

# OUTFRONT/

# WE GET YOU **LAS VEGAS**

Media Across The Market





# MASTERING THE ART & SCIENCE OF OOH/

OUTFRONT/

At OUTFRONT, we understand that to brands, audiences are everything. Our media impacts people where and when it matters. As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to **helping people, places, and business grow stronger.**

We are masters of the Art & Science of OOH. We continue to add intelligence to OOH, making our media more accurate, more agile, and more accountable. We have an insights suite and attribution solutions designed to reach and measure impact against your desired audience. Plus, we understand the power of creative, so we offer access to our Cannes Lions award-winning in-house agencies.

We blend the visibility and creative impact of real-world media with the versatility of digital, infused with the power of audience data. We champion the power of the biggest canvases in America to drive engagement, fame, and trust.

We are OUTFRONT by name and OUTFRONT by nature. We are front and center in the places where people live, work, and play. From neighborhoods and communities to urban centers and transit hubs, to busier than every highways and roads.

We are everywhere. We empower smart brands to leverage our ubiquity (500K canvases & 14.1B weekly impressions), our national footprint (25 top markets), and our local community connections (and relevance).

**Welcome to America's most visible  
and most versatile media network.**

**Welcome to OUTFRONT.  
We get you America.**

LAS VEGAS  
702.795.3325





# IMPACT WHERE IT MATTERS /

OUTFRONT/

WE LEVERAGE THE POWER OF **TECHNOLOGY, LOCATION, AND CREATIVITY** TO DRIVE IMPACTFUL ENGAGEMENTS BETWEEN BRANDS AND **AUDIENCES.**



## TECHNOLOGY

Technology is a priority for OUTFRONT. We have the right hardware, software, and data to make your campaigns targeted, efficient, and trackable. We know reaching the right people is a top priority. That's why we use syndicated research, proprietary geospatial data, and real time mobile data to find people IRL. We also know that measurement matters. So, we have developed an attribution model that is scalable to meet different business needs.

## LOCATION

At its heart, OOH is a location based medium allowing smart brands to leverage contextual relevance. With over 500K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breadth with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (7 out of 10 Americans weekly\*), with targeted messaging by market or demographic.

## CREATIVITY

Creative drives 70% of an ad's effectiveness and OOH is the most creative medium out there. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Leverage our Cannes Lions award-winning in-house creative agencies for best in class creative services and dynamic digital add-ons.



# OOH DRIVES SUCCESS /

OOH IS A POWERFUL MEDIUM WITH PROVEN SUCCESS IN DRIVING DESIRABLE BRAND OUTCOMES ACROSS THE PURCHASE FUNNEL. THIS LAYERED WITH ITS LOW CPM MAKE IT AN EFFECTIVE AND EFFICIENT ADDITION TO ANY MEDIA PLAN.

## AWARENESS

OOH performs best for awareness across all demographics, while also ranking as the #1 preferred media format for Millennials and GenZ. Characteristics like massive reach, trustworthiness, and highly visual canvases contribute to OOH ranking highest against all other media in this KPI.

## CONSIDERATION

People take action after seeing out of home, whether in real life or digitally. In fact, OOH drives 5.3X more search queries and 5X more website visits than any other media. Often along the path to purchase, OOH drives people into brick-and-mortar locations.

## CONVERSION

OOH demonstrates superior performance in awareness and nearly identical numbers with social media in consideration and conversion rates. With significantly lower CPMs than other mediums, OOH offers the dual advantage of cost-effectiveness and widespread impact. Evidenced by **eBay's 27% surge in ad revenue** post-transition to a "full-funnel" marketing approach, the potency of OOH in driving conversions is undeniable.

### AWARENESS<sup>1</sup>

43% OOH  
33% TV  
32% Social Media  
26% Online Video

### CONSIDERATION<sup>1</sup>

23% OOH  
24% TV  
24% Social Media  
21% Online Video

### CONVERSION<sup>1</sup>

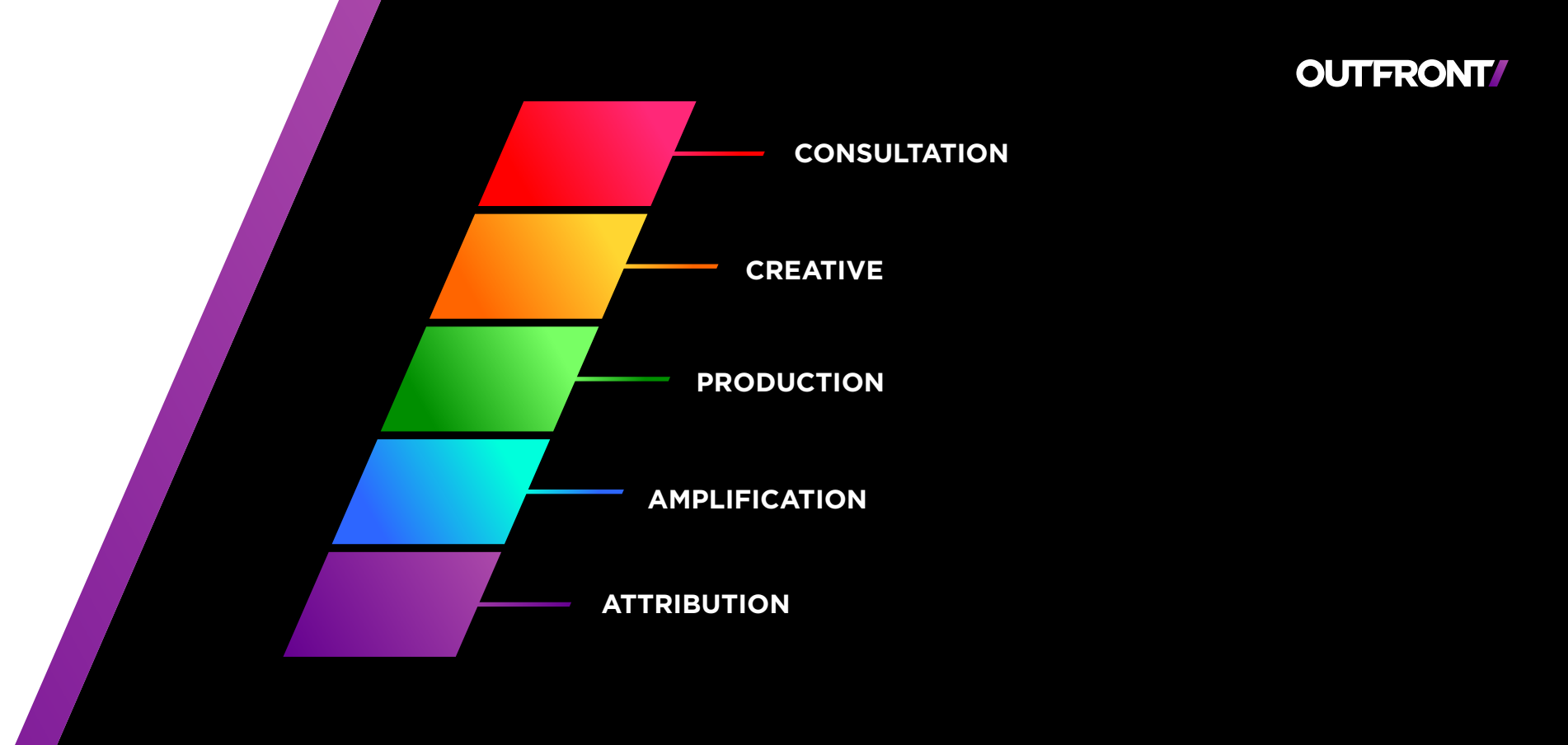
18% OOH  
18% TV  
20% Social Media  
13% Online Video



# LEVERAGE OUR EDGE /

OUTFRONT'S 360° PARTNERSHIP  
APPROACH ENSURES YOU GET  
THE EDGE ON YOUR COMPETITION.

OUTFRONT/



## CONSULTATION

### DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to buy programmatically? 2,200+ digital billboard and transit canvases available on top SSP & DSP platforms.

## CREATIVE

### THE MOST CREATIVE OF ALL MEDIUMS

Leverage our Cannes Lions award winning in-house creative agencies, XLabs & OUTFRONT STUDIOS. Together, we can aid in anything from best practices to full campaign development or bring dynamic digital elements to your campaign.

## PRODUCTION

### LAUNCHING YOUR CAMPAIGN

Let's launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

## AMPLIFICATION

### TAKING YOUR MESSAGE FROM IRL TO URL

OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can assist in press, social campaigns, and digital engagement tracking.

