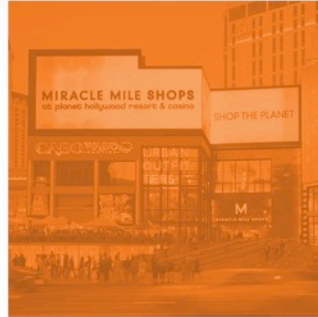




## *2017 Media Portfolio*



MOBILE  
BILLBOARDS



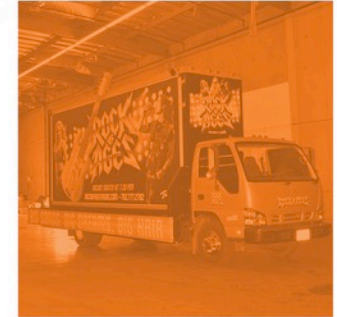
LARGE FORMAT  
L.E.D. & STATIC



EXPERIENTIAL  
TEAMS



CREATIVE DESIGN  
SERVICES



ICONIC CUSTOM  
BUILD-OUTS

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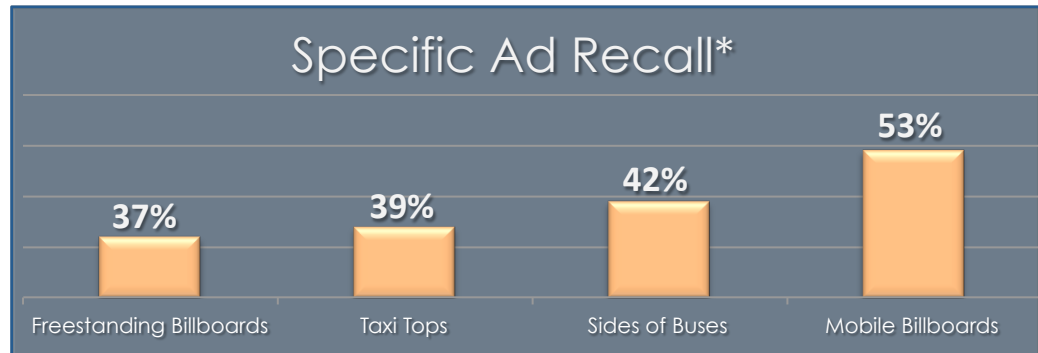
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# Welcome to Kre8 Media Outdoor Advertising

## Why Out-of-Home?

Kre8 Media's out-of-home advertising assets break through clutter in the Las Vegas resort corridor to deliver brand and product awareness with reach and frequency within a short period of time.

- An Analysis of Mobile Billboards and long period of media placement done by Applied Analysis on Reach and Recall, 77% of Las Vegas visitors indicate they have seen mobile billboard – more than any other form of media. 53% can remember specific advertising featured on mobile billboards.
- Out-of-home media, including mobile billboards, deliver more online activity per ad dollar spent compared to television, radio and print. (Project RUSHMORE 2013: OUT-OF-HOME Advertising and Online Activations; Arbitron, Inc.). In the Las Vegas resort corridor, mobile billboards effectively deliver messaging that encourages search and other forms of digital and social engagement.
- What happens in Vegas doesn't always stay here! Visitors come to Las Vegas to experience new things. Exposure to brand messaging encourages trial and engagement while visitors are here in Las Vegas and they take those brand experiences and brand impressions home with them.
- While there are a number of marquees on the Las Vegas Strip, there are very few free standing billboards – mobile billboards provide consistent brand messaging.





# Kre-8media is the Las Vegas resort corridor's most dynamic out-of-home media company

Mobile Billboards



Large Format L.E.D. & Static



Experiential Marketing



Iconic Mobile Build-Outs



Digital Mobile Billboard



Brand Ambassadors





## Mobile Billboards

With over 35 static mobile billboard trucks, KRE8 Media provides the best mobile billboard advertising solutions in Las Vegas, Phoenix & Southern California.





