



Elite Media, Inc.

Outdoor Advertising News U Can Use

February 2006

Dear Kate,

Happy Valentine's Day from your friends at Elite Media!
[Click here for Skytyping Valentine!](#)



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Las Vegas - A Hot Market, Not Just the Weather!

Preview Las Vegas, an economic forecasting event, was held by the Las Vegas Chamber on January 30. Here are a few exciting facts and figures that we learned about what to expect in 2006!

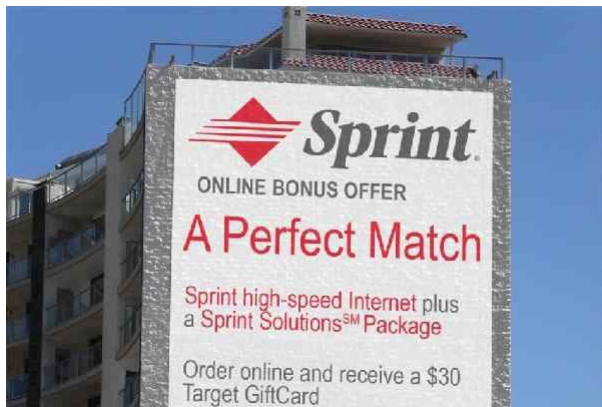
- "Las Vegas is the hottest destination in the world" - Rossi Ralenkotter
- Las Vegas Ranked #5 Brand in the U.S. 2005 - USA Today
- 39,100,000 Visitors Expected 2006
- 6,200,000 Convention Attendees Expected 2006

2005 Las Vegas Stats

- Visitor Volume: 35,492,918
- Convention Attendance: 5,973,099
- Airline Passengers: 40,744,648
- Average Daily Auto Traffic (incoming from CA, UT, AZ): 85,641

[2005 Las Vegas YTD Executive Summary](#)

Featured Location for February: Country Club Towers Wallscape



This amazing wallscape is located on Desert Inn Rd. between Paradise and Maryland Parkway. Right next door is the exclusive Las Vegas Country Club and the Las Vegas Convention Center. Also nearby is the Boulevard Mall and the auto dealerships on Sahara. This wallscape is available in two sizes: 50' x 50' and 50' x 100'. It is available starting February 15 for short term and long term campaigns.

[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!

- MAGIC Clothing Show 02/21/06 - 02/24/06
- Nightclub and Bar Show 03/07/06 - 03/08/06
- NASCAR Las Vegas 03/10/06 - 03/12/06
- CTIA The Wireless Show 04/05/06 - 04/07/06
- National Association of Broadcasters Show 04/24/06 - 04/27/06
- National International Council of Shopping Centers Show 05/21/06 -05/24/06
- PGA Grand Slam November 2006
- NBA All Star Games 02/10/07 - 02/18/07

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

Skytyping



Want to own the sky in Germany, over the FIFA World Cup!? The biggest outdoor event in the world coming this June! Contact us for details about sending a fleet of planes to skytype your message over the events and get MILLIONS of viewer impressions!

[About Skytyping](#)

On the Road Again

Elite Media's Sales Manager, Jen Grant, will be on the road again in 2006 visiting several markets. Jen will be in Chicago February 22-23 and in New York March 7- 10. If you would like to request a presentation this year please email jen.grant@elitemediainc.com.

Elite Media In the News

Elite Media is in the news! Remember to check our Blog for the latest news and press releases from Elite Media. There's new info on Fremont Street Advertising from Great Outdoor Network. <http://elitemediaoutdooradvertising.blogspot.com/>

FYI, Elite Media is the newest member of OAAA and the Great Outdoor Network.

Have a wonderful Valentine's Day!

We'll check in with you next month!

-The "Go Big" Crew

[Elite Media's Blog](#)

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