MIRACLE MILE SHOPS™

AT PLANET HOLLYWOOD RESORT & CASINO LAS VEGAS

MEDIA KIT

TRAFFIC COUNTS

MIRACLE MILE SHOPS BY THE NUMBERS

72,000 VISITORS DAILY

26 MILLION VISITORS ANNUALLY

80% OF ALL HOTEL ROOMS IN LAS VEGAS ARE WITHIN WALKING DISTANCE OF MIRACLE MILE SHOPS

TRAFFIC PERCENTAGE BY MONTH

JANUARY	6.9%
FEBRUARY	7.0%
MARCH	9.1%
APRIL	8.2%
MAY	8.5%
JUNE	8.8%
JULY	9.6%
AUGUST	8.8%
SEPTEMBER	8.4%
OCTOBER	8.1%
NOVEMBER	8.0%
DECEMBER	8.6%

TRAFFIC PERCENTAGE BY DAY OF THE WEEK

SUNDAY	14.7%
MONDAY	12.8%
TUESDAY	11.8%
WEDNESDAY	12.2%
THURSDAY	13.0%
FRIDAY	16.5%
SATURDAY	19.0%

TRAFFIC PERCENTAGE BY ENTRANCE

CASINO ENTRANCE	18.8%
NORTH ENTRANCE	19.7%
NORTH CROSSOVER	5.9%
SOUTH ENTRANCE	15.5%
SOUTH CROSSOVER	15.8%
HARMON ENTRANCE	4.2%
PARKING GARAGE	10.6%
PARKING GARAGE (2)	6.6%
VALET	2.9%

BULKHEAD SIGNAGE

BULKHEAD 1

- **LOCATION:** Near parking garage, north facing
- **DIMENSIONS:** 29'3" W x 12'9" H
- **DAILY RATE:** 1-30 days.....$175/day
  31-89 days.....$150/day
  90-179 days.....$125/day
  180+ days.....$100/day

BULKHEAD 2

- **LOCATION:** Near parking garage, south facing
- **DIMENSIONS:** 30'4" W x 12'9" H
- **DAILY RATE:** 1-30 days.....$175/day
  31-89 days.....$150/day
  90-179 days.....$125/day
  180+ days.....$100/day

BULKHEAD SIGNAGE

BULKHEAD 3

- **LOCATION:** Near Saxe Theater, north facing
- **DIMENSIONS:** 36'4" W x 19'5" H
- **DAILY RATE:** 1-30 days.....$175/day
  31-89 days.....$150/day
  90-179 days.....$125/day
  180+ days.....$100/day

BULKHEAD 4

- **LOCATION:** Near Zappos Theater, north facing
- **DIMENSIONS:** 35'1" W x 7'10" H
- **DAILY RATE:** 1-30 days.....$175/day
  31-89 days.....$150/day
  90-179 days.....$125/day
  180+ days.....$100/day

BULKHEAD 5

- **LOCATION:** Near Zappos Theater, south facing
- **DIMENSIONS:** 35'1" W x 7'10" H
- **DAILY RATE:** 1-30 days.....$175/day
  31-89 days.....$150/day
  90-179 days.....$125/day
  180+ days.....$100/day

LED SIGNAGE

LED SIGNAGE

NORTHWEST SCREEN

- **SIGHTLINES:** Las Vegas Strip, across from Bellagio and The Cosmopolitan Las Vegas
- **DIMENSIONS:** 126'9" W x 40' H
- **WEEKLY RATE:**

1-3 week	$2,900/week
4-12 weeks	$2,300/week
13-25 weeks	$2,100/week
26-51 weeks	$1,950/week
52+ weeks	$1,800/week

- One spot: 15 seconds
- Rates are per spot, per screen
- Spots run in a 3 minute loop with 12 spots per loop
- Guarantee of 3,360 spots/week, 480 spots/day

LED SIGNAGE

SOUTHWEST SCREEN

- **SIGHTLINES:** Las Vegas Strip, across from The Cosmopolitan Las Vegas and CityCenter
- **DIMENSIONS:** 129' W x 52' H
- **WEEKLY RATE:** 1-3 weeks.....$2,900/week
  4-12 weeks.....$2,300/week
  13-25 weeks.....$2,100/week
  26-51 weeks.....$1,950/week
  52+ weeks.....$1,800/week
- One spot: 15 seconds
- Rates are per spot, per screen
- Spots run in a 3 minute loop with 12 spots per loop
- Guarantee of 3,360 spots/week, 480 spots/day