## Static Mobile Billboards



### Reach

- Regional, national, and international audiences in the Las Vegas resort corridor
- Locals where they live, work and play

### Target

- Demographically and geographically target your audience through custom routing.
- Day-part campaigns to reach your audience when they are most likely to be interested in your message

### Create

- Create “WOW” with custom skirting and 3D Build-outs.
- High-impact messaging that is clearly visible day or night

# Static Mobile Billboards

Static mobile billboards deliver high-impact, cost-effective advertising impressions in the Las Vegas resort corridor and in the local market.

## Estimated Daily Vehicle & Pedestrian Impressions per 8-hour run

- Las Vegas Resort Corridor: 424,072
- Local Routes: 185,000 – 300,000 depending on route

## Average CPMs

- Las Vegas Resort Corridor: \$0.80 - \$1.80
- Local Routes: \$2.00 - \$3.00

## Production Rates:

- Standard Set: \$1,500 (two billboard sides & large rear signage)
- Optional Skirt: \$250 (Two skirts total)
- Wraps and Build-Outs: Quotes based on scope of creative

## Daily Rates

Hours/Day	Open	3-Months	6-Months	12-Months
6	\$580	\$490	\$445	\$425
7	\$665	\$560	\$500	\$480
8	\$725	\$615	\$550	\$520
9	\$800	\$675	\$600	\$565
10	\$870	\$730	\$650	\$610
11	\$925	\$770	\$682	\$635
12	\$985	\$815	\$720	\$670

## Audio

Per Day	\$50	\$45	\$35	\$25
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Guaranteed rates and/or times and peak demand periods subject to premium.





# Static Mobile Billboards

## LAS VEGAS CONVENTION ADVERTISING PACKAGES

- 10-hour runs each day, runtimes can be staggered to maximize your reach to attendees
- Vinyl creative sets are included in package pricing.
- Custom routing targets attendees during convention hours, while they're on the Las Vegas Strip, and near their host hotels.
- 50% non-refundable deposit required with reservation. Balance of campaign is due 30-days prior to start of campaign.
- Creative files due 10-days prior to start of campaign



# of Mobile Billboards	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>8</u>	<u>10</u>	<u>12</u>
1 day	\$2,200	\$4,300	\$6,400	\$8,500	\$10,600	\$12,700	\$16,900	\$21,100	\$25,300
2 days	\$3,100	\$6,010	\$8,920	\$11,830	\$14,740	\$17,650	\$23,470	\$29,290	\$35,110
3 days	\$3,900	\$7,530	\$11,160	\$14,790	\$18,420	\$22,050	\$29,310	\$36,570	\$43,830
4 days	\$4,600	\$8,860	\$13,120	\$17,380	\$21,640	\$25,900	\$34,420	442,940	\$51,460
5 days	\$5,200	\$10,000	\$14,800	\$19,600	\$24,400	\$29,200	\$38,800	\$48,400	\$58,000
6 days	\$5,700	\$10,950	\$16,200	\$21,450	\$26,700	\$31,950	\$42,450	\$52,950	\$63,450
7 days	\$6,100	\$11,710	\$17,320	\$22,930	\$28,540	\$34,150	\$45,370	\$56,590	\$67,810



