

[<Back](#)

 [Print](#)



Elite Media, Inc.

Outdoor Advertising News U Can Use

June 2006

Dear Kate,

Hot Avails for August



Available August 1

[Frontier South Wallscape](#)

(shown above) Next door to Fashion Show Mall and across the street from the Wynn Resort. You can't get a hotter location than this!

Available August 1

[Tropicana at Swenson](#) 20' x 60' Perm Bulletin, awesome! Airport, Thomas and Mack, Cox Pavilion coverage at busy intersection!

In this issue

- Hot Avails for August
- New Location Alert!! Las Vegas Flamingo South Wall
- Thank You to Our Latest Advertisers
- Superman Takes Over the Palms Casino
- Indy Car Racing Comes to Streets of Las Vegas!
- New Inventory Hold Policy

New Location Alert!! Las Vegas Flamingo South Wall



Elite Media's newest location is in the heart of the "Strip" at Las Vegas Blvd and Flamingo. Available immediately! We expect this to be a hot one! Check out the [Sales Sheet](#) here.

Thank You to Our Latest Advertisers

Blondie's posted July 15 on Desert Passag Wall



Superman Takes Over the Palms Casino

Elite Media Projected a Giant image of Sup for Warner Brothers for the Superman III on the side of the Palms. Check out the pr 944 Magazine on our blog <http://elitemediaoutdooradvertising.blogspot.com>



Indy Car Racing Comes to Streets of Las Vegas!



Las Vegas City will be hosting t Grand Prix on downtown street next five years, beginning with inaugural race on April 8, 2007 over the April 6 to 8 weekend v

the season opener for the open-wheel series. Elite Media has some BIG locations that target the race track! Including [Fremont Street Experience](#) the worlds largest LED Screen!

New Inventory Hold Policy

The OAAA Marketing Committee has approved a new industry hold policy for inventory under consideration by advertisers. Elite Media, an OAAA member, will be adhering to this new policy. The recommended business practice states: Outdoor operators will hold available inventory for 72- hours commencing from the time a media buyer identifies precise locations for consideration. The hold policy applies to requests that are made more than 90-days prior to a proposed campaign start date.

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