

# Las Vegas Media Kit 2023



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# 1. About Intersection

# Reach diverse audiences in America's top cities

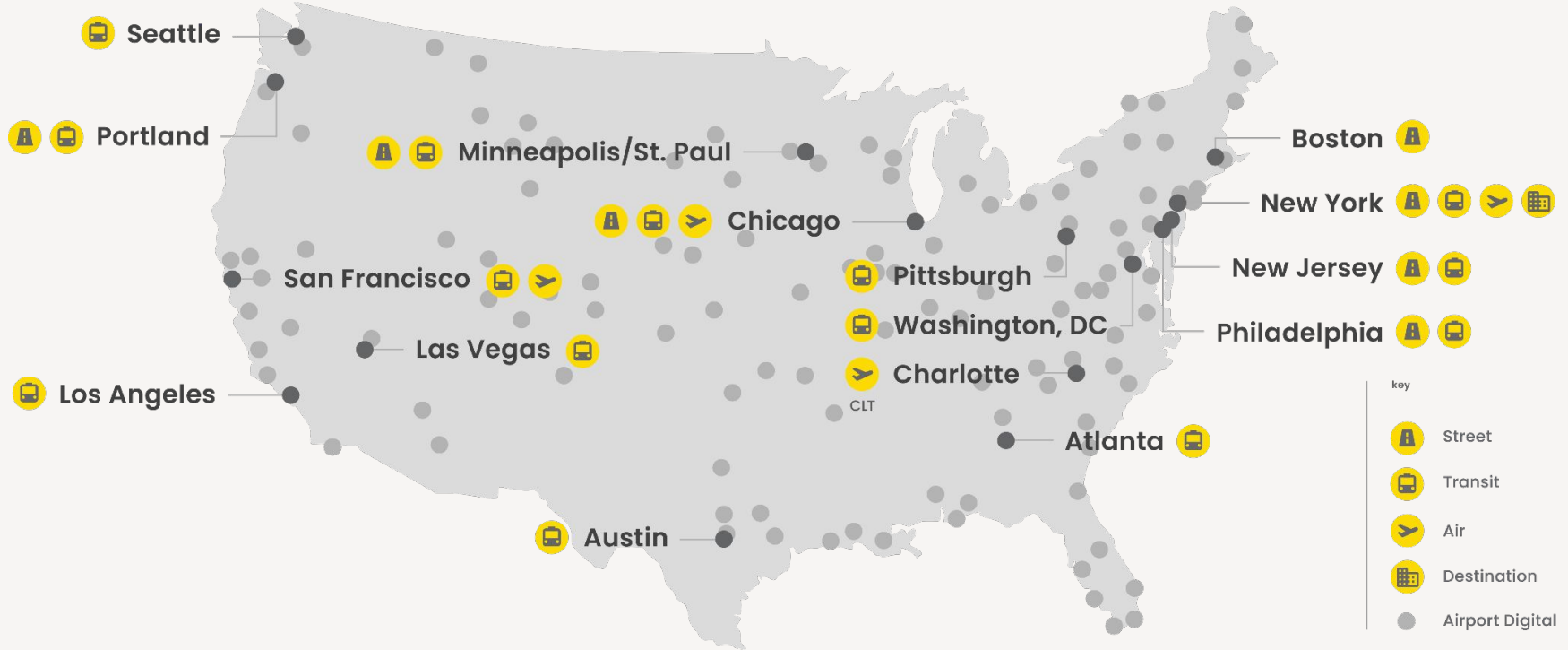
From New York to Los Angeles, and everywhere in-between, we know people are on the go, enjoying the best of what these great cities have to offer. Regardless of their journey, our media is located in well-traveled locations, and can connect your brand with the right audience. Whether they're moving through their home neighborhoods, commuting to the office, or traveling a little farther, Intersection's media meets them there.

With advertising partnerships across some of the country's largest and busiest cities—including New York, Chicago, Philadelphia, and other major metros—Intersection provides scale among valuable audiences that other media can't offer.



