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Elite Media, Inc.

Outdoor Advertising News U Can Use

June 2007

Hello Kate,

Motorola Goes Big at Interop



A BIG thank you to Motorola! Motorola's Luxor pyramid east-facing ad measured 125' x 125' and dominated the Interop ad scene!

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Oracle Goes Big at NAS Conference



Oracle's BIG 120' x 150' spectacular on the Luxor pyramid east-facing wall announced they were #1 at the NAS Conference.

Night shot of the Oracle spectacular.



New Wallscape - Molasky Building Downtown Las Vegas



New wallscape opportunity targeting downtown events such as the World Market and the Vegas Grand Prix!

World Market's next expo starts July 30 and this wallscape is currently available.

[Click to review the sales sheet](#)

New LED Opportunity at Madame Tussauds / Venetian



This location is excellent for targeting high-end fashion and is located on the exterior of the Madame Tussauds / Venetian north west wall adjacent to the main entrance of the Venetian. Also great for tradeshow

or events happening at the Venetian/Sands and also events at the Las Vegas convention center.

[Click to review the sales sheet](#)

The Final Frontier



The Frontier Resort and Casino on the Las Vegas Strip is planned for implosion this fall. The south-facing wallscape is available between now and July 15 at a very reduced price. Take advantage of the Final Frontier before it becomes part of Vegas history!

[Click to review the sales sheet](#)

Las Vegas Fast Facts

2006 Las Vegas Population Summary

Total Population

1,912,654

5.3% increase over 2005

Adults (18+) Population

1,394,771

6.0% increase over 2005

Resident Profile - Race

African American - 8.2%

American Indian - 0.7%

Asian/Pacific Islander - 6.6%

Hispanic - 25.7%

White - 54.0%

Other - 4.8%

Source: 2007 Las Vegas Perspective

Breil Watches Exhibits at JCK Jewelry Show in Style



Breil Watches is the last advertiser to take advantage of the Beach's

prime convention media location. The Beach will be imploded shortly to make way for a brand new resort.

Las Vegas - Upcoming 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!

World Series of Poker at Rio	06/01/07 - 06/17/07	Rio
CineVegas	06/08/07 - 06/16/07	Palms
SHRM Show	06/24/07 - 06/27/07	Las Vegas Convention Center
World Shoe Show	07/30/07 - 08/02/07	Las Vegas Convention Center
MTV Video Music Awards	09/09/07	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
G2E Gaming Show	11/13/07 - 11/15/07	Las Vegas Convention Center
America's Party - New Years Eve	12/31/07	Las Vegas Strip
CES 2008	01/07/08 - 01/10/08	Las Vegas Convention Center
ConExpo - Con/Agg	03/11/08 - 03/15/08	Las Vegas Convention Center
CTIA Wireless 2008	04/01/08 - 04/03/08	Las Vegas Convention Center

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