## ATTRIBUTION

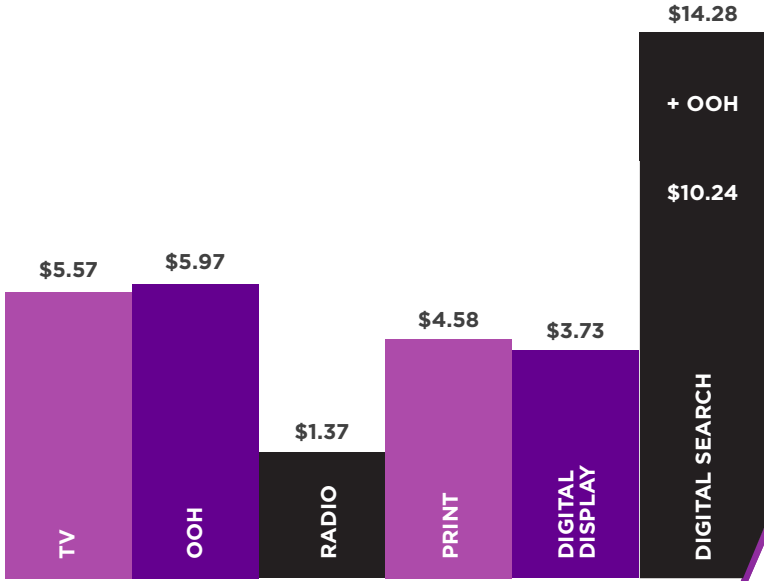
### TRACKING SUCCESS

Our suite of attribution solutions can track the successes of your campaign based on particular KPIs like Foot Traffic, Web Traffic, Tune In, and Brand Affinity.



# AMPLIFICATION MATTERS/

OUTFRONT is the best primer for digital engagement.



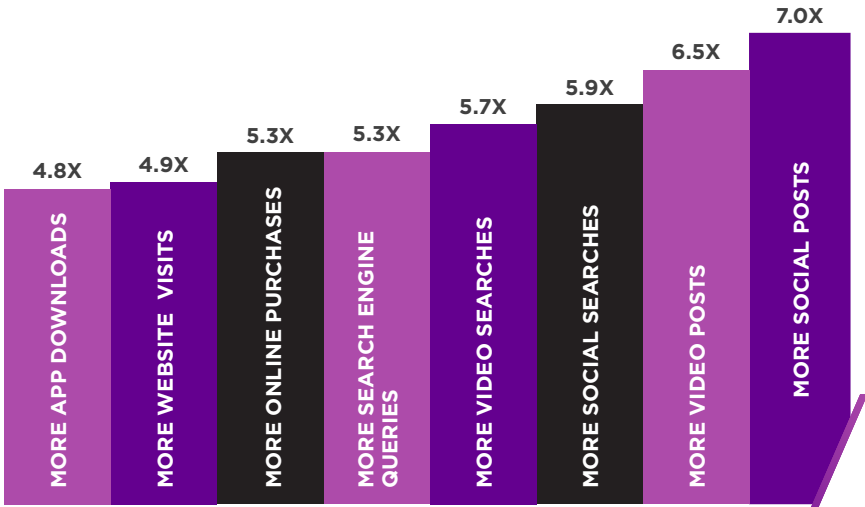
## SEARCH

When out of home is added to the media mix, it **increases search’s return on ad spend by 40%**. That’s because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that’s **5.3x the performance** of other media.

Out of home drove a **300% increase** in search for an innovative healthcare company. [Learn more.](#)



SOURCE: BENCHMARKETING, COMSCORE, NIELSEN, OCEAN NEURO INSIGHTS.



## SOCIAL

Out of home drives 7X more social posts than any other medium, per ad dollar spent. It also drives **6.5X more video posts** and **5.9X more social searches**. Plus, one in four Americans have posted an OOH ad to their Instagram.

Louis Vuitton’s SoHo based OOH campaign reached an estimated **197 million people on social media**. [Learn more.](#)



## MOBILE

Out of home inspires us to take out our phones and do something – like click a mobile ad. Consumers are **48% more likely to engage** with a mobile ad after exposure to the same ad via OOH.

Bounce Curl combined OOH and mobile to **increase purchase intent by 18%**. [Learn more.](#)



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# ATTRIBUTION MATTERS/

OUTFRONT/

OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSE **ATTRIBUTION PRODUCTS BASED ON SPECIFIC CAMPAIGN KPIs.**



## FOOTFALL

McDonald's achieved an outstanding surge in foot traffic with OUTFRONT. Through strategic placement on key LA routes, engaging mobile targeting, and collaboration with social influencers, this case study unveils the art and science behind elevating in-store visits. OUTFRONT has seen an average lift of 131% for those exposed to OOH. [Learn how we drove store visitation for a local McDonalds.](#)



## ONLINE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app. OUTFRONT continues to pair strongest with online conversion, with an average lift of 345% in website traffic for those exposed to OOH. [Read how we drove website traffic for a DTC hosiery brand.](#)



## TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift. OUTFRONT has seen an average lift of 23% for those exposed to OOH. [See how we drove tune-in for a major sports league.](#)



## LOCATION SURVEYING

On site mobile surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. We measure attributes like awareness, ad recall, brand affinity, and intent to buy. OOH continues to drive stronger ad recall and brand awareness than all other measured media. [Learn how we drove sales lift for auto dealers in a Top 5 DMA.](#)



SCAN OR CLICK  
FOR THE FOOTFALL  
CASE STUDY



SCAN OR CLICK  
FOR THE ONLINE  
CASE STUDY



SCAN OR CLICK  
FOR THE TUNE-IN  
CASE STUDY



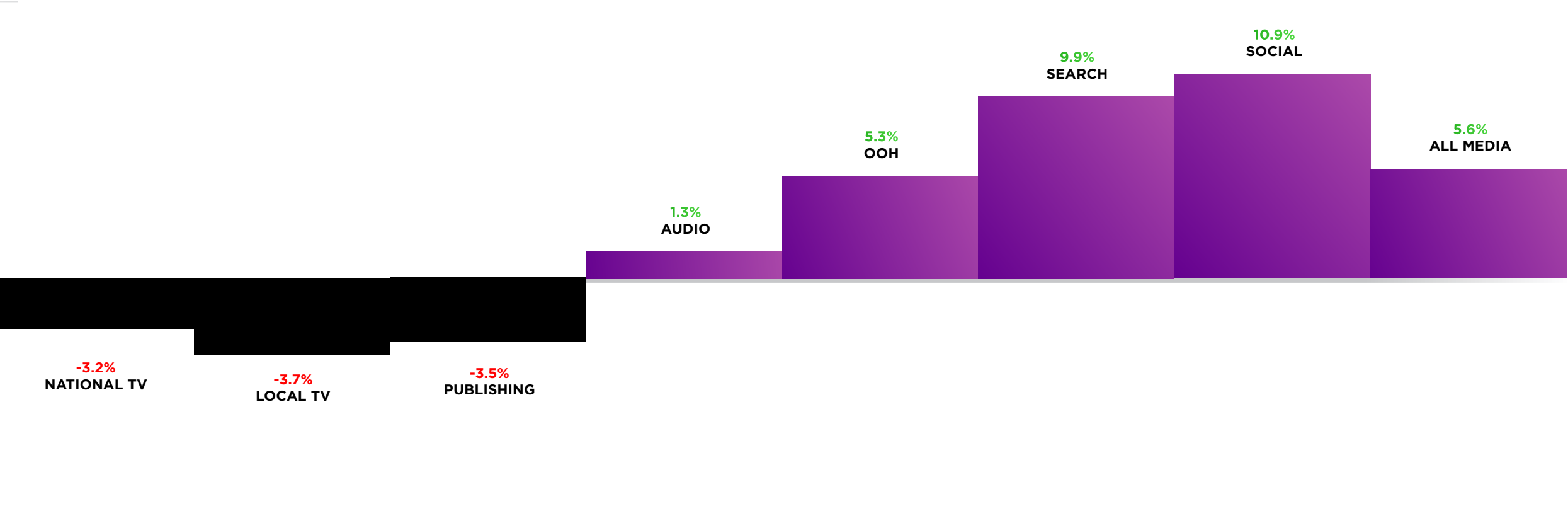
SCAN OR CLICK  
FOR SALES LIFT  
CASE STUDY



# OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2024. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

2024 U.S. MEDIA FORECAST



SOURCE: MEDIAPOST (MAGNA GLOBAL) 2023.  
CHART EXCLUDES CYCLICAL EVENTS. AUDIO REFERS TO RADIO + PODCASTS



# TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,639,046	● ●	●	● ●	● ● ●	●	● ●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	12,869,011	● ●	●	● ●		● ●	● ● ●	● ●	● ●	●
3	Chicago et al, IL-IN-WI	9,415,897	● ●	●	● ●	● ● ●			● ●	● ●	●
4	Dallas-Fort Worth-Arlington, TX	8,126,208	● ●	●				●	●	● ●	●
5	Houston-The Woodlands et al, TX	7,518,993	● ●	●				● ●		● ●	●
6	Washington et al, DC-VA-MD-WV	6,441,102	●	●		● ● ●	● ●	●		●	●
7	Philadelphia et al, PA-NJ-DE-MD	6,264,628	● ●	●	●					● ●	●
6	Miami-Fort Lauderdale et al, FL	6,234,664	● ●	● ●		● ● ●	● ●	● ● ●		● ●	●
9	Atlanta-Sandy Springs et al, GA	6,339,620	● ●		● ●			● ●		● ●	●
10	Phoenix-Mesa-Scottsdale, AZ	5,119,961	● ●		● ●	●	●	●	●		●
11	Boston-Cambridge-Newton, MA-NH	4,934,233	● ●	●	●	● ● ●	● ●	● ●	●	● ●	●
12	San Francisco-Oakland et al, CA	4,591,500	● ●	●	●	● ● ●	● ●	● ●		● ●	●
13	Riverside et al, CA	4,710,115	● ●		●						●
14	Detroit-Warren-Dearborn, MI	4,344,518	● ●	●	●		● ●				●
15	Seattle-Tacoma-Bellevue, WA	4,107,105	●		●						●
16	Minneapolis et al, MN-WI	3,738,359	● ●	●	●				● ●		●
17	Tampa-St. Petersburg et al, FL	3,358,778	● ●	●	●				● ●		●
18	San Diego-Carlsbad, CA	3,297,720	● ●	●	●				● ●		●
19	Denver-Aurora-Lakewood, CO	3,031,111	● ●	●	●						●
20	Orlando-Kissimmee-Sanford, FL	2855642	● ●		●	● ●					●
21	Baltimore-Columbia-Towson, MD	2,869,076	●								●
22	St. Louis, MO-IL	2,799,169	● ●	●	● ●						●
23	San Antonio-New Braunfels, TX	2,639,100	● ●								●
24	Portland-Vancouver et al, OR-WA	2,557,385	● ●	●	● ●						●
25	Sacramento-Roseville et al, CA	2,439,765	● ●		● ●						●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT  
SOURCE: CENSUS DATA (2023 UPDATE).

# TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
26	Las Vegas-Henderson-Paradise, NV	2,368,484	● ●				● ●	● ● ●	● ●		●
27	Pittsburgh, PA	2,343,535	●								●
28	Cincinnati, OH-KY-IN	2,279,612	●								●
29	Kansas City, MO-KS	2,231,091	● ●	●	●						●
30	Columbus, OH	2,191,831	● ●	●	●			●			●
31	Indianapolis-Carmel-Anderson, IN	2,170,887	● ●	●	●				● ●		●
32	Cleveland-Elyria, OH	2,059,022	● ●	●							●
33	Nashville-Davidson et al, TN	2,097,909	● ●								●
34	San Jose-Sunnyvale et al, CA	1,942,876	● ●		●	● ● ●	● ●	● ●			●
35	Virginia Beach et al, VA-NC	1,817,020	●					● ●			●
36	Providence-Warwick, RI-MA	1,680,098	● ●								●
37	Jacksonville, FL	1,722,041	● ●								●
38	Raleigh, NC	1,529,484	●								●
39	Memphis, TN-MS-AR	1,333,172	● ●								●
40	Richmond, VA	1,359,801	●								●
41	Louisville et al, KY-IN	1,292,781	● ●		●			●	● ●		●
42	New Orleans-Metairie, LA	1,246,215	● ●	● ●	● ●				●		●
43	Hartford-West Hartford et al, CT	1,223,287	● ●		● ●	●					●
44	Buffalo-Cheektowaga et al, NY	1,162,115	●								●
45	Rochester, NY	1,079,821	●								●
46	Grand Rapids-Wyoming, MI	1,104,923	● ●		● ●						●
47	Fresno, CA	1,024,718	● ●		● ●						●
48	Worcester, MA-CT	986,936	●								●
49	Bridgeport-Stamford-Norwalk, CT	966,725	●			●					●
50	Albany-Schenectady-Troy, NY	907,773	●								●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT  
SOURCE: CENSUS DATA (2023 UPDATE).



# IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A. /

YOUR STORY & AUDIENCE. OUR CANVAS.

LAS VEGAS  
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# MEDIA ACROSS LAS VEGAS



# WE GET YOU LAS VEGAS

OUTFRONT/

Las Vegas is famous for its lavish casino resorts, extravagant shows, five star dining, and unique shopping experiences **bringing in millions of tourists every year**. Las Vegas is the most populated city in Nevada and the greater Mojave Desert. **A top three destination in the U.S. for business conventions and a global leader in the hospitality industry**, Las Vegas attracts businesses and tourists alike. With indoor amusement parks, National Parks, and top rated spas, **you will never run out of things to do in Las Vegas**.

## WHY LAS VEGAS?

- Las Vegas has a **thriving economy** and is home to major companies as Zappos.com, Allegiant Airlines, U-Haul as well as **gaming giants** Caesars Entertainment, & MGM Resorts.
- A major center of business & innovation, Las Vegas hosts **over 75 major trade shows annually and approximately 24,000 conventions** and meetings of all size.
- Las Vegas is rated in the **top 10 locations** in the country for great food making it the perfect destination for foodies.
- There are **more than 150 casinos** and 50,000 hotel/motel rooms in the Las Vegas valley area.
- Las Vegas is a **mecca for concerts and live performances** as no other city welcomes as many top headliners on such a regular basis. **A-list entertainers such** as Adele, Shaina Twain, Maroon 5, Carrie Underwood, just to name a few, all have residencies in Las Vegas.
- Las Vegas is home to **three major sports franchises**, The Las Vegas Raiders, The Vegas Golden Knights, & The Las Vegas Aces.

**In Las Vegas, OUTFRONT reaches 100% of DMA consumers weekly.**

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SOURCE: GEOPATH 2023, DOWNTOWNVEGAS.COM, LAVISH LAS VEGAS NEWS, VEGAS LEGAL MAGAZINE



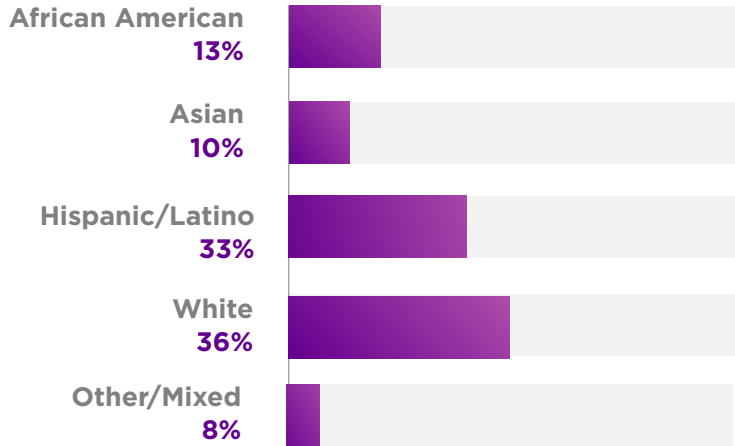
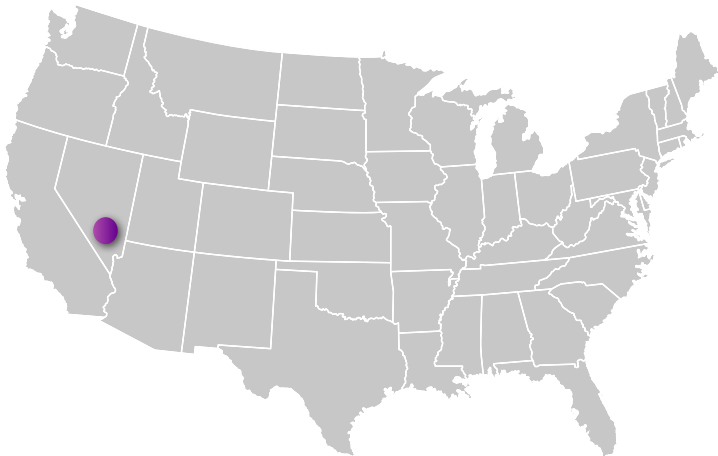
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# LAS VEGAS

## Profile



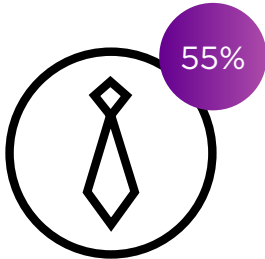
LAS VEGAS 2.36 MILLION CBSA



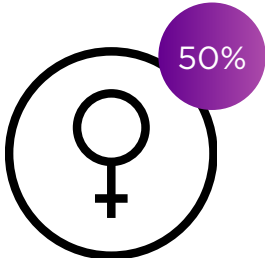
Bachelor's Degree or higher



Total miles traveled past week



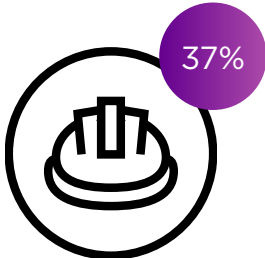
White-collar occupation



Female



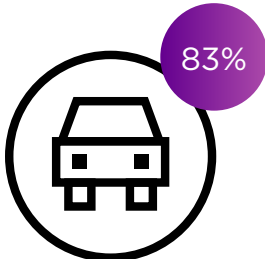
Time spent traveling to and from work each day