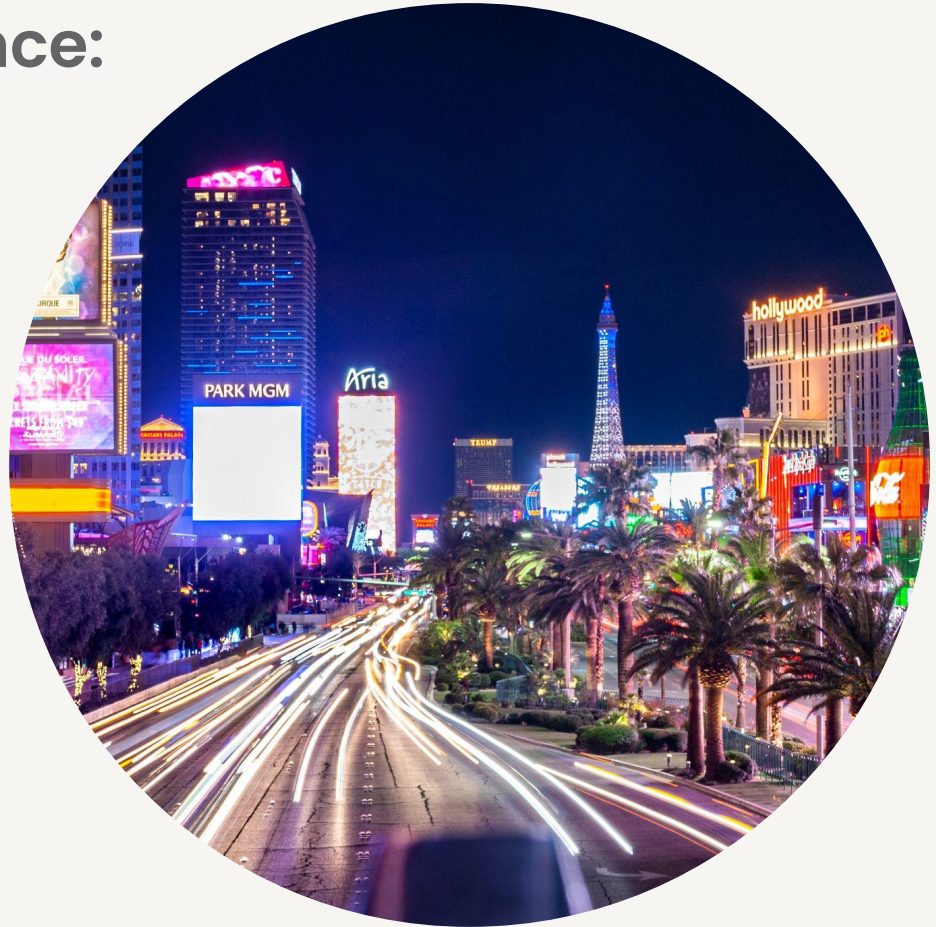


# Premium products, national scale.



# The Intersection Difference: Las Vegas

- Las Vegas hosts more than 41 MM visitors and over 22K conventions annually.<sup>1</sup>
- The Monorail is visible to 10K hotel rooms, and ~40k+ vehicles (taxis, cars, shuttles) per day, with significantly more during conventions.<sup>2</sup>
- Harry Reid International Airport saw a record-breaking 5MM visitors in October 2022.<sup>3</sup>
- 97% of Monorail riders are visitors for business, pleasure, or both.<sup>2</sup>





# Las Vegas Monorail

## Connecting Visitors to Business and Pleasure

- Adjacent to the Las Vegas Strip, the Monorail's 9 trains, with 7 stations, transport more than 4MM passengers along the 3.9 mile route annually.
- The monorail connects to the 4.6 MM sq ft Las Vegas Convention Center, one of the busiest convention facilities in the world, located near approximately 150K guest rooms.

## 2. Products



# Rail Media

Rail media allows brands to target on-the-go tourists and convention-goers with vibrant displays placed strategically throughout rail cars, transit hubs, and on station platforms.