LED SIGNAGE

NORTH SCREEN

- **SIGHTLINES:** Las Vegas Strip, across from Paris Las Vegas
- **DIMENSIONS:** 60' W x 32' H
- **WEEKLY RATE:**

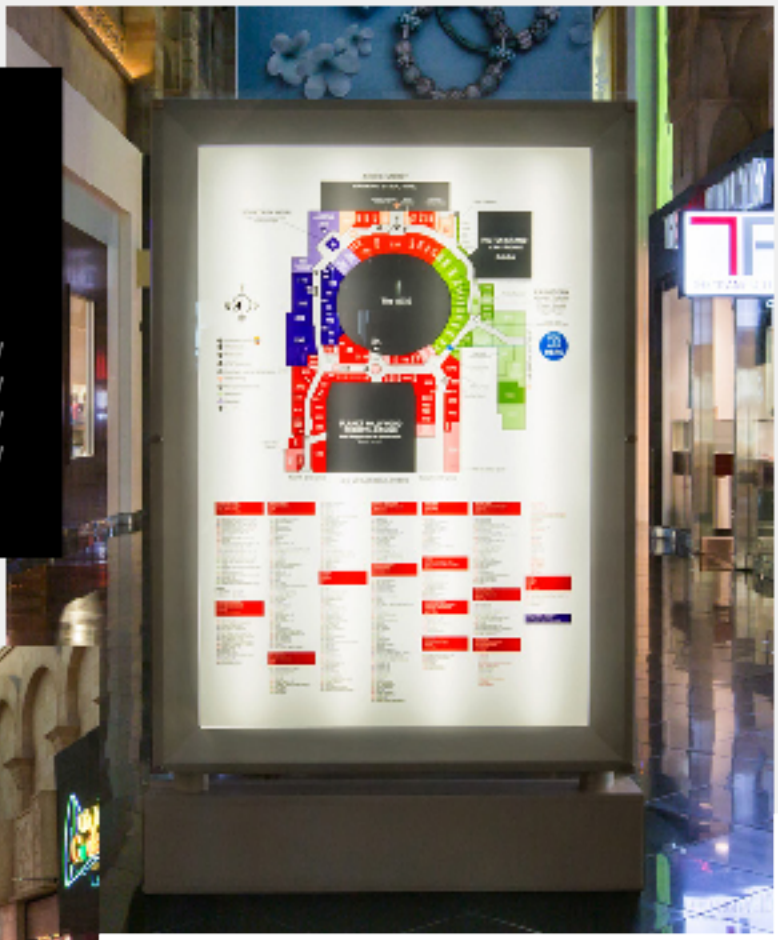
1-3 weeks	$2,900/week
4-12 weeks	$2,300/week
13-25 weeks	$2,100/week
26-51 weeks	$1,950/week
52+ weeks	$1,800/week

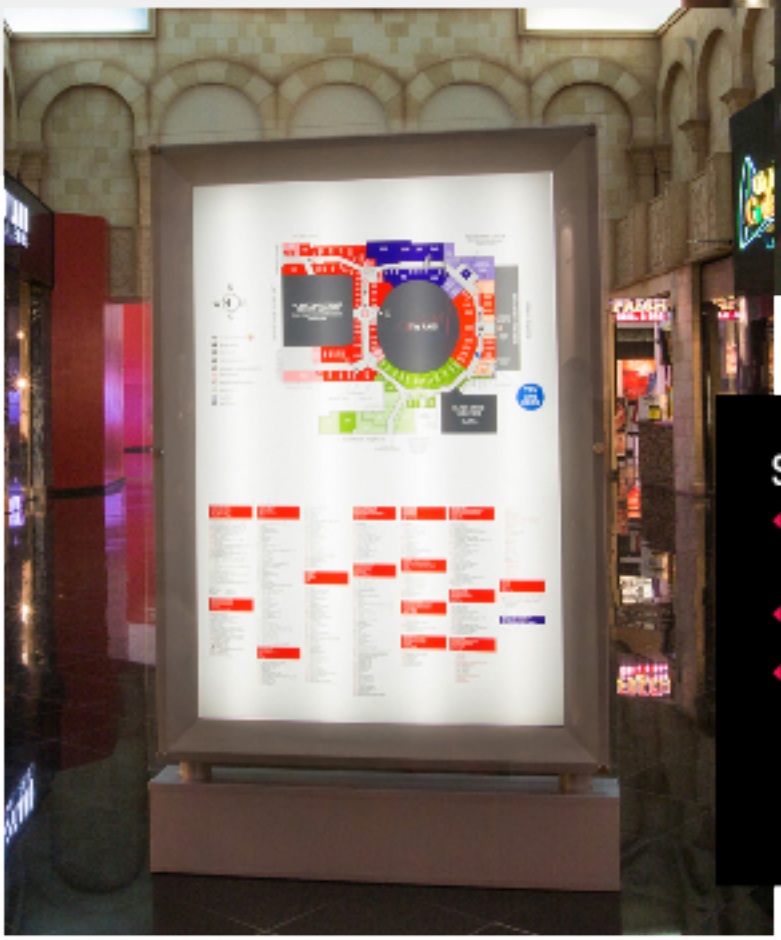
- One spot: 15 seconds
- Rates are per spot, per screen
- Spots run in a 3 minute loop with 12 spots per loop
- Guarantee of 3,360 spots/week, 480 spots/day