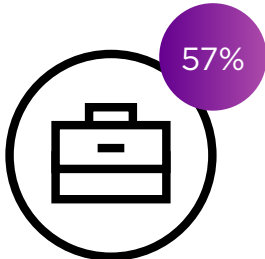
Blue-collar occupation



Male



Drive alone or carpooled

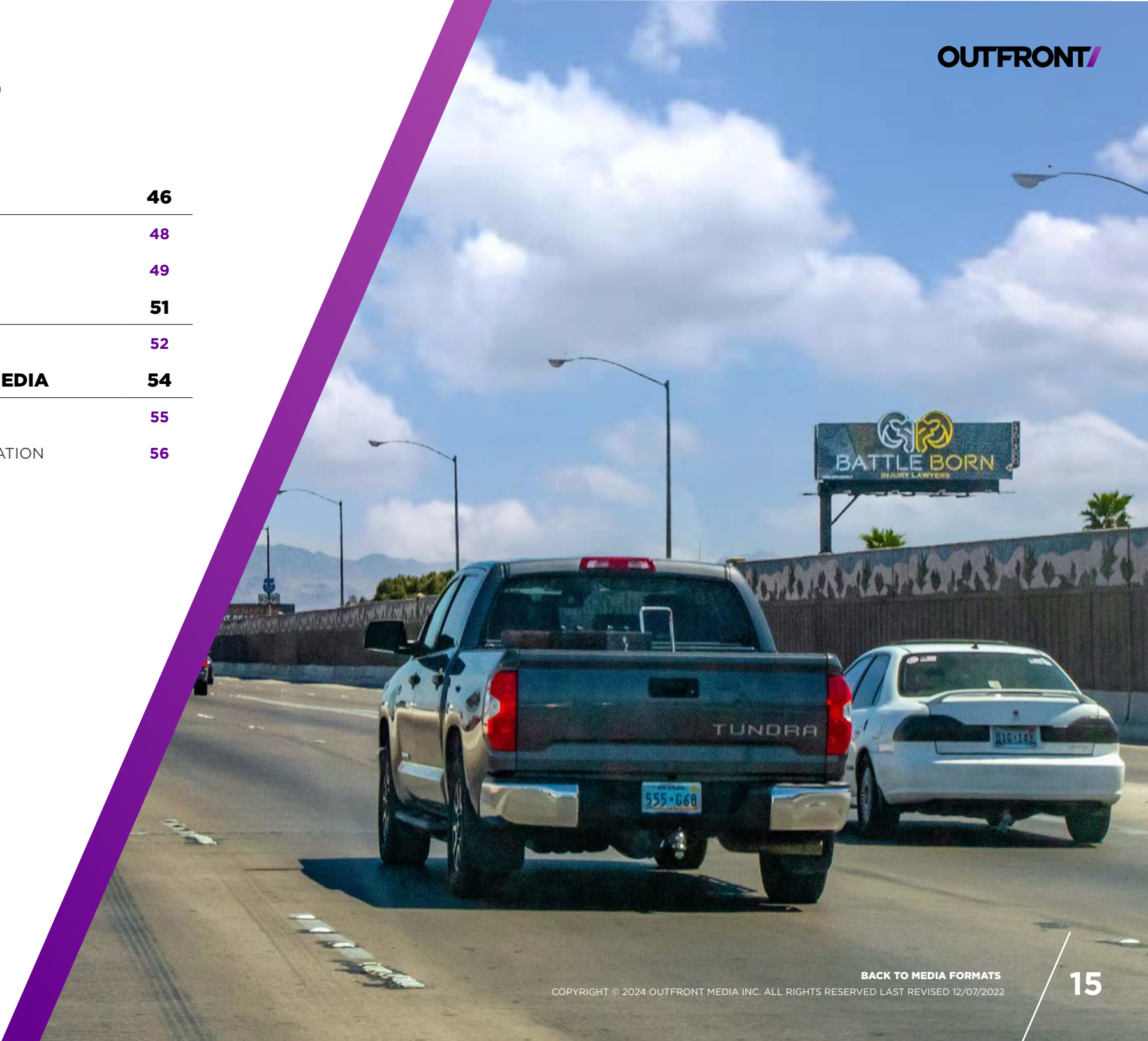


Employed



# MEDIA FORMATS

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# BILLBOARDS

Start Your  
**LIABILITY**  
INSURANCE WITH ONLY  
**\$59** Call Today!  
1-800-444-4040

**LOYA**  
INSURANCE



# BULLETINS

Bulletins offer the **most powerful impact** of all outdoor advertising formats. Located on **key highways, intersections and integral choke points** throughout the Las Vegas area, our bulletins are uniquely situated to communicate your brand message in close proximity to tourist destinations, prompting action.

## PRODUCT INFORMATION

- 14' H x 48' W
- Odd Sizes
- Sizes vary by location
- Extensions available

## COVERAGE

- See map for complete coverage



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# BULLETIN COVERAGE

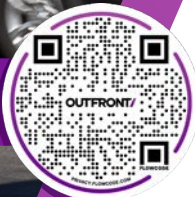
Across the Las Vegas DMA

BULLETINS IMPACT LAS VEGAS WITH SUPREME VISIBILITY. WITH VIBRANT LARGE FORMAT MESSAGES, BULLETINS COMMAND COMMUTER'S ATTENTION AND HELP BUILD BRANDS.



# DIGITAL BULLETINS

SCAN OR CLICK  
TO LEARN MORE



Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. **Easily change creative messaging** based on triggers such as time of day, weather, or sports scores. Digital provides ultimate messaging to **react to changing market conditions**.

**PRODUCT INFORMATION:**

- Sizes Vary
- Spot: 8 seconds
- Loop: 64 seconds

**COVERAGE**

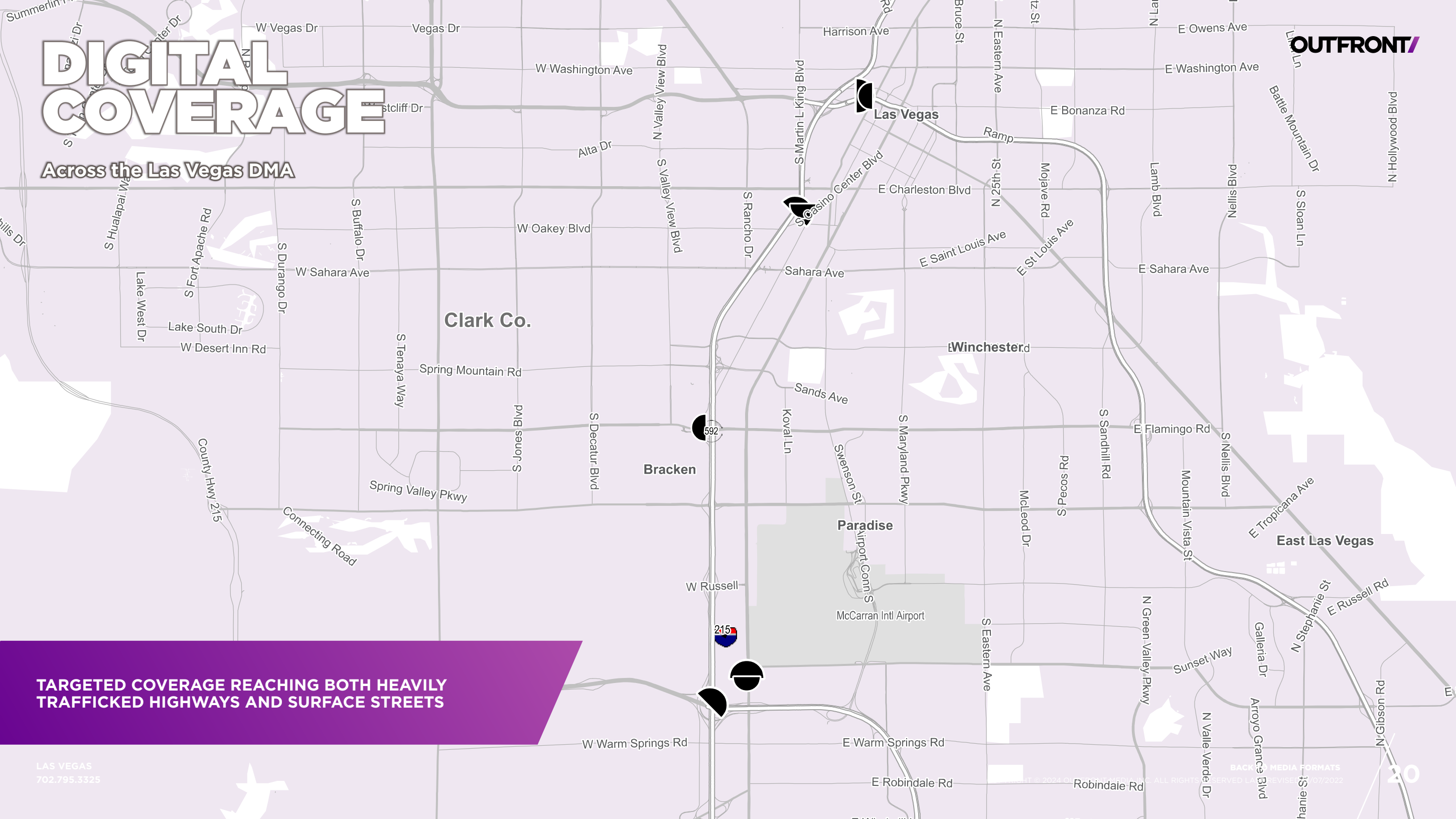
- Town Square
- I-15 Freeway
- I-215 Freeway





# DIGITAL COVERAGE

Across the Las Vegas DMA



TARGETED COVERAGE REACHING BOTH HEAVILY  
TRAFFICKED HIGHWAYS AND SURFACE STREETS



# LAS VEGAS STRIP TRANIST MEDIA



# LAS VEGAS STRIP TRANSIT MEDIA

OUTFRONT

## Make an impact on the world-famous Las Vegas Strip with transit media!

Running 24 hours a day, The Deuce bus fleet covers the entire length of the strip allowing advertisers to **engage with both locals and tourists at every major touchpoint**. Starting southbound by the Las Vegas Premium South Outlets and running northbound to The Fremont Street Experience while stopping virtually at every major hotel and casino along the way, The Deuce makes an impact.

