



Elite Media, Inc.

Outdoor Advertising News U Can Use

March 2006

**Dear Kate,**

Happy St. Patrick's Day from your friends at Elite Media!



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***BIG News at Elite Media!***

On April 4, Elite Media will unveil the **largest outdoor ad in America** and the largest ever in Las Vegas! We'll be sure to include photos and press clippings in next months newsletter so keep an eye out!

*Featured Location for March: Frontier Resort and Casino - South Wall and North Wall*



These wallscapes are located next door to the Fashion Show Mall and across the street from the new Wynn Resort. The Donald is building Trump Towers just behind the Frontier and is scheduled for completion in 2007. These wallscapes are favorites for reaching the mall shoppers and the trendsetters on the Strip. They are also great for targeting the Sands Expo and the Las Vegas Convention Center. The [South Wall](#) is available June 1 and the [North Wall](#) is available April 1.

**New Locations in Las Vegas and Orlando!**

[World Market](#) - Facing I-15 at the US95 interchange

[Whitney Ranch](#) - Facing US95/I-515 at the Russell Road exit

[Showcase Mall](#) - Facing Las Vegas Blvd. at Tropicana intersection

[Airport boards](#) - Facing traffic exiting the airport on Swenson at Tropicana intersection

[Tropicana Bulletin](#) - Facing Tropicana at the Swenson intersection

[Orlando pedi cabs](#) - Exclusive to Universal Studios and Orlando Convention Center

[Click Here for an Interactive Map of Locations](#)

## Looking Forward - Upcoming Events



### Major Upcoming Events/Tradeshows

Fore! Las Vegas has been selected to host the **PGA Grand Slam for 2006 - 2008!** The 2006 PGA Grand Slam is slated for November. We'll post more details soon!

Score! Las Vegas has been selected to host the **NBA All Stars in February 2007!** [The Palms Resort/Casino](#) is the host hotel for the players. It's never too early to secure space for All Star week!

- CTIA The Wireless Show 04/05/06 - 04/07/06
- National Association of Broadcasters Show 04/24/06 - 04/27/06
- National International Council of Shopping Centers Show 05/21/06 -05/24/06
- MAGIC Clothing Show August 2006
- 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](#)

## On the Road Again



Jen Grant is back from market trips to Chicago and New York. *Thanks* to everyone who attended these meetings! To request a presentation, please email Jen Grant.

If you would like to request a presentation this year please email [jen.grant@elitemediainc.com](mailto:jen.grant@elitemediainc.com).

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