Intersection

Las Vegas Media Kit 2022

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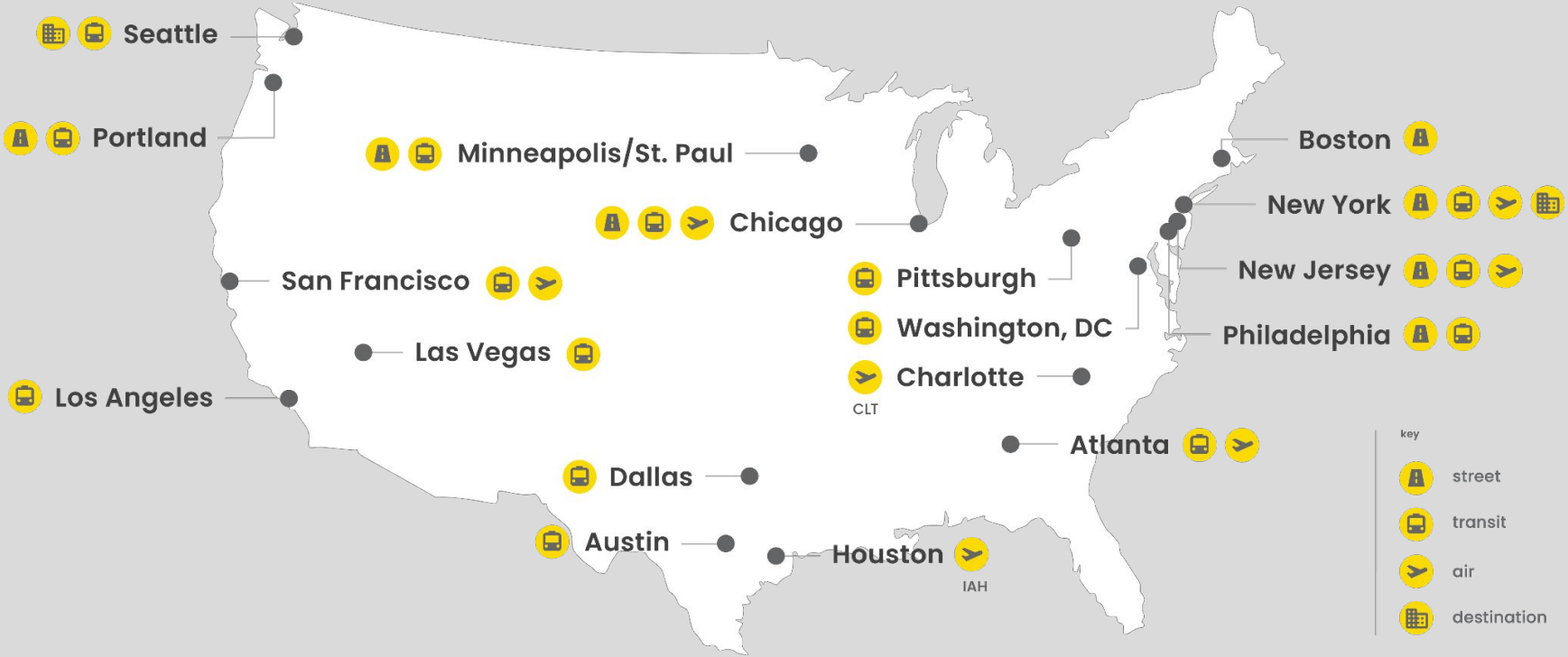
1. About Intersection

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

- **Each year, Las Vegas hosts more than 41 MM visitors and over 22K conventions.**[1]
- The Monorail is visible to 10K hotel rooms, and ~40k+ vehicles (taxis, cars, shuttles) per day, with significantly more during conventions.[2]
- 97% of Monorail riders are visitors for business, pleasure, or both.[2]

Sources: (1) Downtown Vegas Alliance, 2019 (2) Las Vegas Convention and Visitors Authority

The Las Vegas Monorail

Connecting visitors to business & pleasure

- Carries 5 MM passengers annually.
- Consists of 9 trains and 7 stations along a 3.9 mile route.
- Connects to the Las Vegas Convention Center, one of the busiest convention facilities in the world. At 4.6 MM sq ft, the LVCC is located within a short distance of approximately 150K guest rooms.