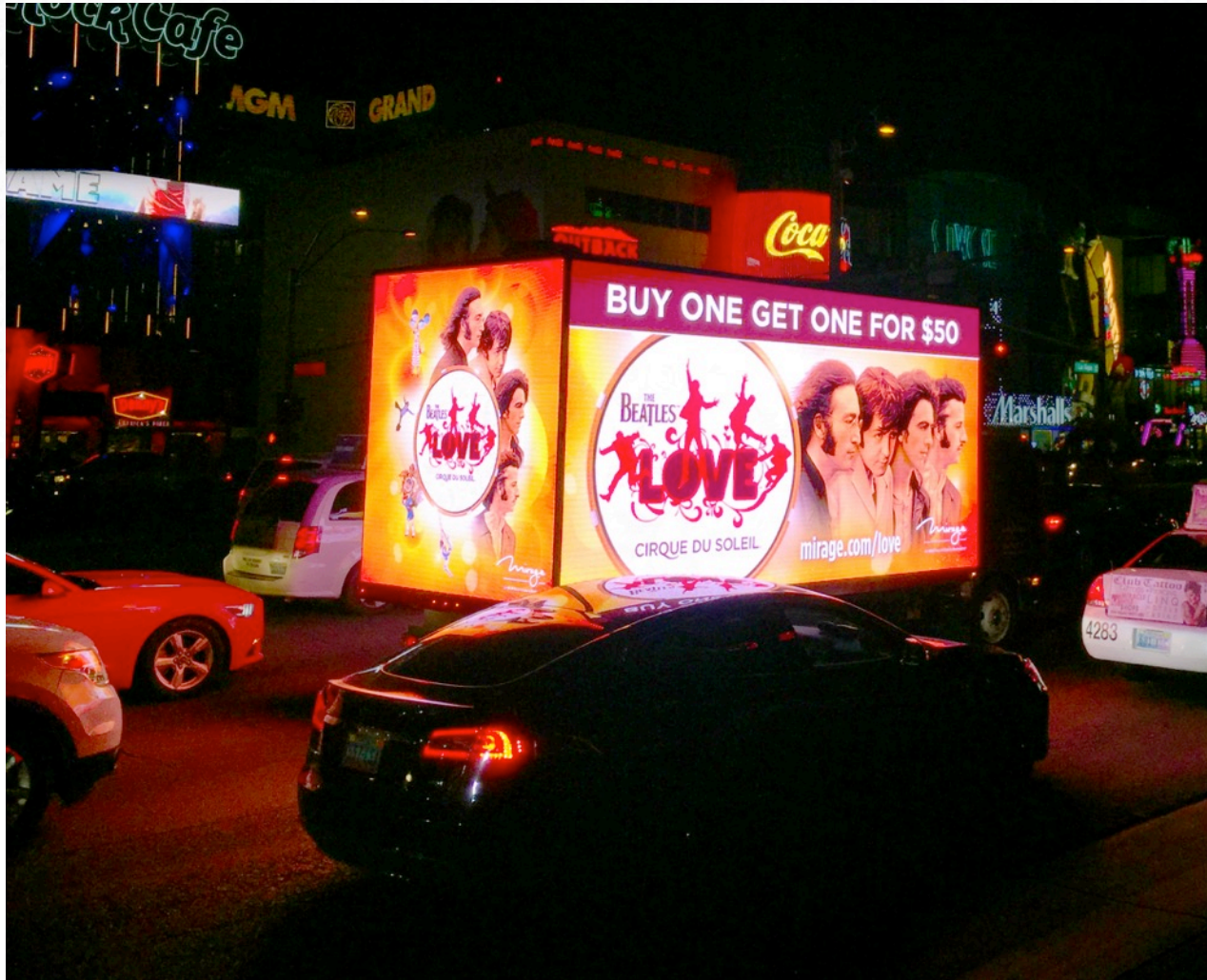


## Digital Mobile Billboards

KRE8 Media is the pioneer in digital mobile billboard display advertising. Digital mobile billboard displays are the wave of the future, delivering more flexible creative changes, dynamic visual impact and breaking down the barriers that traditional advertising has.



# Digital Mobile Billboard



## Reach

- Regional, national, and international audiences in the Las Vegas resort corridor
- Locals where they live, work and play
- 3-LED faces provide maximum visibility

## Target

- Custom routing reaches consumers based on geography or time of day
- Strategically target events, competitors and specific locations

## Create

- Exceptional visibility with vibrant LED displays
- Audio is available for visual and aural presentation
- Multiple creative messages can be presented during the course of daily run

## Integrate

- State-of-the-art content management software allows dynamic creative changes



# Digital Mobile Network

## Share It

- Share time with up to 10 other advertisers as part of the LV Strip Digital Network. Each spot plays for 8-seconds.
- 510 spots are guaranteed to play each day. Digital Board alternates spots when at a complete stop.
- A one-week campaign delivers:
  - 455,917 Estimated Impressions per spot
  - 3,570 Weekly Plays
  - \$2.35 Average CPM
- Creative messaging may be day-parted
- Travels Mandalay Bay to Fashion Show Mall to maximize impressions.
- Ability for buyout



Spots	Daily Plays*	Weekly Plays*
1	510	3,570
2	1,020	7,140
3	1,530	10,710

\*plays are based on equivalent of 8 second spots, messages are rotated when board is at a complete stop

