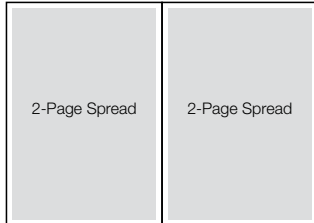




OFFICIAL VISITORS GUIDE **ADVERTORIAL SPECS**

PUBLICATION CONTENT



2-PAGE ADVERTORIAL SPREAD

Please provide the following assets:

- 4-6 High Res Images
- Contact Information, Phone, Website, Address
- Body Copy: 700 words*

**may be edited to Visit Las Vegas voice for consistency*

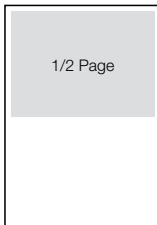


FULL PAGE ADVERTORIAL

Please provide the following assets:

- 3-5 High Res Images
- Contact Information, Phone, Website, Address
- Body Copy: 300 words*

**may be edited to Visit Las Vegas voice for consistency*

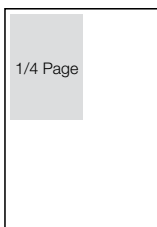


HALF PAGE ADVERTORIAL

Please provide the following assets:

- 3-4 High Res Images
- Contact Information, Phone, Website, Address
- Body Copy: 175 words*

**may be edited to Visit Las Vegas voice for consistency*

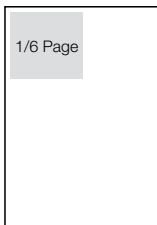


QUARTER PAGE (formatted)

Please provide the following assets:

- 1-2 High Res Images
- Contact Information, Phone, Website, Address
- Body Copy: 75 words*

**may be edited to Visit Las Vegas voice for consistency*



SIXTH PAGE (formatted)

Please provide the following assets:

- 1-2 High Res Images
- Contact Information, Phone, Website, Address
- Body Copy: 60 words*

**may be edited to Visit Las Vegas voice for consistency*

THE PROGRAM

Custom-created advertorial promotes your business through engaging storytelling, reaching an audience of more than 200,000 visitors over the course of a year. Coupled with Outbrain content distribution, your content is promoted on thousands of premium publishing sites across the web in select states and countries, delivering targeted, guaranteed clicks.

PROCESS

- Submit your copy for the advertorial piece, and our experienced travel editor will review for grammar, AP Style and brand voice consistency. If you need assistance with writing copy, the editor can work with you to craft a custom advertorial piece that highlights your business. Please let your advertising representative know which option you will be taking.
- You will receive a draft of the advertorial to provide feedback and edits.
- The editor will incorporate your edits and submit a final draft for your approval.

PHOTO SPECIFICATIONS

- Images must be JPG, TIF or EPS
- Images must be CMYK
- Images must be 300 DPI or vector

ORDER INFORMATION

Product/Title:
Las Vegas Visitors Guide

Appears: January 2021

Dimension: Listed at Left

Space Deadline:
August 31, 2020

Materials Deadline:
September 7, 2020

Color: Full Color

SUBMITTING ASSETS

Submit assets to:
Taryn.Parker@MilesPartnership.com