



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



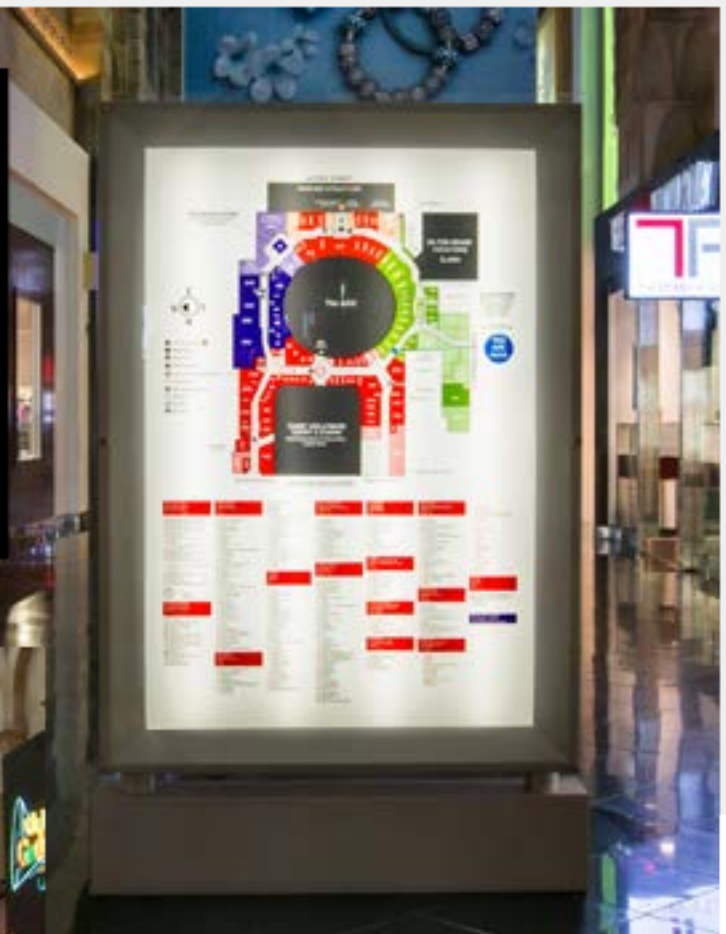
SIGNAGE OPPORTUNITIES

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

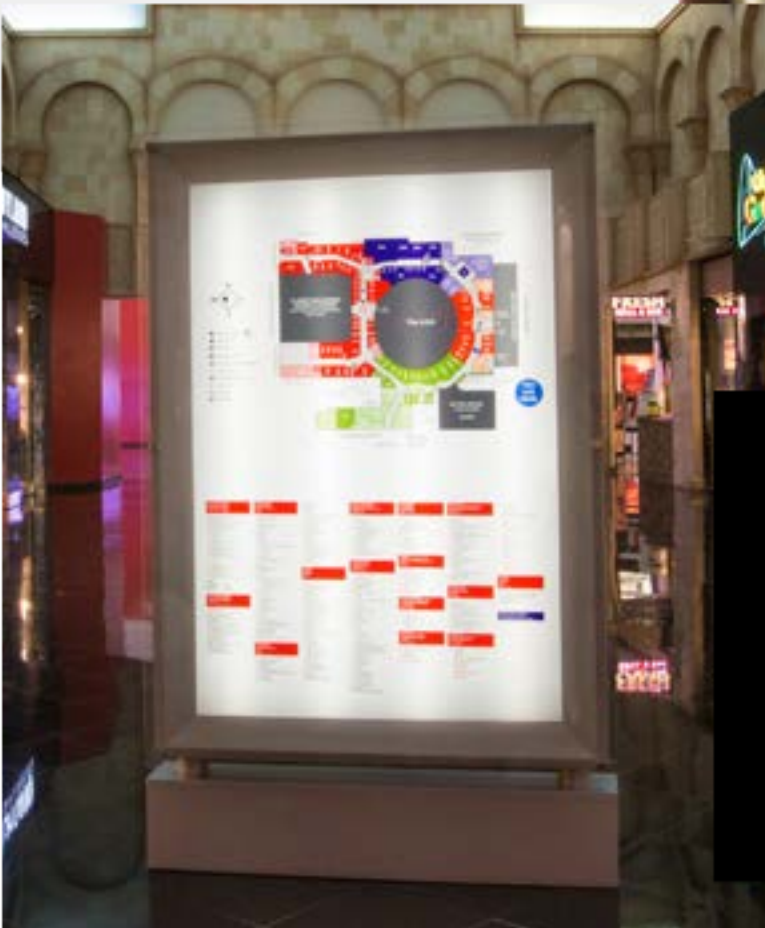


STATIC BACKLIT PANEL - 2 SIDED

- ◀ **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:**

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MIRACLEMILESHOPSLV.COM/LEASE