# Las Vegas Monorail Stations

## Legend

MGM Grand Station



Horseshoe/Paris Station



Flamingo/Caesars Palace Station



Harrah's/The LINQ Station



Boingo Station at LVCC



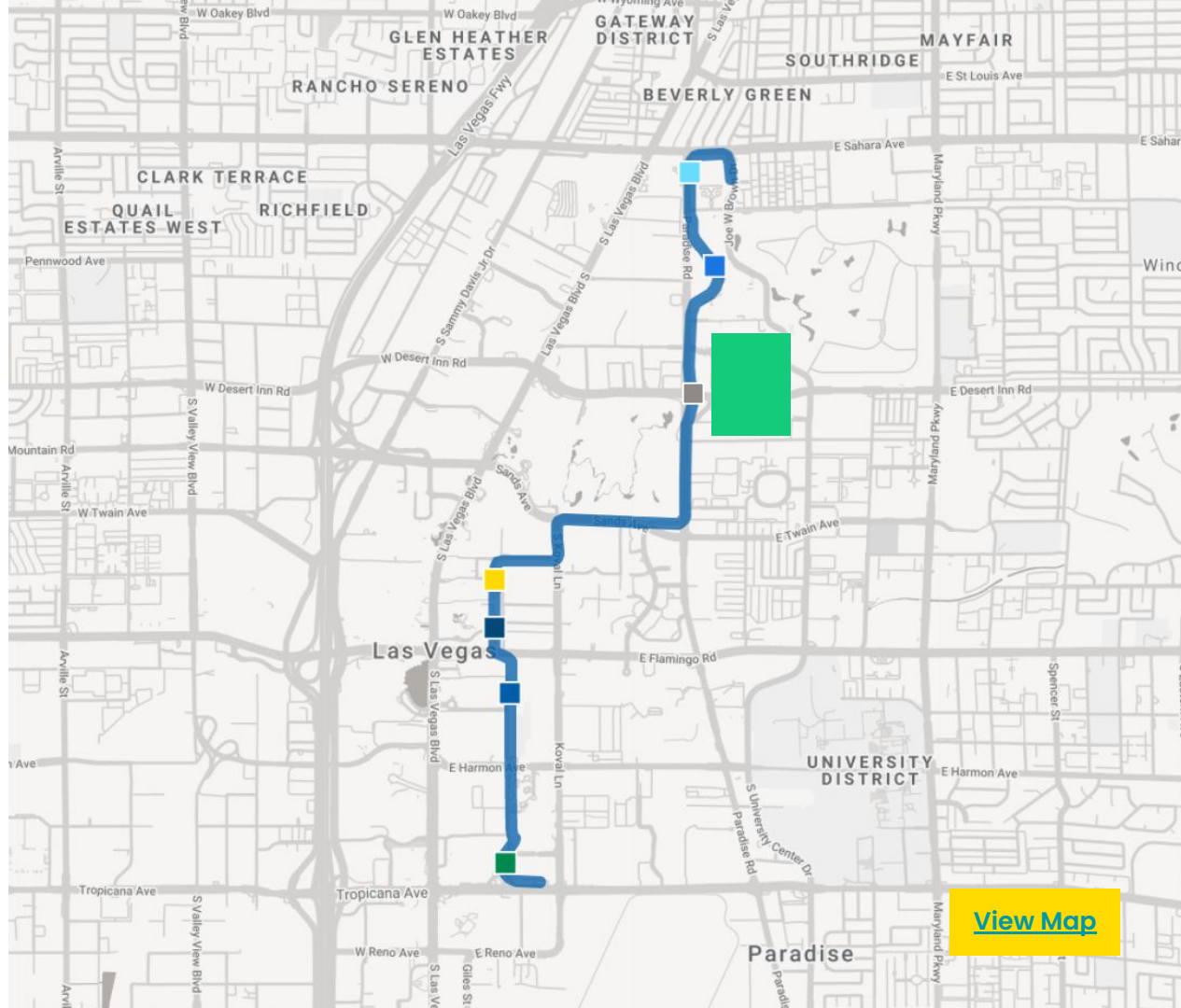
Las Vegas Convention Center



Westgate Station



SAHARA Station



[View Map](#)





## Train Wraps

Wrapped trains deliver an unparalleled canvas with coverage spanning congested city streets, buzzing transit stations, and broad roadway overpass visibility.