SIGNAGE OPPORTUNITIES

STATIC BACKLIT PANEL – 2 SIDED

- **LOCATION:** Near Fat Tuesday, northwest and southeast facing
- **DIMENSIONS:** 47" W x 69" H
- **DAILY RATE*:** 1-30 days.....$85/day
  31-89 days.....$80/day
  90-179 days.....$75/day
  180+ days.....$65/day
  *daily rates are per side





STATIC BACKLIT PANEL – 2 SIDED

- **LOCATION:** Near parking garage, north and south facing
- **DIMENSIONS:** 47" W x 69" H
- **DAILY RATE*:** 1-30 days.....$85/day
  31-89 days.....$80/day
  90-179 days.....$75/day
  180+ days.....$65/day
  *daily rates are per side

SIGNAGE OPPORTUNITIES

SKYBANNERS – 2 SIDED – LOCATION 1

- **LOCATION:** Near Fat Tuesday, northwest and southeast facing
- **DIMENSIONS:** 14' W x 8' H
- **DAILY RATE*:** 1-30 days.....$175/day
  31-89 days.....$160/day
  90-179 days.....$145/day
  180+ days.....$130/day
  *daily rates are per side

SKYBANNERS – 2 SIDED – LOCATION 2

- **LOCATION:** Near Hilton Grand Vacations Elara, northeast and southwest facing
- **DIMENSIONS:** 14' W x 8' H
- **DAILY RATE*:** 1-30 days.....$175/day
  31-89 days.....$160/day
  90-179 days.....$145/day
  180+ days.....$130/day
  *daily rates are per side

SIGNAGE OPPORTUNITIES

FREESTANDING SIGNS – 2 SIDED

- **LOCATION:** Various locations throughout Miracle Mile Shops
- **DIMENSIONS:** 22" W x 28" H
- **DAILY RATE:** 1-30 days.....$25/day
  31-89 days.....$22/day
  90-179 days.....$20/day
  180+ days.....$18/day

PARKING GARAGE ELEVATOR DOOR WRAPS

- **LOCATION:** Center elevator bank, north elevator bank; multiple floors available
- **DIMENSIONS:** Vary by location
- **DAILY RATE*:** 1-30 days.....$135/day
  31-89 days.....$110/day
  90-179 days.....$90/day
  180+ days.....$85/day
  *daily rates are per set of doors

ENTRANCE DOOR WRAPS

- **LOCATION:** North and south entrances, west facing only
- **DIMENSIONS:** Vary by location
- **DAILY RATE*:** 1-30 days.....$250/day
  31-89 days.....$225/day
  90-179 days.....$200/day
  180+ days.....$175/day
  *daily rates are per entrance

ADVERTISING TERMS

- All rates are net.
- All rates listed are for placement only – no production or installation fees are included in pricing.
- Advertiser shall be responsible for all production and/or installation fees.
- Advertiser shall provide all materials according to property specifications and deadlines.
- Advertiser is responsible for obtaining approval from Miracle Mile Shops prior to production of any material.
- Miracle Mile Shops reserves the right to change pricing structures and locations at any time.

FOR MORE INFORMATION OR TO RESERVE ADVERTISING SPACE, PLEASE CONTACT:

INTERIOR AND GARAGE SIGNAGE:

AMANDA COLE

702.701.7883 • acole@mms-lv.com

LED SIGNAGE:

WENDY ALBERT

702.701.7808 • walbert@mms-lv.com

MIRACLE MILE SHOPS™

AT PLANET HOLLYWOOD RESORT & CASINO LAS VEGAS

MIRACLEMILESHOPSLV.COM/LEASE