In addition, our digital and static street furniture makes an statement engaging pedestrians and tourists all throughout the strip, **engaging them at eye level** on their journey. When it comes to visibility, reach, and frequency, our transit media provides advertisers with the ultimate combination to reach their goals.

## MEDIA

- Deuce Double Deckers
- Deuce Interior Bus Cards
- Digital Shelter Network
- Shelters
- Shelter Buildouts
- Shelter Dominations

## COVERAGE

- Las Vegas Strip

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BACK TO MEDIA FORMATS

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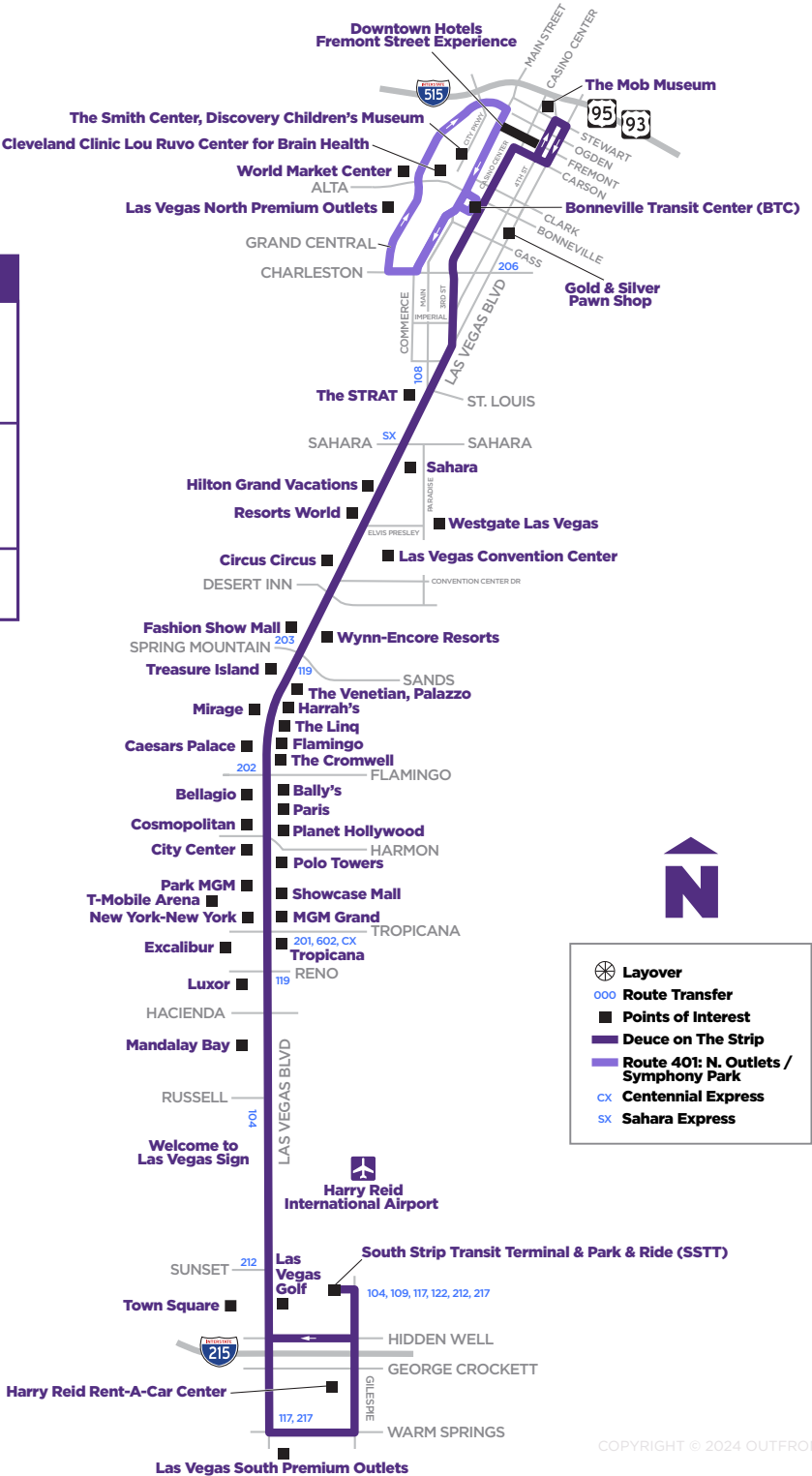
# DEUCE ON THE STRIP COVERAGE

Across the Las Vegas Strip

RUN TIMES
7 am - 1 am Approximately Every 10 to 15 Minutes
1 am - 7 am Approximately Every 20 Minutes
Deuce on The Strip operates 24 hours a day, everyday

RUNNING 24 HOURS A DAY, THE DEUCE BUS FLEET COVERS THE ENTIRE LENGTH OF THE STRIP ALLOWING ADVERTISERS TO ENGAGE WITH BOTH LOCALS AND TOURISTS AT EVERY MAJOR TOUCHPOINT.

LAS VEGAS  
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# DEUCE DOUBLE DECKER

Deuce Double Deckers are the **essential large-format option for any advertiser looking for high impact on the Las Vegas Strip!** These 'rolling billboards' are creatively versatile.

Running **24 hours a day, 365 days a year**, The Deuce makes 55 stops along the Las Vegas Strip, impacting both sides for The Strip, **directly targeting every major hotel and casino.**

## PRODUCT INFORMATION

- Half or Full Wraps Available (*Sizes Vary*)
- Interior Cards
- Embellishments Available

## DEUCE INFORMATION

- Stops: 55
- Run Time: 24 Hrs

## COVERAGE

- Las Vegas Strip

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# DEUCE DOUBLE DECKER EMBELLISHMENTS

**Take your creativity to the next level** with Deuce Double Decker embellishments! As of one of the most impactful media formats on the world-famous Las Vegas Strip, adding embellishments such as special lighting or props to a Deuce Double Decker bus amps up your creative message **impacting consumers all throughout the Strip.**

## PRODUCT INFORMATION

- Half or Full Wraps Available (*Sizes Vary*)
- Reach out to your Account Executive for specific embellishment executions

## DEUCE INFORMATION

- Stops: 55
- Run Time: 24 Hrs

## COVERAGE

- Las Vegas Strip

# DEUCE DOUBLE DECKER INTERIOR CARDS

Maximize on **long dwell time** and engage a captive audience with bus interior cards. Interior Cards go where the competition isn't — directly above the heads of passengers on crowded buses. Want more presence? A branded bus offers advertisers the unique opportunity to **completely own** the inside of the bus.

## PRODUCT INFORMATION

- Size: 24' x 24'

## DEUCE INFORMATION

- Stops: 55
- Run Time: 24 Hrs

## COVERAGE

- Las Vegas Strip







# DIGITAL SHELTER NETWORK

With structures situated among **key hotels and casinos on the iconic Las Vegas Strip**, our digital shelters provide the perfect medium to connect with affluent residents, entertainment trend setters, and tourists. Digital advertising provides the **ultimate campaign messaging** with easily changeable and customizable creative messaging.

## PRODUCT INFORMATION

- Units: 20
- Size: 75"h x 42.2"w
- Spots: 8
- Length: 8 Seconds
- Loop: 64 Seconds
- Static & Full Motion
- 24/7 Illumination

## COVERAGE

- Las Vegas Strip



# DIGITAL SHELTER NETWORK COVERAGE

Across the Las Vegas Strip

DIGITAL SHELTERS ON THE FAMED LAS VEGAS STRIP OFFERS GREATER FLEXIBILITY WITH CREATIVE AD MESSAGING.





# SHELTER DOMINATIONS

Shelter dominations allow you to **own a shelter structure to create a full brand environment.** Dominate the Las Vegas strip with creative, impactful and long lasting effect.

## PRODUCT INFORMATION

— Sizes Vary

## COVERAGE

— Las Vegas Strip





# SHELTER BUILDOUTS



Custom build-out shelters are transit shelters that have been transformed in order to create a **powerful and memorable advertising message**. You can attract attention directly to your message when and where it's relevant — creating perfect point-of-purchase opportunities.

## PRODUCT INFORMATION

— Sizes Vary

## COVERAGE

— Las Vegas Strip



# TRANSIT SHELTERS

Located along key touchpoints throughout the world-famous Strip, our transit shelters **engage both pedestrians and vehicular traffic at eye level.** With 24/7 illumination your message will have round-the-clock visibility to key audiences.

## PRODUCT INFORMATION

— Size: 66”H x 44”W

## COVERAGE

— Las Vegas Strip

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OUTFRONT





# SHELTER COVERAGE

Cross the Las Vegas Strip

Winchester

Bracken

Paradise

PROVIDE IMPACT TO A MASS VEHICULAR AND  
PEDESTRIAN AUDIENCE ON THE FAMED LAS VEGAS  
STRIP.



# GENERAL MARKET TRANSIT MEDIA



# GENERAL MARKET MEDIA

Reach a **large audience** with general market bus and shelter advertising, offering high visibility with **consistent daily views**. Your ad will go where the people are and will be seen by pedestrians as well as motorists every day.