### Specs

Train Full Wrap	Custom Install
Train Half Side Wrap	Custom Install



# Wild Wrap

Wild Wraps encompass the bottom half of a train car, providing a surprising and unexpected media placement.

## Specs

Wild Wrap

Custom Install



# Interior Train Wrap

Interior Train Wraps allow riders to step in and immerse themselves in your brand. This media gives advertisers the creative space to transform the inside of a train car and make an instant impact.

## Specs

Back Panel	110"W x 36"H
Ceiling	Custom Install
Floor	Custom Install
Interior Walls	Custom Install
Interior Car Cards (24/train)	49"W x 11"H





# Interior Brand Train

Brand Trains allow one advertiser to dominate the interior space with multiple messages, a variety of creative executions, or impactful repetition.

## Specs

Back Panel	110"W x 36"H
Interior Car Cards (24/train)	49"W x 11"H



# Station Dominations

Station Dominations enable a brand to own an entire station with a combination of media formats that can't be missed. Dominations create buzz and generate recall with out-of-the-box executions that stop people in their tracks.





# Boingo Station at LVCC Interior Domination

Influence attendees before they even set foot inside of the conference with a branded interior station domination. The Las Vegas Convention Center Monorail Station has a variety of unexpected interior media placements designed to capture the attention of this valued audience.

## Inventory

Station Lightboxes (8)	142"W x 68"H
Door Panels (8 Sets)	14'W x 6'H per set of doors
Floor Graphics (2)	10'W x 10'H



Additional media elements available



Conceptual Artwork



Conceptual Artwork



# Boingo Station at LVCC Exterior Domination

An Exterior Station Domination allows your brand to tower over visitors with unmissable messaging. Facing the Convention Center, the east side of the Monorail station is visible from the center's entrances, exits, and parking lots. It sits above East Desert Inn Road, the main thoroughfare through the complex.



\*Signage may be subject to approval by Clark County, Nevada.



# Station Platform Door Panels

All attention is directed towards the Monorail's Station Platform Door Panels while passengers stand by. This placement can't be missed by riders as they anticipate boarding the train.

## Specs

Door Panels

14'W x 6'H per set of doors







# Loop Tunnel Central Station

Located at the Las Vegas Convention Center, Teslas transport conference attendees to their exhibit halls. Digital media dominates the station at the entrance, boarding area, and inside the vehicles.

# Loop Tunnel Central Station Video Wall

A massive 63 ft. by 9 ft. video wall, 7 ft. above the ground, is the star of the Loop's Central Station, making your brand's static or video message truly unmissable to riders.

## Specs

Loop Tunnel Central Station Video Wall	63"W x 9"H
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Spot length	7.5 sec
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Resolution	7680 x 1080 px
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# Loop Tunnel Central Station Escalator Video Wall

Upon descent on the escalator into the Loop's Central Station, an overhead video wall greets excited riders.

## Specs

Loop Tunnel Central Station Video Wall	9.5'W x 5.25'H
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Spot length	7.5 sec
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Resolution	3840 W x 2160 H pixels
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Conceptual Artwork

# Loop Tunnel Central Station Tesla In-Vehicle Digital Displays

Target specific show audiences with bold in-vehicle messaging in an up-close and intimate setting across the Tesla fleet as riders travel to their LVCC destinations.

## Specs

Spot length	7.5 sec
Resolution	1280 W x 980 H px

 \*Only available when packaged with the Loop Digital Wall and Loop Escalator Video Wall. POP/Photography unavailable for this media product. Audio is not available at this time.



Conceptual Artwork

# 3. Additional Offerings





# Print

Beyond media space, Intersection can print standard or large-format ads for any out-of-home campaigns, including all transit and billboard markets. With tremendous buying power, Intersection can offer advertisers the best materials, processes, and rates.





# Thank You

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