

# 2011 DIGITAL MEDIA KIT

Clear Channel OUTDOOR :: LAS VEGAS

TOURIST NETWORKS

ZERO PRODUCTION COSTS

EXTREME FLEXIBILITY

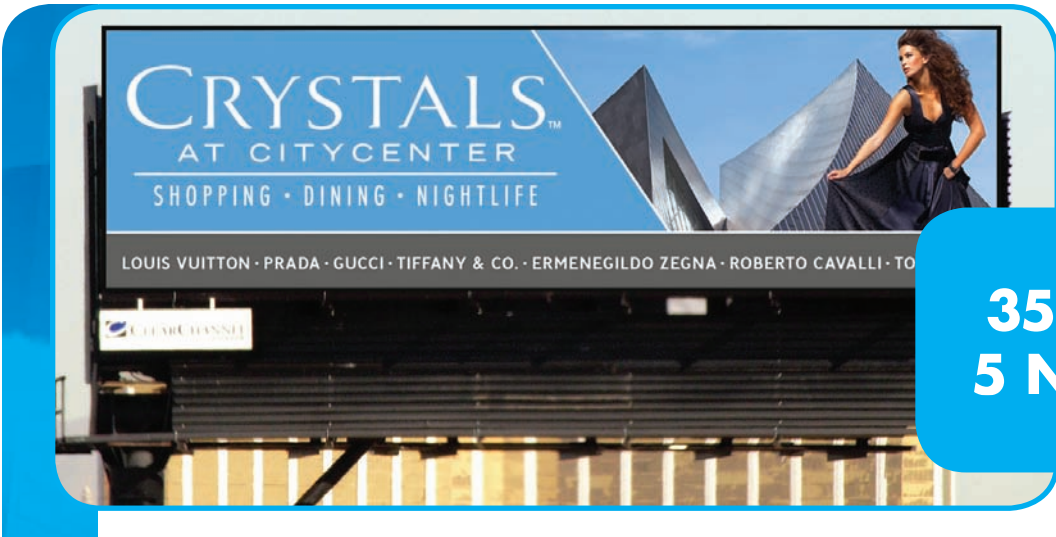
24-HOUR COPY CHANGES

HIGH FREQUENCY

**OUT WOWS.**



2880 B Meade Ave., Suite 350 :: Las Vegas, NV 89102  
P 702.238.7200 F 702.238.7266



**35 DISPLAYS  
5 NETWORKS**

# WHY DIGITAL?

FEATURES	BENEFITS
<b>High frequency</b>	Over a 24 hour period, your message can be broadcast thousands of times on our networks.
<b>24-hour copy changes</b>	Digital means immediate delivery. Adapt to the market quickly, keeping your message current and relative to the interests of your consumer.
<b>No extra production costs</b>	Makes budgeting easier. Ability to react to what works.
<b>Unparalleled flexibility</b>	Start a dialogue, create anticipation, customize programs and build ongoing relationships with your consumers. Ask your AE about Dynamic Digital and Outdoor Connect.
<b>Limitless creative executions</b>	Showcase every aspect of your product, service and image. Creative content engages your consumer and helps your business stand out from your competitors.
<b>Las Vegas' BEST locations</b>	Strategically placed, high-profile locations optimize distribution, circulation and visibility quickly.
<b>Latest technology</b>	Newest display technology offers the best color definition and image quality, both day and night.

“With changeable billboards, advertisers will have more control over their messages and their timing.”

-BUSINESS WEEK

“Without digital billboards, our traffic would decrease...we are utilizing the digital boards to their full potential.”

-HARD ROCK HOTEL & CASINO



# DIGITAL LAS VEGAS

## BLACKJACK


LOCATION	DESCRIPTION	DEC	EOIs	GPS
1	67892 Swenson WS 25' N/O Naples SF // 12x40	43,000	139,148	-115.15007 Longitude 36.105846 Latitude
2	67852 Koval WS 600' N/O Harmon NF // 14x48	24,600	113,519	-115.16433 Longitude 36.109905 Latitude
3	64752 Paradise ES 2200' S/O Flamingo SF // 14x48	68,800	312,663	-115.152763 Longitude 36.111286 Latitude
4	67902 Sahara NS 5' E/O Railroad Pass WF // 14x48	60,900	221,278	-115.166084 Longitude 36.144241 Latitude
5	67872 Tropicana NS 150' E/O Koval WF // 14x48	75,500	249,661	-115.162987 Longitude 36.101177 Latitude
6	67882 Flamingo SS 480' W/O Industrial EF // 14x48	73,700	267,565	-115.185158 Longitude 36.113815 Latitude
7	65132 I-15 ES 520' S/O Sunset SF // 14x48	131,500	610,263	-115.18001 Longitude 36.069173 Latitude