## Rates Per Week

	1 Week	4 Weeks	13 Weeks	26 Weeks	52 Weeks
(1) Spot	\$1,900	\$1,710	\$1,605	\$1,380	\$1,250
(2) Spots	\$3,710	\$3,310	\$3,120	\$2,600	\$2,250
(3) Spots	\$5,550	\$4,880	\$4,550	\$3,700	\$3,000

Estimated impressions per week, per spot: 455,917  
CPM: \$2.35

# Exclusive Digital Mobile Billboard

## Own It

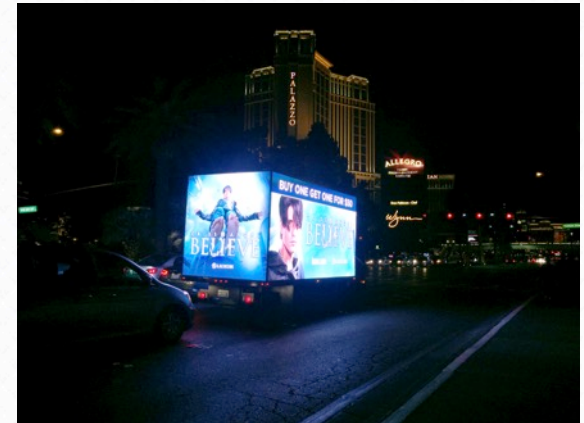
- Dynamic digital display on one of our three digital mobile displays in Las Vegas
- Run 4-hours a day up to 24-hours a day
- Multiple creative images may be displayed during a single run; unlimited creative changes
- Creative may be day-parted
- Geo-targeted creative delivery is available
- Is stationary, great for special events, ability to play video content with dynamic audio

## Daily Rates

Hours/Day	Open	3-Months	6-Months	12-Months
4	\$1,200	\$1,100	\$960	\$840
8	\$2,360	\$2,120	\$1,800	\$1560
12	\$3,480	\$3,120	\$2,580	\$2,220
Buyout	\$4,000	\$3,550	\$3,100	\$2,700

Based on 4-hour run:

- 376,563 Estimated Impressions
- \$2.65 Average CPM







## *Custom Iconic Mobile Billboards*

KRE8 Media has taken the mobile billboard industry to another level. Being the pioneers in mobile billboards, KRE8 Media keeps pushing the envelope in customization of mobile billboard trucks. We make sure your campaign makes an eye-catching impact!



# Custom Iconic Mobile Billboards

## Take your advertising to the next level and “Own” your mobile billboard.

We will take your custom mobile billboard ideas and make them a reality. Don't have an idea? Let KRE8 Media present multiple ideas to you!

Just a few of many the items to customize your mobile!

- Custom Printed/Metallic Wrap
- Custom Decals/UV/Glitter Finish
- Logo Decal Enhancements
- Spot Lights
- Custom 3D Build-Outs
- Fog
- Snow
- Color Changing LEDs
- External Audio
- Custom Interchangeable Message Frame





# Custom Iconic Mobile Billboards

## ROCK OF AGES CUSTOM MOBILE BILLBOARD Items Included:

- Fog
- 10' Guitar Build-Out
- Color Changing LEDs
- Spot Lights
- Glitter Laminate on all ROA Logos
- External Audio
- Metallic Gold Truck Wrap
- Custom Interchangeable Message Frame
- Skirts





# Custom Iconic Mobile Billboards

## HIGH ROLLER CUSTOM MOBILE BILLBOARD

### Items Included:

- Full Branded Mobile Billboard Wrap
- Custom Motion Wheel w/lit Pods
- Color Changing LEDs
- Reflective Logo Decals
- Enhance Top Wrap
- Skirts



