader in the Outdoor Advertising and Out of Home (OOH) industry bringing decades of exceptional track record and results for our clients. Over the years, we have been fortunate to collaborate with the biggest brands in the world - and we love what we do!

We are a creative team of professionals pushing the limits on immersive outdoor advertising, taking your ideas to levels that were simply impossible a few year's ago.

Combined with our exclusive inventory options and massive reach & scale - we are able to deliver a one of a kind product that is unparalleled in the outdoor advertising space.

PROUD MEMBERS OF:



DOMINATE LAS VEGAS STRIP

We make sure your OOH marketing strategy dominates Las Vegas Strip... literally. With **102 media faces**, **1,451,530 spots delivered weekly** & **64,000,000+ impressions** delivered weekly, Spotlight Outdoor has you covered!

INVENTORY

17

DIGITAL FACES

71

CASINO FLOOR
SCREENS

14

TOUCHDOWN TOWERS
COLUMN WRAPS

= TOTAL 102

SPOTLIGHT
PORTFOLIO

LAS VEGAS MARKET STATISTICS

VISITOR VOLUME

- 2019 visitor volume: **42.5 million**
- **6.5 million** convention attendees in 2019
- Total visitor direct spending **\$34.5 Billion**
- Spending Influenced by OOH in market **55%**
- **148,000** Hotel Rooms available

PEDESTRIAN & VEHICULAR TRAFFIC

- *2019: Average of **419,000** people walking on the Las Vegas strip at any given time (per hour)
- A pedestrian walks on the Las Vegas strip an average of **3.6 hours** per day
- +Over **69,000** vehicles travel the Las Vegas strip daily

*LVCVA 2019, Applied Analysis/Kre8 Media Study, NDOT.



SPOTLIGHT OUTDOOR INVENTORY

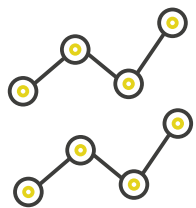


LAS VEGAS STRIP MARQUEE NETWORK

Your brands will be center stage at the epicenter of the Las Vegas Strip. Our portfolio covers 5 Caesars Entertainment properties, Showcase Mall & Paradise Esplanade Shopping Center. . Target sporting events, conventions, festivals, and concerts goes with a digital marquee. These marquees are prime real estate for your next out-of-home campaign!



- 6 Properties on Las Vegas Strip
- Screens Face North, South, East & West
- One 15-second spot
- 10% SOV loop across each marquee



- 72,000+ Plays Per Week
- 19,209,971 impressions weekly
- Over 418,000 walking hours on the LV Strip Daily



Las Vegas Strip Digital Portfolio

FULL NETWORK PACKAGE

○ Face Direction

- 17 Screens Across 7 properties
- Facing North, South, East & West

○ Media Options

- 10% SOV - 72,072 plays per week
- (1) 15-second spot. Static or animated design
- Full, double & half spots available



LIDS Digital Spectacular



Planet Hollywood Marquee



Paris Marquee



Caesars Marquee



The LINQ Marquee



Harrah's Marquee



Grand Gateway Marquee

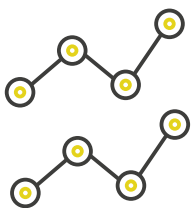
CASINO FLOOR DIGITAL NETWORK

A massive footprint of 71 screens within nine Caesars Entertainment properties, that deliver Over 725,000 plays per week (when based on 10% SOV). With 24/7 exposure within the highest foot traffic areas of each casino property, you're guaranteed to reach 100% of your target audience through these eye-level units on the casino property floors.

71 CASINO FLOOR SCREENS



- 5 Caesars Entertainment properties
- 71 Casino Floor Screens
- One 15-second spot
- 10% SOV loop across each marquee



- 1,451,530 spots delivered weekly
- 2,500,000 impressions per week
(all based on 10% SOV)

CASINO FLOOR DIGITAL NETWORK

71 CASINO FLOOR SCREENS



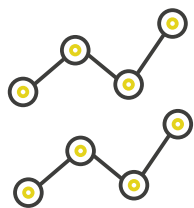
TOUCHDOWN TOWERS

Elevator column Wraps on the Las Vegas Strip corridor are a perfect iconic opportunity for a brand to advertise on both a national and international scale. The space has many advantages; it's grand, eye level, in line of sight for both pedestrian and vehicular traffic, and the columns have a unique shape that are easily identified.

14 TOUCHDOWN TOWERS



- 14 Towers Located in the heart of Las Vegas Corridor
- Towers Face North, South, East or West
- Custom Finishes & Extensions available
- Over 38' tall towers



- 87,460,306 Monthly Impressions
- Over 68,000 vehicles travel the Las Vegas strip daily
- 2017: Average of 424,000 people walking on the Las Vegas strip at any given time (per hour)



TOUCHDOWN TOWERS

COLUMN WRAPS



TOUCHDOWN TOWERS

COLUMN WRAPS



CONTACT US

Ready to secure your media space? We're here and ready to help.

Contact us for more information.

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THANK YOU

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