**TOTAL EOIs: 1,914,097**

## JACKPOT

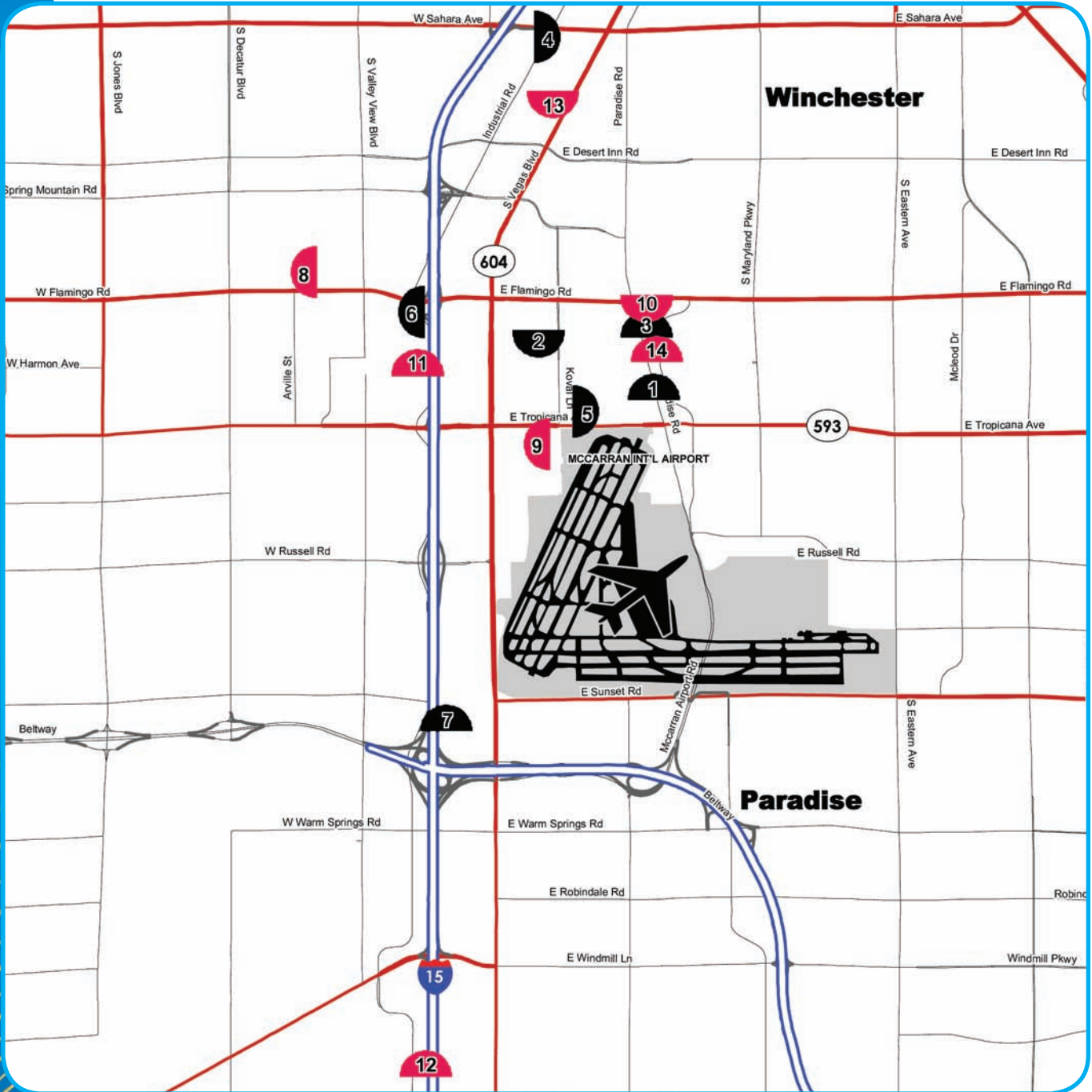
LOCATION	DESCRIPTION	DEC	EOIs	GPS
8	64585 Flamingo NS 1500' E/O Arville EF // 14x48	48,200	225,647	-115.196915 Longitude 36.115829 Latitude
9	68672 Tropicana SS .25 Mi E/O LVBS EF // 14x48	72,200	242,165	-115.1692 Longitude 36.10057 Latitude
10	67862 Paradise ES 2200' S/O Flamingo NF // 14x48	68,800	242,664	-115.152504 Longitude 36.11031 Latitude
11	68612 I-15 WS 125' S/O Harmon SF // 14x48	165,600	506,619	-115.181442 Longitude 36.107582 Latitude
12	63802 I-15 WS 930' S/O Ford SF // 14x48	47,200	120,280	-115.181453 Longitude 36.029414 Latitude
13	68922 LVBS WS 800' N/O Convention Cntr NF	38,400	170,265	-115.164957 Longitude 36.13268 Latitude
14	64252 Swenson WS 60' S/O Harmon SF // 14x48	45,600	160,751	-115.150711 Longitude 36.107673 Latitude

**TOTAL EOIs: 1,668,391**

 It's interactive. PDF will link to coordinates in Google maps.