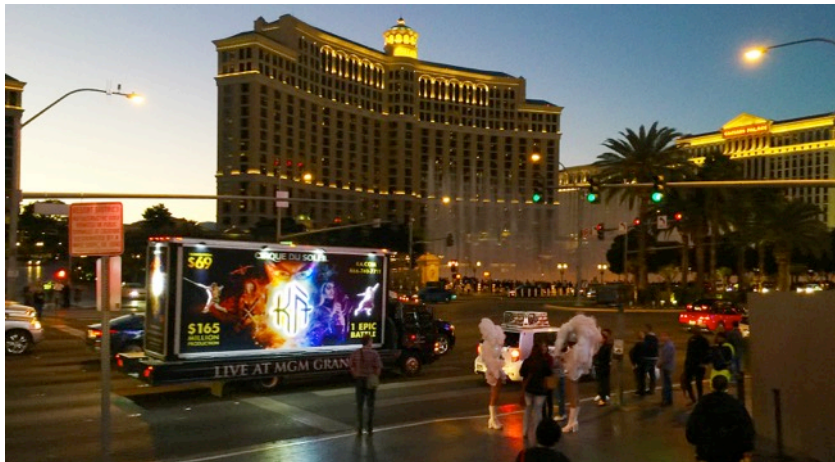


## Custom Iconic Mobile Billboards

### CIRQUE DU SOLEIL KA MOBILE BILLBOARD

#### Items Included:

- Custom Logo Build-Out on both sides
- Custom Character Build-Outs
- LEDs
- External Audio
- Spot Lights
- Front Bed Wrap
- Skirts



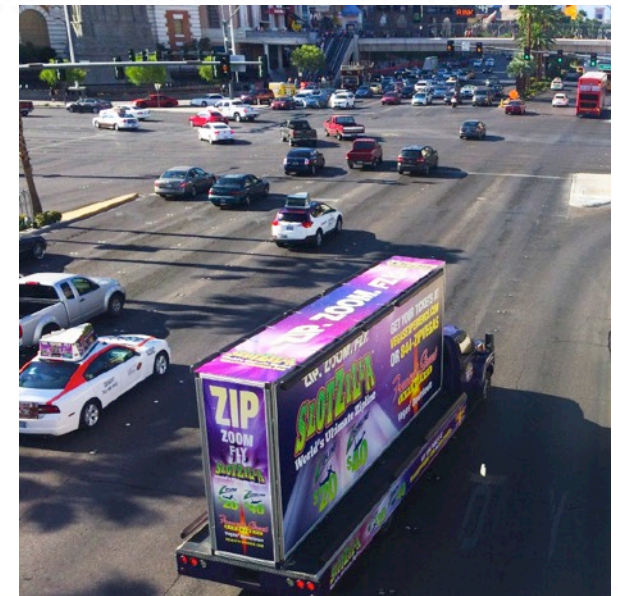


# Custom Iconic Mobile Billboards

## FREMONT EXPERIENCE SLOTZILLA MOBILE BILLBOARD

### Items Included:

- Full Mobile Billboard Branded Wrap
- Enhance Top Wrap
- Skirts







## *Experiential Marketing*

Brand Ambassadors, Street Teams & Promo Models provide one-on-one engagement with visitors and event attendees



# Experiential Marketing



## Reach

- Regional, national, and international audiences in the Las Vegas resort corridor
- Personal engagement with visitors on the Las Vegas Strip and with event attendees.
- Collateral distribution

## Target

- Walking billboards and street teams offer general brand exposure and can target demographic and geographic audiences
- Strategically place teams based on pedestrian traffic

## Create

- Experiential marketing through costumed and choreographed activations
- Combine street teams with out-of-home assets for macro/micro marketing power
- Front and rear posters provide clear brand messaging.

## Promote

- Infiltrate pedestrian or event crowds with call-to-action messaging
- Showcase products, apps, shows, and attractions through tablet-based demonstration
- Complement event staffing with Brand Ambassador teams



# Experiential Marketing

## Experiential Marketing

- Brand Ambassadors, Promo Models, Street Teams & Walking Billboards provide one-on-one engagement with visitors and event attendees
- Teams can be dressed in client-provided attire to represent your brand
- Collateral distribution is included with experiential marketing programs
- Minimum two-member teams, 4-hours
- Walking Billboards & Street Teams: Starting at \$50 per team member, per hour
- Brand Ambassadors: Market rate for requested talent
- Promo Models: Request Quote