**Buses are big, bold, in your face every day**, and yet it is not an obtrusive medium - it's part of our everyday outdoor life and offers information in a unique and powerful format, while **shelters make an impact at eye level** maximizing on high dwell time with your target audience. When it comes to **visibility, reach and frequency**, no other media type matches this Las Vegas coverage.

## MEDIA

- Kings
- Queens
- Kongs
- Headliners
- Ultra Super Kings
- Half Wraps
- Full Wraps
- Shelters
- Shelter Dominations

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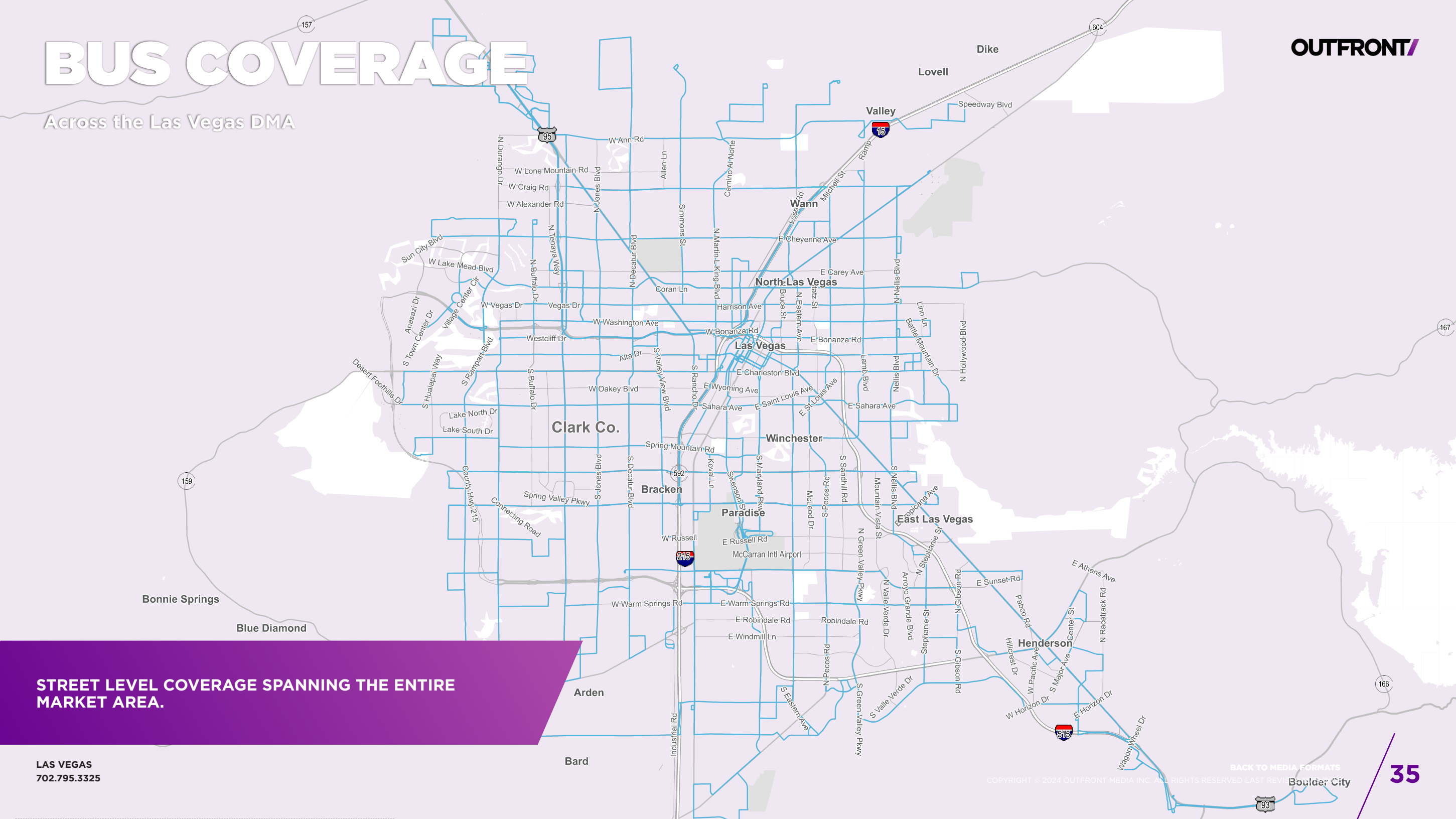


OUTFRONT



# BUS COVERAGE

Across the Las Vegas DMA



STREET LEVEL COVERAGE SPANNING THE ENTIRE MARKET AREA.



# BUS WRAPS

Bus Wraps give advertisers the opportunity to exhibit **innovative, eye-catching creative** that will grasp the attention of consumers and make it **impossible to ignore**.

## PRODUCT INFORMATION

- Half or Full Wraps available
- Sizes: 40' & 60'

## COVERAGE

- General Market





# ULTRA SUPER KINGS

These **vibrant and colorful ads** extend your message beyond the borders of traditional media. Enhance your imagery and recognition on the bustling streets of Las Vegas.

## PRODUCT INFORMATION

- Sizes vary based on coverage and availability

## COVERAGE

- General Market





# BUS KINGS

OUTFRONT

Impact Las Vegas' most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media**. Bring your ad campaign to the masses with **daily exposure** in a stand-alone environment.

## PRODUCT INFORMATION

- Size: 30"H x 144"W
- Add a headliner for impact!

## COVERAGE

- General Market





# BUS KONGS

OUTFRONT/

These “rolling billboards” are an extension of the traditional Bus Kings, offering tremendous visibility on the street. Kongs establish a **major impact on vehicular and pedestrian traffic** throughout Las Vegas!

## PRODUCT INFORMATION

- Size: 36”H x 215”W
- Add a headliner for impact!

## COVERAGE

- General Market







# HEADLINERS

Extending across the top of the entire bus, Headliners **impact your audience** and reach them no matter which direction they are going. Be on the streets and make multiple impressions in Las Vegas.

## PRODUCT INFORMATION

- Available to add onto kings or kongs.
- Sizes vary based on coverage and availability.

## COVERAGE

- General Market





# BUS QUEENS

**Strategic placement** of your ad on RTC buses gives your message unique mobility. Queens let your message resonate as they reach **diverse demographic clusters** all over the city.

**PRODUCT INFORMATION**

- Size: 30”H x 88”W

**COVERAGE**

- General Market





# INTERIOR CARDS

Maximize on **long dwell time** and engage a captive audience with bus interior cards. Interior Cards go where the competition isn't — directly above the heads of passengers on crowded buses. Want more presence? A branded bus offers advertisers the unique opportunity to **completely own** the inside of the bus.

## PRODUCT INFORMATION

— Size: 11'H X 28"W

## COVERAGE

— General Market





# TRANSIT SHELTERS

Bus shelters are located at **key consumer convergence points** throughout the market, following bus routes in urban areas, and all the way into residential neighborhoods. 24/7 illumination provides **round-the-clock visibility** to both pedestrian & vehicular traffic.

## PRODUCT INFORMATION

— Size: 66"H x 44"W

## COVERAGE

— General Market





# SHELTER DOMINATIONS

Shelter dominations allow you to **own a shelter structure to create a full brand environment.** Dominate Las Vegas with creative, impactful and long lasting effect.

