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Elite Media, Inc.

Outdoor Advertising News U Can Use

January 2007

Hello Kate,

New Tri-Vision Under Construction



A new tri-vision is soon to be under construction at the corner of Tropicana and Swenson, facing west to Tropicana. Currently a bulletin, this unit will be retrofitted to a 20'x60' tri-vision RotaPanel with slide-in louvers making for a clean installation. All 3 flips are available for campaigns starting April 1, preferably all 3 flips sold to one advertiser. Prime location, adjacent to airport entrance and literally in front of the Thomas & Mack events center.

Photo example shown here of RotaPanel unit.

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London Taxis Invading Las Vegas!



Five London Taxis are now found on the streets of Las Vegas! Elite Media is now selling full vehicle wraps on these five, unique branding opportunities. Space is sold monthly for short term and annual campaigns.

Also available: 25 London Taxis are available for 5- day "convention/event domination packages" in any city in America.

Elite Media will be focusing efforts on Las Vegas and Orlando, but these can be sent to any city in the US. Email for pricing today!

Las Vegas #2 Brand in America - 2007 Predictions from CNN

NEW YORK (CNNMoney.com) -- Google, Las Vegas, Yahoo! and Target - take a bow. These four are expected to be among the top 10 brands in 2007, according to a latest brand ranking report from Landor Associates.

Google topped the most-powerful brands ranking last year in terms of its impact on consumers. The report said Google is arguably the strongest and most- powerful search engine on the planet and continues to increase its offerings to users.

Las Vegas followed Google at No. 2 in the projected winners list. As a brand, Vegas has benefited from the "what happens here, stays here" advertising campaign wave.

"Las Vegas has taken the cake as THE destination for people of all ages and parts of the country to vacation and beaten out such stiff competition as New York City and Miami," the report said.

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!

Miss America Pageant	01/29/07 – 01/29/07	Aladdin/Planet Hollywood
World Shoe Show	02/01/07 – 02/04/07	Las Vegas Convention Center
NADA Dealers Assoc.	02/03/07 – 02/06/07	Las Vegas Convention Center
NBA All Star Games	02/11/07 – 02/18/07	Mandalay Bay, Thomas & Mack
MAGIC Clothing Show	02/13/07 – 02/16/07	Las Vegas Convention Center
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
		Las Vegas Convention

ICSC

05/21/07 – 05/23/07 Center

Thank You to Our CES Advertisers

This years CES (Consumer Electronics Show) held quite a few surprises! Just a few days before the show started, mother nature kicked up 70 mph wind gusts. Elite Media is proud to report that EVERY SINGLE ad posted by Elite Media was still standing and ALL withstood the elements perfectly during the world's most popular tradeshow! This was not the case for many other media companies as strips of outdoor ads were literally flying through the air off of the convention center. Other media in the surrounding area found itself ripped in half from some of the worst winds ever encountered.

Microsoft - Vista



Posted on Renaissance Front Glass

LG Electronics



Posted on Marriott East and North Walls

Microsoft - Gaming Division

Posted on Beach Full Wrap



Control 4

Posted on Renaissance Parking Wall



Microsoft - Vista

Posted on Airport Exit Tri-Vision



In Next Month's Issue

Elite Media is gearing up for our biggest month EVER! The NBA All Star Games are hitting Las Vegas Feb. 11-18. Keep an eye out as we post America's Largest Ad and the WORLD'S Tallest Ad!

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