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Elite Media, Inc.

Outdoor Advertising News U Can Use

February 2007

Hello Kate,

New LED at Las Vegas Airport Exit



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Under construction starting March 15 will be a new LED at the corner of Tropicana and Swenson, facing SOUTH to the airport exit. Currently a tri-vision, this unit will be retrofitted to a 20'x60' LED.

There will be SEVEN, :15 second (yes, 15 seconds each!) time slots available. SIX slots will be available for min. one year commitment with **category exclusivity**. ONE slot will be available for weekly conventions and events. This is the best airport board in the market, in regards to location and length of read.

For a proposal please email Jen Grant by replying to this newsletter email.

Map shows location of the LED.

Las Vegas - Events Calendar

Las Vegas has many noteworthy events coming up! Elite Media is providing this event calendar for you as we are now accepting contracts for each of these events. Many locations are already sold for these events so please call today for the latest avails!

Photo Marketing Expo	03/08/07 – 03/11/07	Las Vegas Convention Center
NASCAR Las Vegas	03/09/07 – 03/11/07	Las Vegas Motor Speedway
Intl. Wireless Comm. Expo	03/28/07 – 03/30/07	Las Vegas Convention Center
Vegas Grand Prix	04/06/07 – 04/08/07	Downtown Las Vegas & Fremont Street

NAB	04/16/07 – 04/19/07	Las Vegas Convention Center
Cable Show	05/07/07 – 05/09/07	Mandalay Bay Convention Center
Kitchen/Bath Show	05/08/07 – 05/10/07	Las Vegas Convention Center
ICSC	05/21/07 – 05/23/07	Las Vegas Convention Center
World Series of Poker at Rio	06/01/07 – 06/17/07	Rio
CineVegas	06/08/07 – 06/16/07	Palms
Fry's Classic Open PGA Event	10/10/07 – 10/17/07	TPC Summerlin
US Open of Supercross	11/12/07 – 11/14/07	MGM Grand Garden Arena

Thank You to Our NBA All-Star Advertisers



Elite Media posted some of the largest ads in Las Vegas HISTORY last week in support of the NBA All-Star Games being played this past weekend in Las Vegas.

Elite Media, Inc. posted America's largest outdoor advertisement, 250' high by 225' wide, on the exterior of the Mandalay Bay Resort and Casino for T-Mobile. It is also the **largest sports advertisement in history**.

The T-Mobile advertisement is 56,250 square feet of Elite Media, Inc. advertising space and is formed out of over 700 individual panels to create a single large image. Each panel measures at 4' x 20' and is constructed out of a unique, weather-resistant, "see-through," perforated, adhesive material. Job installation took ten days and required ten installers hanging from scaffolding off the 480 foot Mandalay Bay Resort and Casino façade.

Elite Media also posted the world's tallest outdoor advertisement for T-Mobile on the tower of the Stratosphere Las Vegas Hotel and Casino starting the evening of Tuesday, February 13 for six consecutive nights. The 800' mammoth T-Mobile advertisement featured unique, large-scale projection media.

Boost Mobile contracted a monorail full train wrap minus roof with Elite Media for All Stars week.

adidas occupied 42,825 square feet of Elite Media, Inc. advertising space with a trapezoid shaped advertisement across the mid-section of the Luxor Hotel & Casino pyramid.

Elite Media also completed installation of a 54,000 square foot ad for adidas on the exterior of the MGM Grand and smaller wallscape installations behind the lion.

T-Mobile - D. Wade's Sidekick 3



Posted on Mandalay Bay Resort and

Casino

T-Mobile

**Projection
media on the
Stratosphere
Tower**



Boost Mobile

**Boost Mobile
monorail
train wrap
minus roof.**



adidas



*Posted on
Luxor
Pyramid*

adidas



*Elite Media
wallscape
installation
at MGM
Grand*

adidas

Elite Media

wallscape installations behind MGM Grand lion.

On the Road Again

Jen Grant will be traveling heavy for the next few months. To request a live presentation please email Jen.Grant@elitemediainc.com!

March 06-08 - Los Angeles

March 13-15 - San Francisco

April 03-05 - Dallas

April 10-12 - Chicago

May 06-08 - San Diego OAAA National Convention

In Next Month's Issue

Elite Media is "going BIG" in March in Orlando for CTIA 2007!

NBA All Star Press for Elite Media's Clients!

- [Building A Megabrand Named Dwyane - Business Week](#)
- [Unveiling of Largest Ad in America and Tallest Ad in the World - Great Outdoor Network](#)
- [BRIGHT LIGHTS, BIG CITY - Review Journal](#)
- [Strip resorts ad-apt to All-Star Weekend - Review Journal](#)

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