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## Elite Media, Inc.

Outdoor Advertising News U Can Use

September 2006

Dear Kate,

### *Elite Media & Las Vegas Monorail*



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In addition to our unique wallscape, building wrap and outdoor projection media, Elite Media has recently expanded its outdoor advertising grasp on the Las Vegas market.

Elite Media has recently reached an agreement with Promethean Partners, the exclusive advertising broker of the Las Vegas Monorail, to be an affiliate broker for the sale of advertising on the trains and stations of the Las Vegas Monorail. Under this agreement, Elite Media will work with Promethean to launch the Monorail's new short term OOH advertising program and on the Monorail's long term experiential marketing and immersive advertising programs. "We have confidence in Elite Media's ability to work with us to secure advertising agreements with companies that compliment our existing long term advertising agreements with General Motors, Sprint/Nextel, Monster Energy Drink, Vegas.com and Bank of Nevada," said Promethean Partners President and CEO Patrick Pharris.

Available now are **WEEKLY and ANNUAL advertising programs** on the trains and stations targeting the numerous trade shows and events in Las Vegas. Please call for WEEKLY programs.

Elite Media has structured a unique deal with Promethean Partners that gives Elite's clients a unique one time opportunity to save \$200,000 on a one year station or train domination package.

Advertisers who purchase all of the available advertising rights to one Monorail Train or one Monorail Station (that's the entire interior and exterior of either one) by December 15, 2006 will receive a preferred Net Media Fee of \$420,000 (\$35k per month) for a train or \$1,000,000 (\$83,333 per month) for a station. This special

introductory offer is for new Monorail advertisers only.

[Click here to see the Las Vegas Monorail PowerPoint online!](#)

### *Two Blimps to Take Over Las Vegas Skies*



Just in time for New Years Eve 2006, Elite Media will also be bringing two blimps permanently to the Las Vegas market. This first-ever BIG media will allow advertisers the opportunity to capture a broad audience along two main routes: the famous Las Vegas Strip and bustling traffic on Harmon Road in the heart of town. Routes circling the convention center, Sands Expo and Rio/Palms area will also be available. The blimp is backlit for amazing nighttime

illumination!

Our advertising program flights will run as short as two days or as long as one year, completely customizable for a one of a kind market.

[View the Blimp photo sheet!](#)

### *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 wallscapes are already sold for these events so please call today for the latest avails!

|                        |                     |                             |
|------------------------|---------------------|-----------------------------|
| SGIA Graphics Expo     | 09/26/06 – 09/29/06 | Las Vegas Convention Center |
| NACS Convenience Expo  | 10/09/06 – 10/11/06 | Las Vegas Convention Center |
| SEMA Car Show          | 10/31/06 – 11/03/06 | Las Vegas Convention Center |
| SLEM Sports Licensing  | 11/09/06 – 11/11/06 | Las Vegas Convention Center |
| Aviation Nation        | 11/11/06 – 11/12/07 | Nellis Air Force Base       |
| G2E Global Gaming Expo | 11/14/06 – 11/16/06 | Las Vegas Convention Center |
| Pool and Spa Expo      | 11/29/06 – 12/01/06 | Las Vegas Convention Center |
| NFR Cowboy Christmas   | 11/30/06 – 12/09/06 | Las Vegas Convention Center |

|                           |                     |                             |
|---------------------------|---------------------|-----------------------------|
| America's New Years Party | 12/31/06            | Las Vegas Strip             |
| CES Electronic Show       | 01/08/07 – 01/11/07 | Las Vegas Convention Center |
| Miss America Pageant      | 01/29/07 – 01/29/07 | Aladdin/Planet Hollywood    |
| 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 |
| NASCAR Las Vegas          | 03/09/07 – 03/11/07 | Las Vegas Motor Speedway    |

### *Miss America Live from Las Vegas!*



The 2007 MISS AMERICA PAGEANT will return to the Aladdin/Planet Hollywood Resort & Casino in Las Vegas. The two-hour telecast will air live on CMT, Monday, January 29, 2007 at 8 p.m., ET/PT. For the first time in its 85 year history, the MISS AMERICA PAGEANT took place outside of Atlantic City and debuted in Las Vegas at the Aladdin Resort & Casino. Jennifer Berry, of Oklahoma, is the current Miss America.

### *Las Vegas Now Top 50 Market!*

Local television got its best news in years, with Las Vegas making the largest leap in new Nielsen Media Research market rankings. Las Vegas jumped to No. 43 by adding 20,000 households after being stuck in the 50s for years. It should be a windfall for the local ad community because major advertisers often limit their spending to the top 50 ranked markets.



### *In Next Month's Issue*

Here we grow again! More big news coming in October!

### *Elite Media Quick Links*

- [Las Vegas Monorail PowerPoint](#)
- [Las Vegas Monorail Train Photo Sheet](#)
- [Las Vegas Monorail Station Photo Sheet](#)
- [Blimp Photo Sheet](#)

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