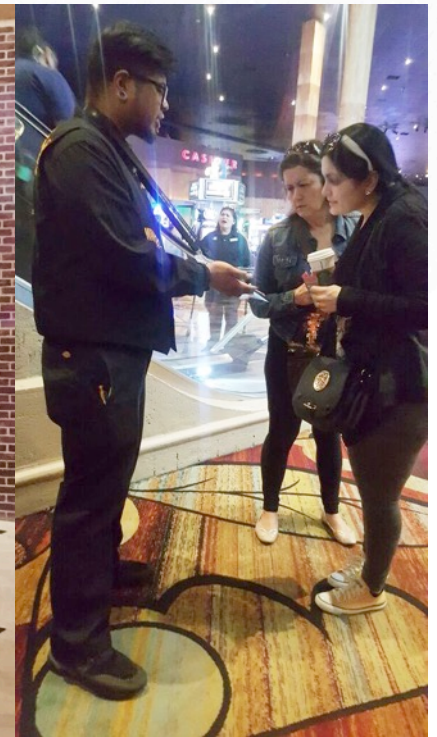




# Experiential Marketing

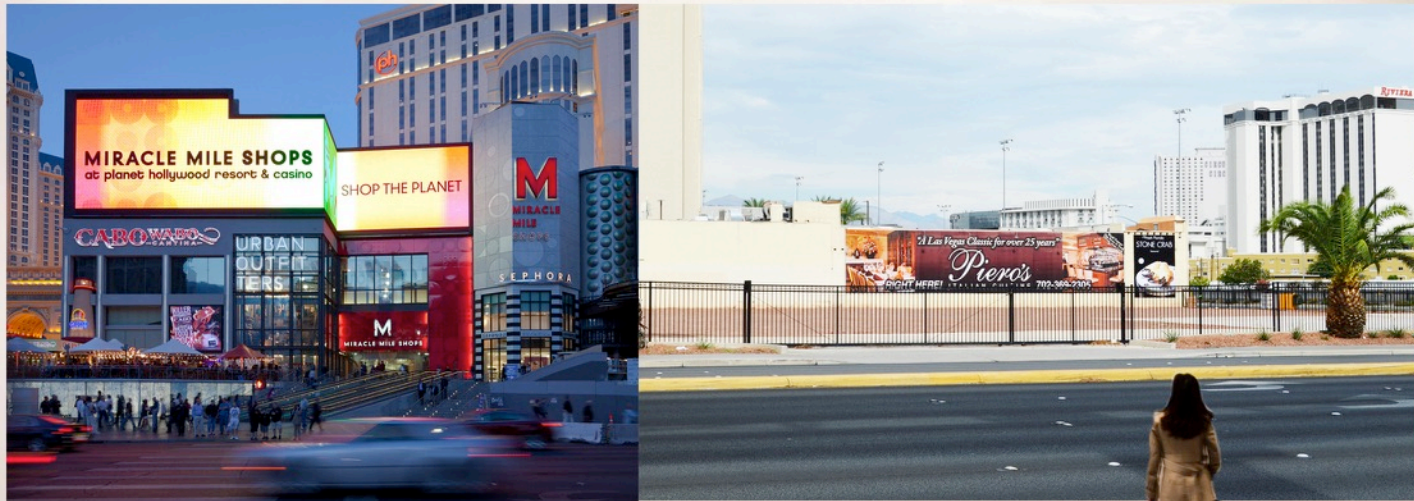
## iPad Mini Advertising

Brand Ambassadors and Street Team members can interact with potential customers, instead of only handing them flyers  
Our iPad Minis can display an interactive program designed to promote and inform people about any upcoming shows, news and events





*Large Format & Transit Outdoor Marketing*



# Large Format & Transit Outdoor

## Miracle Mile Shops

Located in the heart of the famous Las Vegas Strip, Miracle Mile Shops is 500,000 square feet of fashion, dining and live entertainment. attached to the Planet Hollywood Resort & Casino, put your brand in front of over 72,000 people every day.