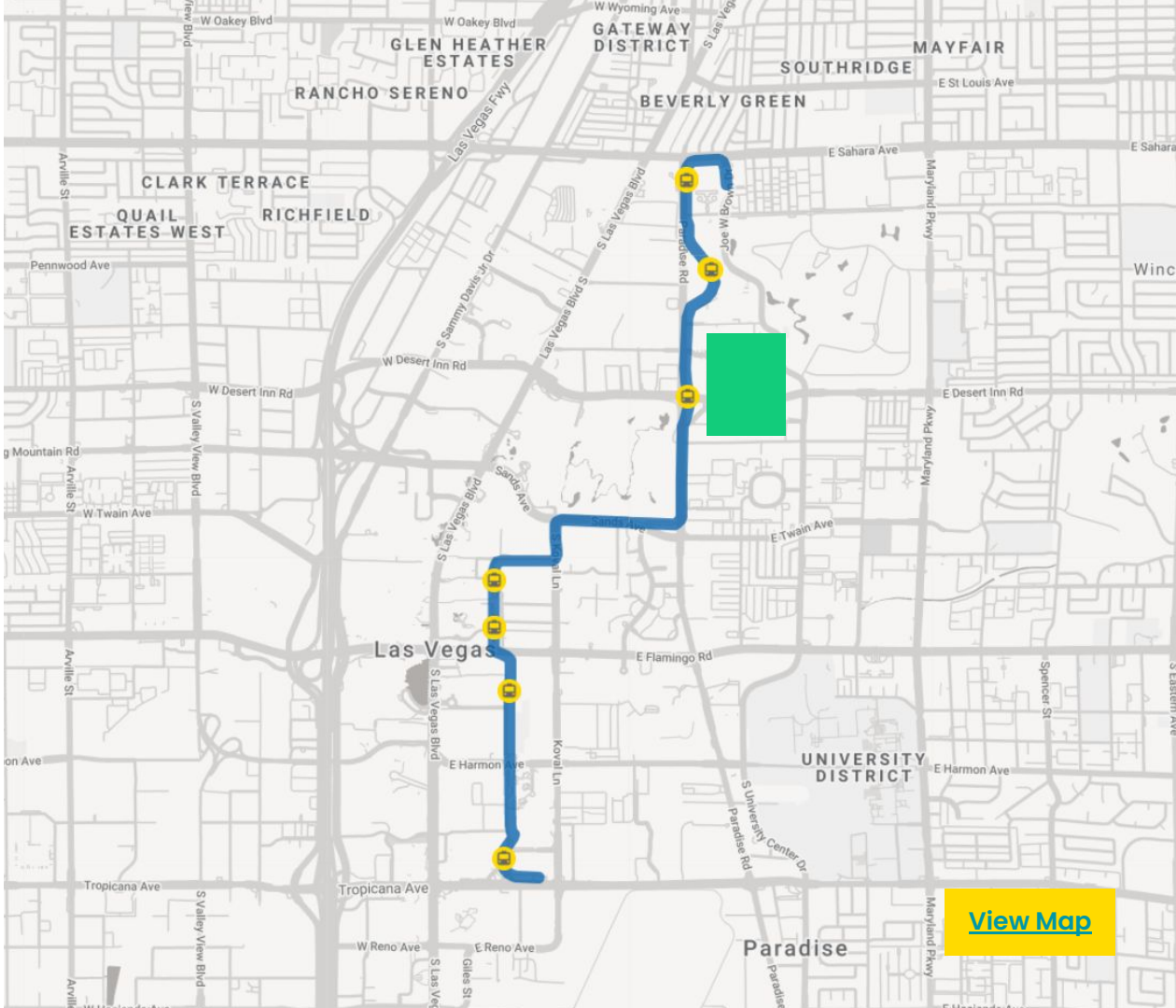
Source: Las Vegas Convention and Visitors Authority

