

Jen Grant

From: Jen Grant [newsletter@elitemediainc.com]
Sent: Tuesday, April 11, 2006 12:10 PM
To: jen.grant@elitemediainc.com
Subject: News from Elite Media, Inc.



Elite Media, Inc.

Outdoor Advertising News U Can Use

April 2006

Dear Jen Grant,

This month has been frensy of activity and press for Elite Media and our clients. Be sure to check out our Blog for the latest press at <http://elitemediaoutdooradvertising.blogspot.com/>

Elite Media Unveils Largest Outdoor Ad in America!



Stardust. LG Electronics wrapped both the Renaissance Hotel and the Marriott Suites, dominating the convention corridor. Kyocera projected a 400' cell phone on the Palms Casino on the night of their CTIA party at Rain nightclub at the Palms. And BlueCasting launched their first server in the USA at the Beach. No doubt about it, Elite Media provided the most ELITE outdoor advertising during CTIA!

CTIA Wireless Show will be held in Orlando next March 27-29, 2007. Be sure to check out our [available locations in Orlando](#). Because it's never too early to secure your spot in show history!

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Elite Media took over Las Vegas with giant ads this week in support of the CTIA Wireless Show April 5- 7. Advertisers entrusted Elite Media to help them make a BIG splash at the first ever show in Las Vegas. Samsung posted the nation's largest outdoor ad on the

Featured Location for April: Mandalay Bay Wallscape



Elite Media is now representing the Mandalay Bay Resort and Convention Center for wallscape advertising on the front of the main tower. This exciting new opportunity is available immediately for one-week convention campaigns, with potential advertisers approved in advance. This 225' foot tall wallscape can be seen from many parts of Las Vegas, including the Strip, airport and I-215 freeway.

[Click Here for Photo Sheet](#)

Looking Forward - Upcoming Events



Major Upcoming Events/Tradeshows

Fore! Las Vegas has been selected to host the PGA Grand Slam for 2006 - 2008! The 2006 PGA Grand Slam is slated for November. We'll post more details soon!

- National Association of Broadcasters Show 04/24/06 - 04/27/06
- National International Council of Shopping Centers Show 05/21/06 -05/24/06
- MAGIC Clothing Show August 2006
- NACS 10/09/06 - 10/11/06
- SEMA Car Show 10/31/06 - 11/03/06
- PGA Grand Slam November 2006
- NBA All Star Games 02/10/07 - 02/18/07

[Click Here for Location Details Targeting These Events](#)

Elite Media Launches New HTML Website



Our popular Flash Website now has a matching HTML component for easier navigation of our ever- expanding markets and locations! Perhaps the most notable enhancement: the Locations section now includes a full description, link to the photosheet and link to a spotted Google map for each location. If ever you have any suggestions to help

know!

us improve our Website please let us

[Check out the HTML Website!](#)

New Locations in Las Vegas and Orlando!

- Mandalay Bay Hotel/Casino/Convention Center Wrap (case by case basis)
- [World Market](#)
- [Whitney Ranch](#)
- [Airport Tri-Vision](#)
- [Airport Bulletin](#)
- [Orlando pedi cabs](#)

Kyocera Goes Big at CTIA



This 300' Kyocera ad was projected on the east wall of the Palms for their CTIA party. The Palms is available for projection nightly and the Palms is the host hotel for the NBA Allstar Week in February 2007.

Did You Know? Las Vegas Stats!

- Las Vegas is the world's top tourist destination, with over 38.5 million visitors each year
- The population of the Las Vegas metro area is over 1.8 million
- Almost 9,000 new residents move to the Vegas Valley each MONTH
- The DEC on the Las Vegas Strip is 150,000, Tropicana is 81.000
- The intersection of Tropicana and Las Vegas Blvd. is the "busiest in the WORLD" with over 231,000 cars per day and at peak hours over 65,000 pedestrians PER HOUR
- 30% of the 38.5 million visitors each year are from Southern California (that's over 11.5 million people) and of that amount, 70% of them drive
- Most visitors stay 3 or 4 days

On the Road Again!



Kate McCullough, Owner/Director of Business Development will be attending the TAB New Rules seminar and OBIE awards in Palm Springs April 23-25 on behalf of Elite Media. To set an appointment to meet with Kate during this time please email her at katherine.mccullough@elitemediainc.com or call her cell 702-523-3190.

We'll check in with you next month!
-The "Go Big" Crew

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