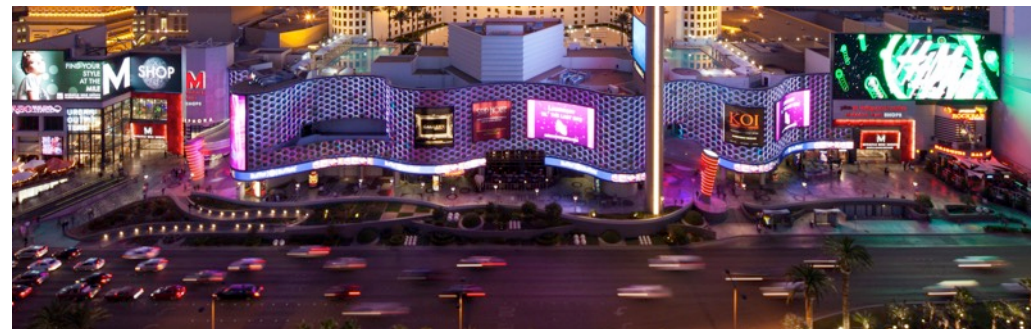
- Tremendous eye level reads on the pedestrian bridge to and from the west side of the Las Vegas Strip
- 424,000 walking hours and 60,000 vehicles per day on the Las Vegas Strip

### L.E.D. Features

- **Guarantee of 3,360 (15 sec) spots per week**
- 3 minute Advertising Loop
- 15,500 square-foot state-of-the-art LED video screens

### Flights and Inventory Time | Rate per week PER SPOT

- |                     |                      |
|---------------------|----------------------|
| • 1-2 Week \$3,250  | • 26 Weeks \$2,300   |
| • 3-4 Weeks \$2,650 | • 52 Weeks \$2,150   |
| • 13 Weeks \$2,450  | • Convention \$3,975 |





# Large Format & Transit Outdoor

## Miracle Mile Shops

Spec Sheets



### Northwest LED

This screen has a pixel dimension of 1744 x 448 at 72dpi. Files should be delivered as a single rendered file at the above pixel dimensions. Compression should be .WMV variable bit rate 10000 kbits/second - peak bit rate 20000 kbits/second. 30fps.



### Southwest LED

This screen has a pixel dimension of 1856 x 600 at 72dpi. Files should be delivered as a single rendered file at the above pixel dimensions. Compression should be .WMV variable bit rate 10000 kbits/second - peak bit rate 20000 kbits/second. 30fps. Video should only be placed in the Blue area. The Red area should be Black as this area is no longer used.



**North LED** (facing Paris) screen is 688 x 360 square pixels. Files should be delivered as a single rendered file at the above pixel dimensions. Compression should be .WMV variable bit rate 10000 kbits/second - peak bit rate 20000 kbits/second. 30fps.

If files are under 10mb you can email directly to: [kre8ive@kre-8media.com](mailto:kre8ive@kre-8media.com)

For larger files please use this free service: [wetransfer.com](http://wetransfer.com) and use [kre8ive@kre-8media.com](mailto:kre8ive@kre-8media.com) as email

# Large Format & Transit Outdoor

## Miracle Mile Shops

Wide Angle View





# Large Format & Transit Outdoor

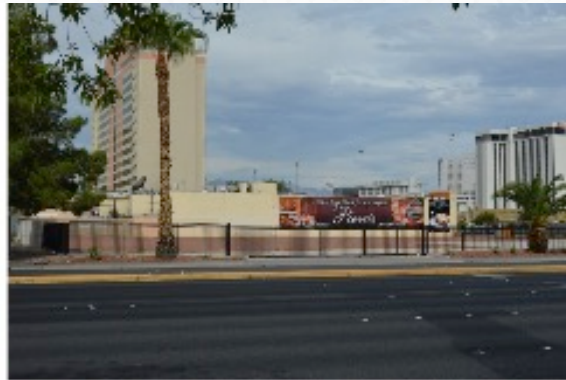
## Pieros' Convention Advertising Wall Space

- Tremendous line of sight from Las Vegas convention center
- Great vehicle and pedestrian visibility
- Opportunity for valuable impressions on the egress and ingress
- Rate is \$30,250 per week

