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Elite Media, Inc.

Outdoor Advertising News U Can Use

May 2006

Dear Kate,

It was a pleasure meeting many of you at the TAB conference last month. We would like to thank all of you who attended our cocktail hour and we look forward to working with you on your next Las Vegas project.

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- **Featured Location for May: Frontier South Wallscape**
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Featured Location for May: Frontier South Wallscape



Current advertiser: Budweiser - World Select Beer

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

[Click Here for Photo Sheet](#)

Looking Forward - Upcoming Events



Major Upcoming Events/Tradeshows

Now Selling For NBA All Star Week - February 2007

- MAGIC Clothing Show August 2006
- NACS 10/09/06 - 10/11/06
- SEMA Car Show 10/31/06 - 11/03/06
- PGA Grand Slam November 2006
- NBA All Star Games 02/10/07 - 02/18/07

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

Did You Know? Las Vegas Stats from the 2006 Las Vegas Perspective

- 2005 Las Vegas Population Adults 18+: 1,316,128 (up 4% from last year)
- Hispanic Ethnicity: 24.9%
- #22 in Top 25 Hispanic Markets
- Almost 39 million visitors in 2005
- The average stay is 3 days, 70% of visitors stay in hotels on Las Vegas Blvd.
- 29% of visitors are from Southern California, of which 70% drive here
- McCarran International Airport had over 44 million passengers pass through the gates in 2005

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