## PRODUCT INFORMATION

- Sizes Vary

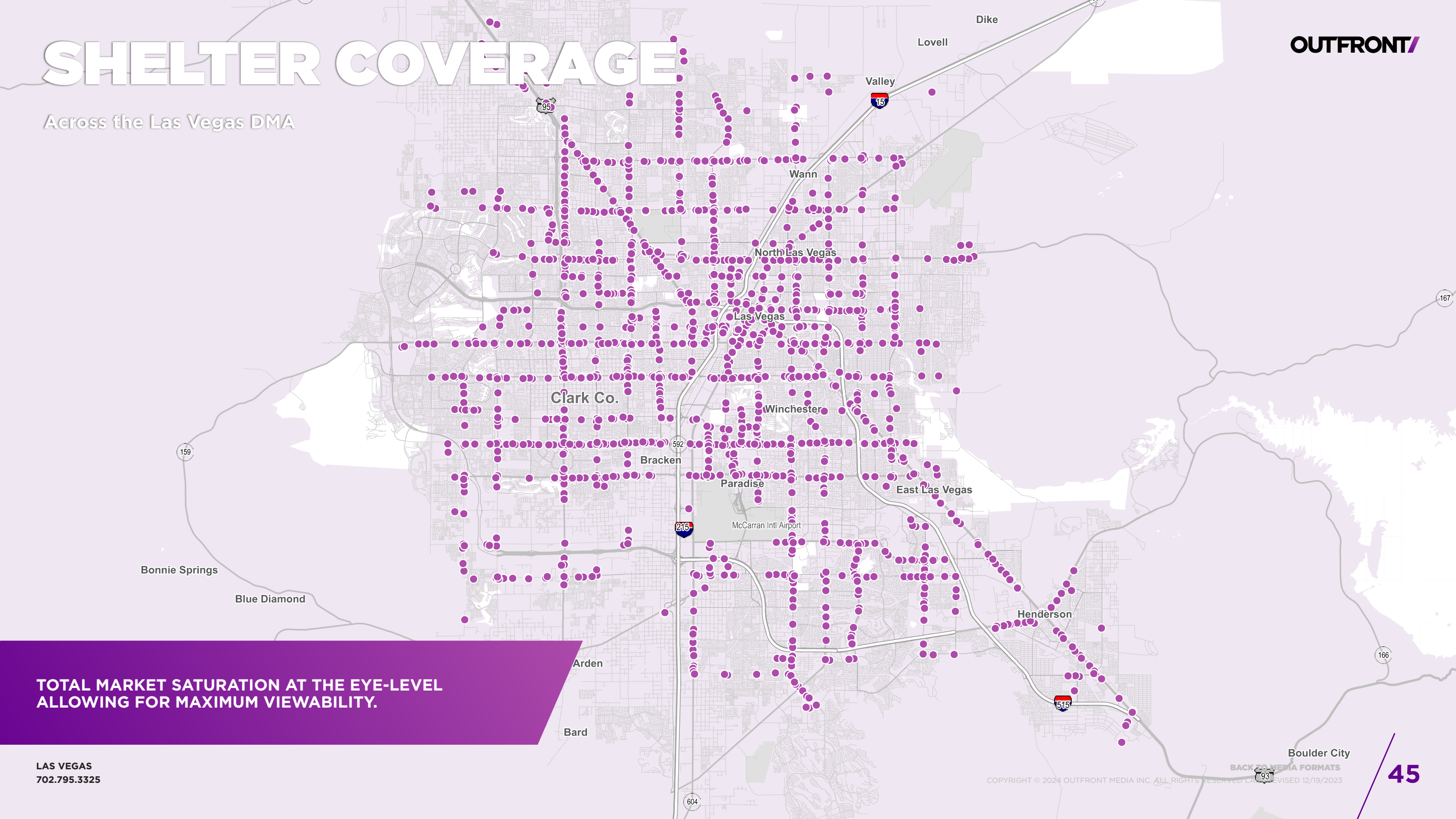
## COVERAGE

- General Market



# SHELTER COVERAGE

Across the Las Vegas DMA



TOTAL MARKET SATURATION AT THE EYE-LEVEL  
ALLOWING FOR MAXIMUM VIEWABILITY.



# PARATRANSIT





# PARATRANSIT MEDIA

RTC's Paratransit fleet is a shared-ride, door-to-door program available on demand for those that qualify. Operating 24 hours per day across a **fleet of over 390 buses**, Paratransit buses cover the full Las Vegas DMA and are able to **penetrate neighborhoods and reach key audiences** where traditional OOH and normal fixed routes may not. With a variety of media formats available, Paratransit buses give brands the opportunity to connect with their target audience on the hyper local level.

**Engage pedestrians and vehicular traffic** at eye level with a Paratransit bus campaign.

## MEDIA

- Kongs
- Fullbacks
- Wraps

## COVERAGE

- General Market
- Las Vegas Strip





# PARATRANSIT KONGS

These “rolling billboards” are an extension of the traditional Bus Kings, offering tremendous visibility on the street. Kongs establish a **major impact on vehicular and pedestrian traffic** throughout Las Vegas!

## PRODUCT INFORMATION

— Size: 36”H x 215”W

## COVERAGE

— Las Vegas DMA

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# PARATRANSIT WRAPS

RTC paratransit bus wraps give advertisers the opportunity to **exhibit innovative, eye-catching creative** that will grasp the attention of consumers and make it impossible to ignore.

## PRODUCT INFORMATION

- Full or Half Wraps Available
- Sizes Vary

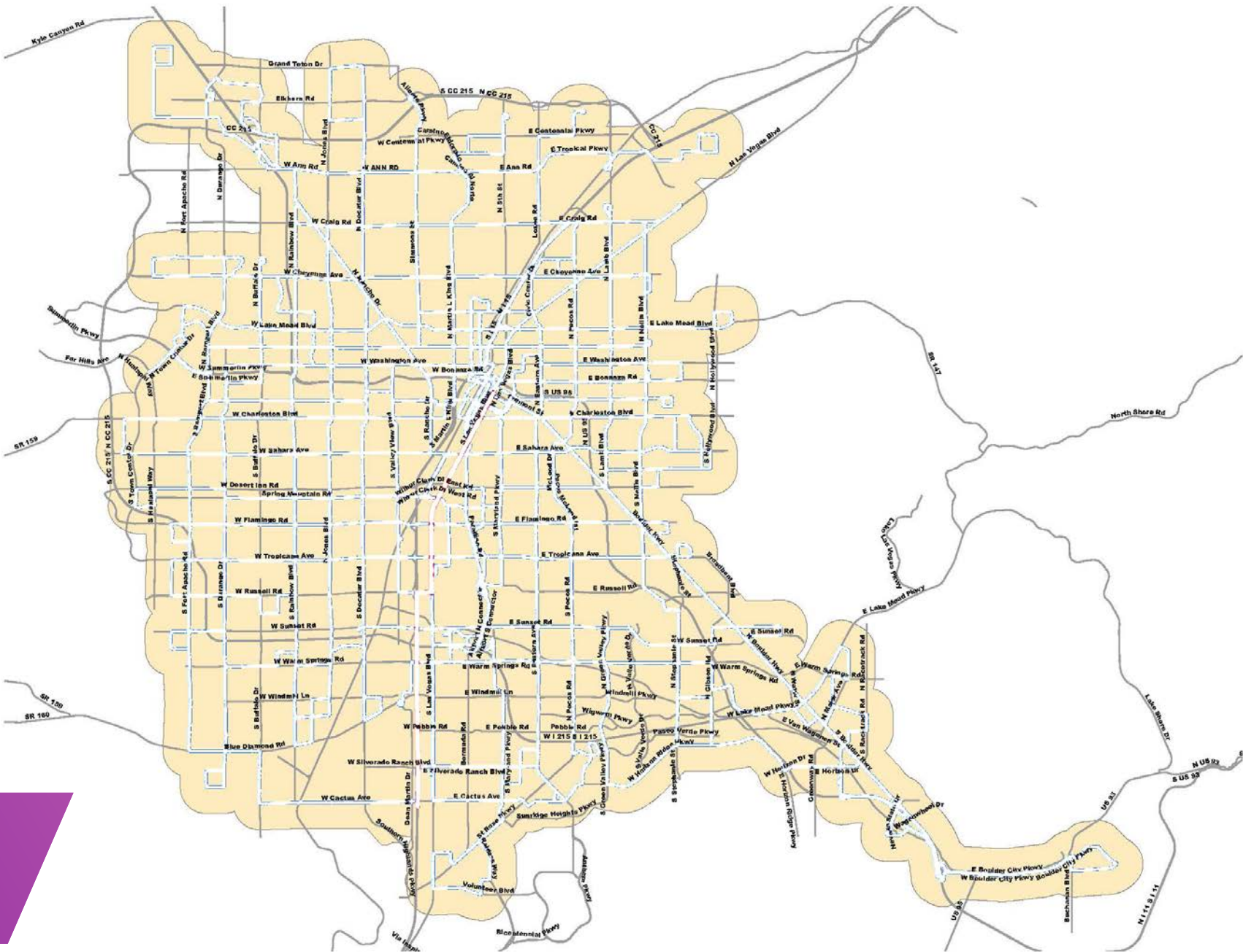
## COVERAGE

- Las Vegas DMA



# PARATRANSIT COVERAGE

Across the Las Vegas DMA



PARATRANSIT BUSES COVER THE FULL LAS VEGAS DMA AND ARE ABLE TO PENETRATE NEIGHBORHOODS AND REACH KEY AUDIENCES WHERE TRADITIONAL OOH AND NORMAL FIXED ROUTES MAY NOT.



# SPECIALTY



# KIOSKS

Located on primary streets across the city, lifestyle kiosks **provide coverage in areas zoned out to other media.** Dusk-to-dawn illumination provides **round-the-clock visibility impacting pedestrian and vehicular traffic.** Lifestyle kiosks offer low CPM and magazine-quality production providing great on-the-street extension of print campaigns.