Pedestrian View



Street View



Pedestrian Across the Street View



180° View

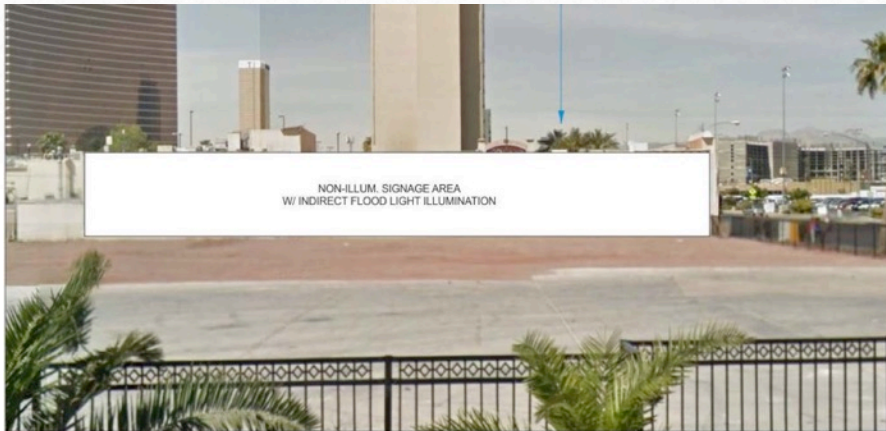


# Large Format & Transit Outdoor

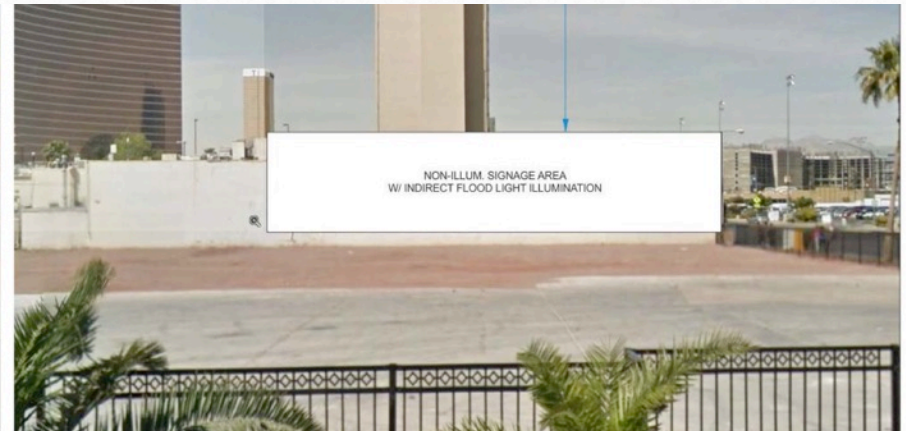
## Pieros' Convention Advertising Wall Space

Two Marketing options to choose from to better market your product:

Option 1: 160' x 20'



Option 1: 130' x 40'







## *Creative Design Services*

KRE8 Media is the pioneer in digital mobile billboard display advertising. Digital mobile billboard displays are the wave of the future, delivering more flexible creative changes, dynamic visual impact and breaking down the barriers that traditional advertising has.



# Creative Design Services

## Outdoor Creative Design Services

- Mobile Billboards Static/Digital
- Digital/Static Bus Shelter
- Traditional Static/Digital Billboard
- Walking Billboard
- Custom Mobile Billboard including Truck Wraps, Build-Outs, Custom Finishes

## Print Collateral Creative Design Services

- Brand Identity / Logo Design
- Stationary
- Large Format – Posters & Durantrans
- Brochures
- Flyers / Club Flyers
- Door Hangers
- Magazine Ads
- Casino Marketing
- Folders
- Post Cards
- Mailers
- Rack Cards
- Banners
- Stickers
- Window Clings
- Decals
- Yard Signs

## Online Digital Creative Services

- Websites
- Web Banners
- Email Blasts
- Newsletters





**Kre8 Media Outdoor Advertising**

4050 W. Harmon, Suite 1-2  
Las Vegas, NV 89103

[www.Kre8OutdoorAdvertising.com](http://www.Kre8OutdoorAdvertising.com)

Main Number: 702.777.2111

GET SOCIAL WITH US:



**Account Services Team:**

Christine Kiely - Director of Sales

702.777.2111 x 132

[Christine.Kiely@Kre-8Media.com](mailto:Christine.Kiely@Kre-8Media.com)