**LAS VEGAS ADULTS 18+ POPULATION: 1,460,399**

# TOURIST MARKET MAP



- = Blackjack 7 Board Network
- = Jackpot 7 Board Network

# TOURIST MARKET

## RATES AND PROGRAMS



### TWO 7 BOARD NETWORKS :: BLACKJACK OR JACKPOT

Digital bulletins have premium placement, that means your message is seen on seven high profile 14'x48' billboards in the best locations. Las Vegas is a 24 hour town and with our digital bulletin networks, your message reaches consumers on the go 24/7. Each spot is eight-seconds in length and spots are available as full or half spots so that you maximize your advertising budget.

7 Board	DECs	Eyes On Impressions (Weekly)	Guaranteed 4 Week Spots	Reach %	Freq. X	GRPs (weekly)	Program TRPs	Weekly Rates	4-Week Rates
Full	482,000	1,791,244	245,000	62.04	7.91	144.22	490.65	\$11,200	\$32,000
1/2 Spot	482,000	1,791,244	122,500	62.04	7.91	144.22	490.65	\$6,500	\$18,560

**LAS VEGAS 18+ POPULATION: 1,460,399**

*Category Exclusivity: Casinos excluded in the Las Vegas Market. Management reserves the right to determine category exclusivity. All reach, frequency & CPMs are based on structure numbers from Traffic Audit Bureau (TAB). Eyes On Impressions, Reach & Frequency represent the average EOIs, Reach & Frequency per network based on full network coverage. Be advised that the EOI reported for digital billboards represent the complete EOI for the locations. They are not adjusted to account for the number of messages displayed. Space subject to availability. All rates are Net. Full spot program guarantees 8,750 spots per board per week.*

# DIGITAL CREATIVE

## GUIDELINES & SPECS

### **SIMPLICITY IS THE KEY TO CREATING GREAT OUT-OF-HOME DESIGN.**

A billboard's main purpose is functionality. Creating a billboard is mainly about making it read. Even the best design is worthless if it is not legible from a distance. It is only after legibility has been mastered that creativity can follow.

Although very similar, there are variances in designing for digital as opposed to traditional Out-of-Home. With that in mind, listed here are Clear Channel Outdoor's recommended guidelines for designing a digital billboard.

### **MAKE THE TEXT LARGE**

Outdoor designs should be simple, clear and easy to read. Digital Bulletins should be legible from 500 feet away.

### **USE BOLD, NON-SERIF FONTS**

Always use large, legible typefaces. At 500 feet, thin lines optically fade or break up. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

### **STICK TO ONE MESSAGE OR IDEA**

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to its essential elements.

### **BE SHORT AND SWEET**

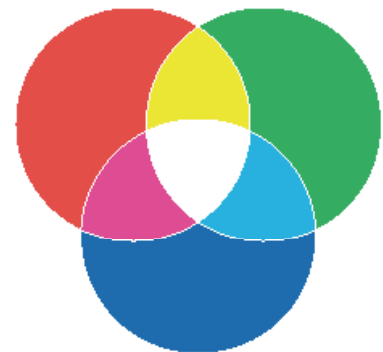
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

### **COLOR**

Use only RGB color files for digital displays. Design as you would for a website, TV or computer monitor.

### **AVOID WHITE BACKGROUNDS**

To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.



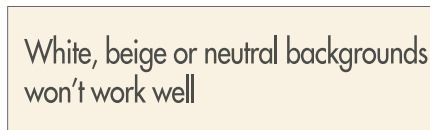
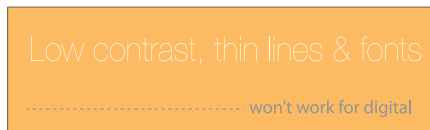
# DIGITAL CREATIVE

## USE BRIGHT, BOLD COLORS

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.

## DESIGN WITH HIGH CONTRAST

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



## PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

## FORGET ABOUT WHITE SPACE

White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300 - 500 feet is not recommended.

## TEST YOUR IDEA

A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?

## DIGITAL PRODUCTION REQUIREMENTS

### FILE TYPE

Uncompressed JPG

### COLOR MODE

RGB

### ART PIXEL DIMENSIONS

Digital Bulletins - 400h X 1400w