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

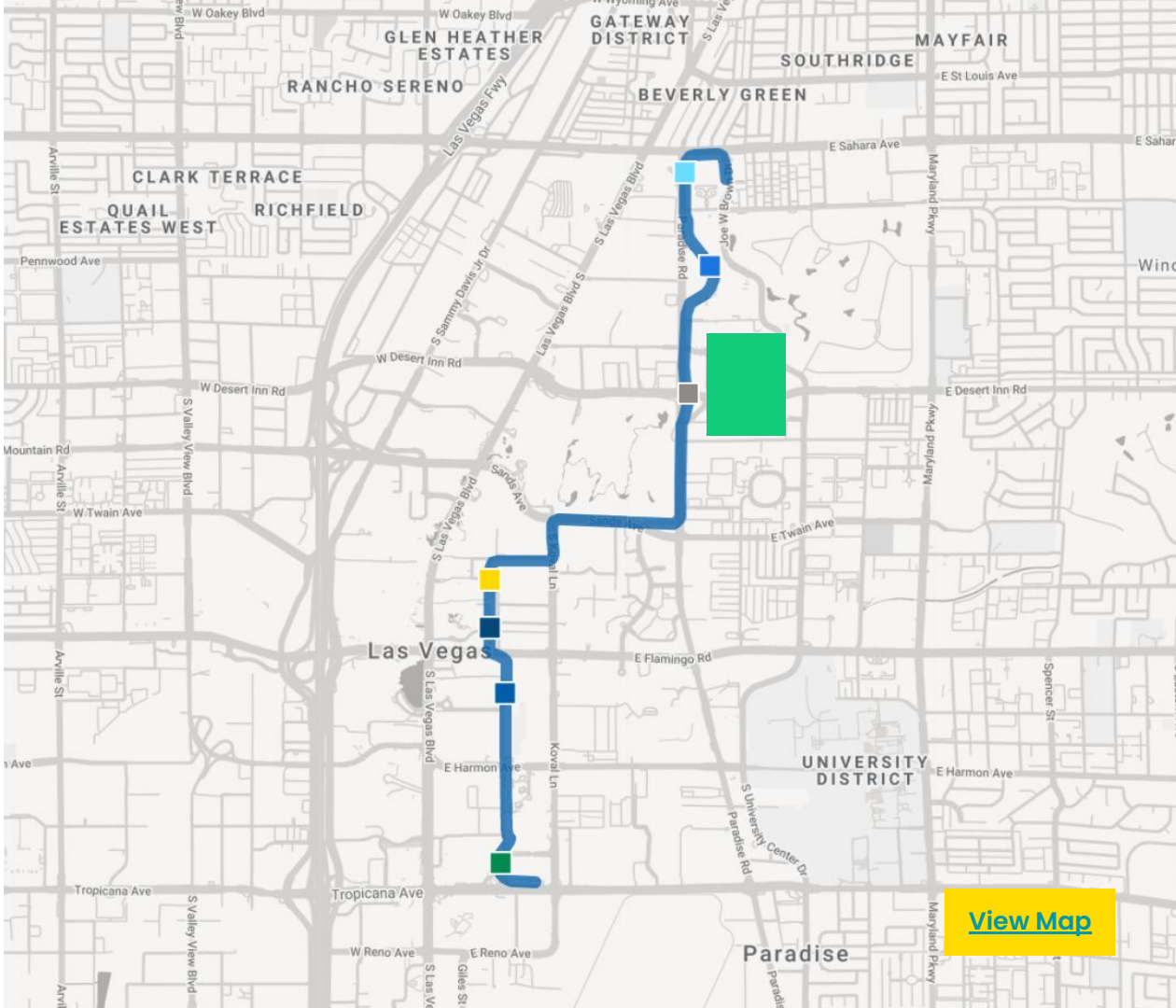


Legend

Las Vegas Monorail Route	
Monorail Stations	
Las Vegas Convention Center	

Las Vegas Monorail Stations

Legend	
MGM Grand Station	
Bally's/Paris Station	
Flamingo/Caesars Palace Station	
Harrah's/The LINQ Station	
LV Convention Center Station	
LV Convention Center	
Westgate Station	
SAHARA Station	



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.

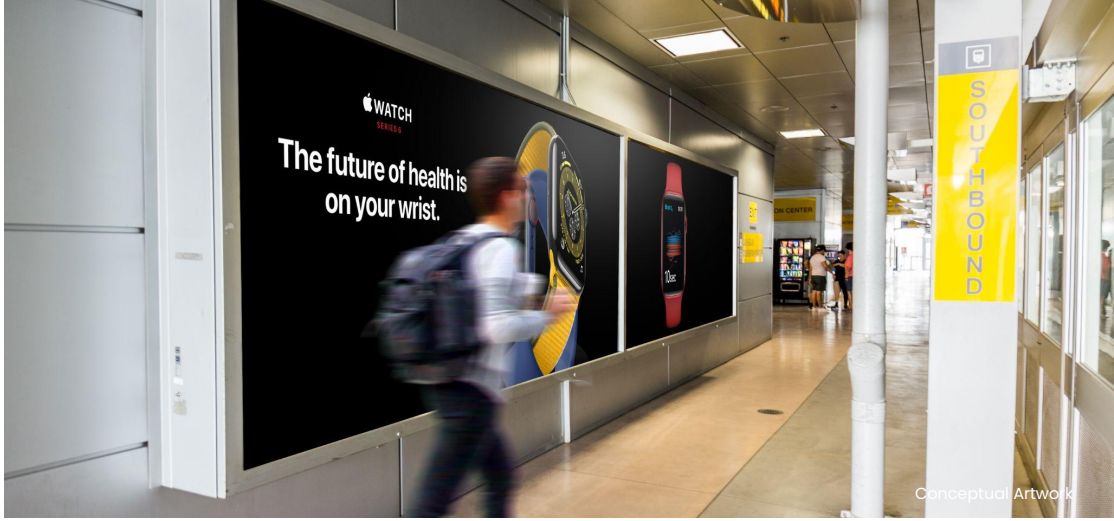
Conceptual Artwork

LVCC Interior Station 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

LVCC Exterior Station 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.

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

Conceptual Artwork

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

Conceptual Artwork

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 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

Conceptual Artwork

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
Spot length	7.5 sec
Resolution	7680 x 1080 px

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
Spot length	7.5 sec
Resolution	3840 W x 2160 H pixels

3. Additional Offerings

Experiential & Brand Activation

Intersection crafts custom brand activations and experiences that take consumer engagement beyond advertising alone.

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.

Intersection

Thank You

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