## PRODUCT INFORMATION

— 67”H x 46”W

## COVERAGE

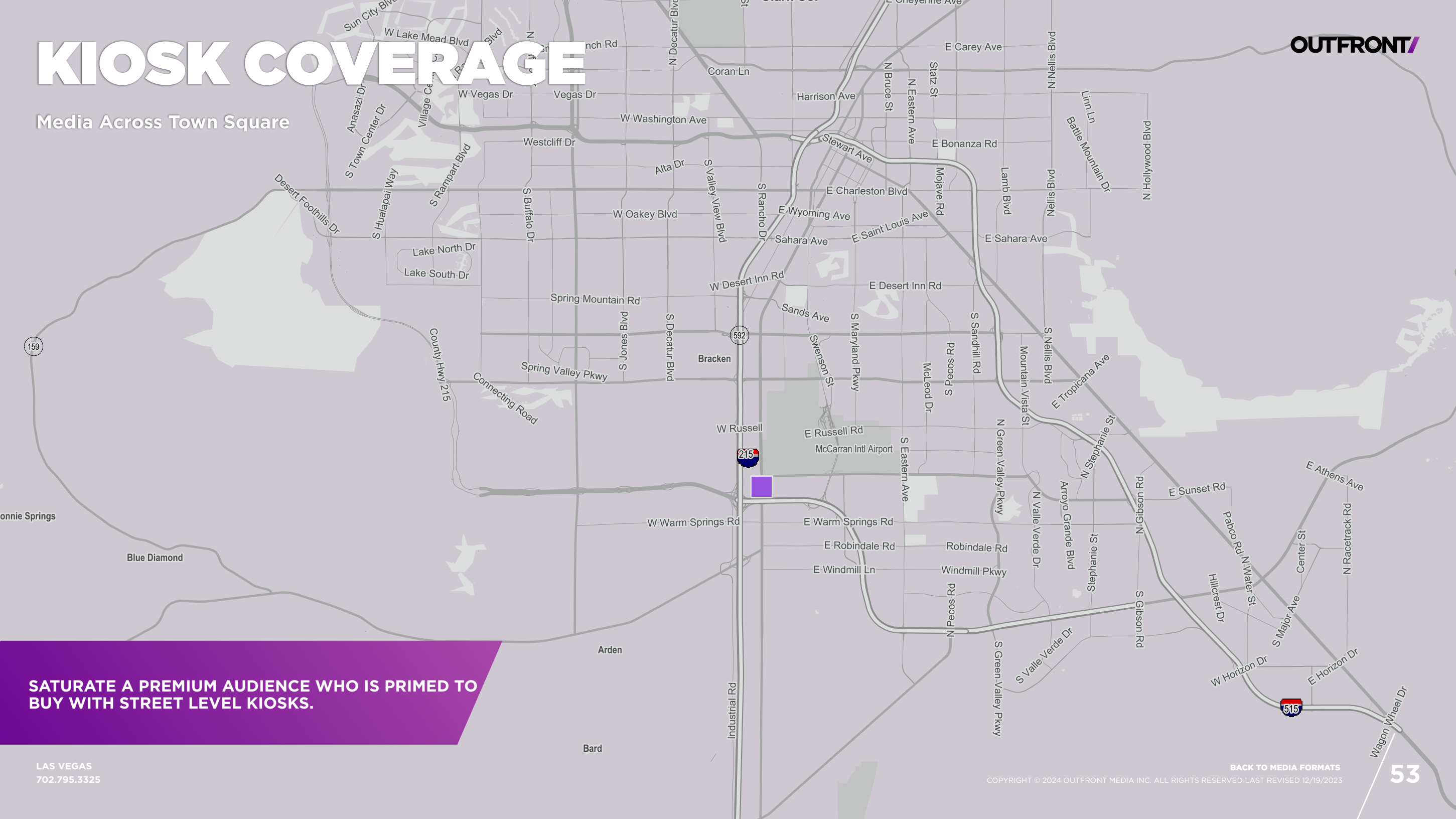
— Town Square





# KIOSK COVERAGE

Media Across Town Square



SATURATE A PREMIUM AUDIENCE WHO IS PRIMED TO BUY WITH STREET LEVEL KIOSKS.

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# SECOND SCREEN MEDIA





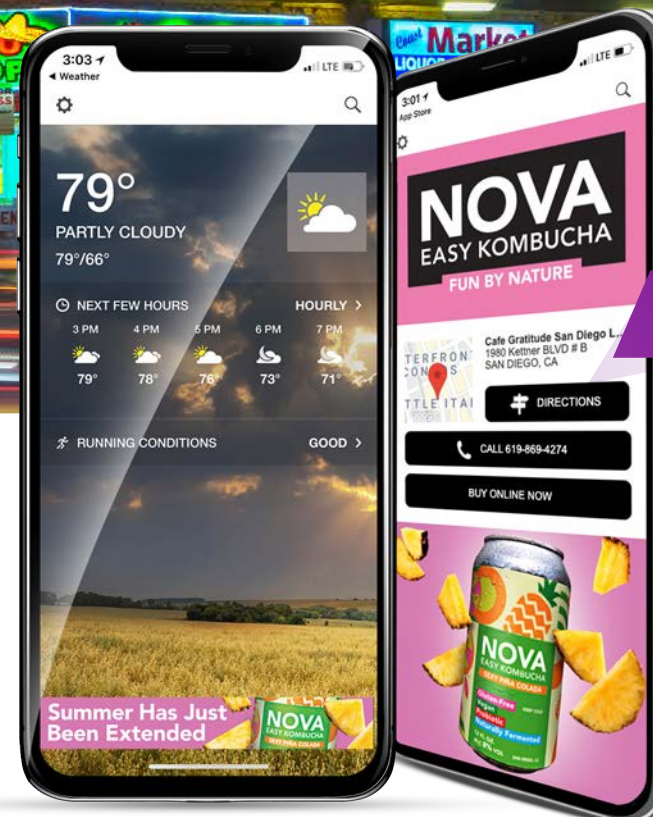
# MOBILE NETWORK

Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology **enables mobile ad activation for users within a geographical boundary**. These virtual perimeters are created around **real-world locations** defined as lats/longs, addresses, points of interest, zip codes, cities, DMAs, states, or nationwide.

## PRODUCTS

- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

## LOCATED IN THE TOP 50 MARKETS



SCAN OR CLICK  
TO LEARN MORE





# SOCIAL MEDIA INTEGRATION

## DRIVING CLIENT RESULTS

Social monitoring **tracks lifts in location based social conversation and search with geofencing**, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

## ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

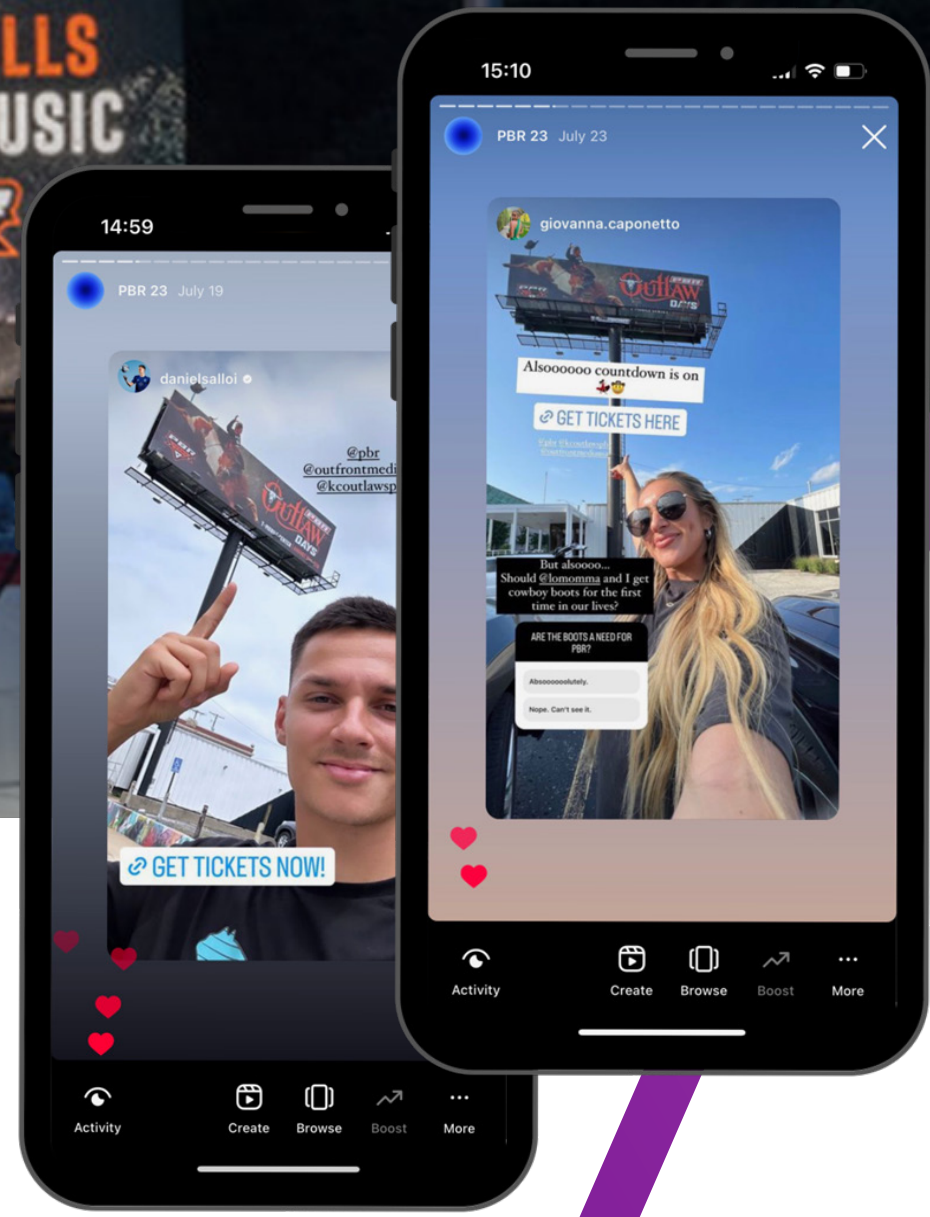
- QR Codes
- Augmented Reality (AR)
- Influencers

## LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE



[Watch PBR's #sOOH Success Story](#)







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