



CVS Las Vegas



"Super Screens"



...because a picture is still worth a thousand words...



Market Data:

- Over 20 million pedestrians passing this site annually
- Over 5.4 million cars pass per month in the target area bounded by Flamingo Road & Tropicana Avenue
- On any given month, Las Vegas is the 5th largest market in the country

Demographics....

- 38,566,717 visitors to Las Vegas in 2005 (Nevada Commission on Tourism & LVCVA).
- 6,166,194 convention delegates in 2005 (Las Vegas Convention & Visitors Authority).
- 14,471,885 So. CA Traffic Count in 2005 (Las Vegas Convention & Visitors Authority).

Las Vegas.... #1 Market in America

Las Vegas, a leading national market, had no true opportunity for branding on electronic media on South Las Vegas Boulevard, the heart of “The Strip”, until the introduction of the 4 “Super Screens”. What makes Vegas a leading market are as follows:

- After New York City, Las Vegas is the #2 national destination for American’s with over 38 million a year visiting the ‘entertainment capital of the world’
- Las Vegas is comprised of consumers with a demonstrated willingness to spend their disposable income, witnessed by the fact Las Vegas is ranked #1 in consumer spending, (that most desirable of consumer traits) being more than the combined total for New York and San Francisco.
- Statistical and empirical research shows that consumers of any age are open and receptive to corporate branding strategies.

These are just a few of the many reasons why you should consider this new venue in your media planning. This opportunity has proven popular as a new product launch pad which makes it invaluable to companies seeking a strong ROE from advertising dollars being spent on new launches.

Las Vegas.... Visitor Stats

Male.....	51%
Female.....	49%
Married.....	74%
\$40+K	70%
21-29.....	13%
30-39.....	20%
40-49.....	21%
50-59.....	20%
60-64.....	11%
64+.....	16%

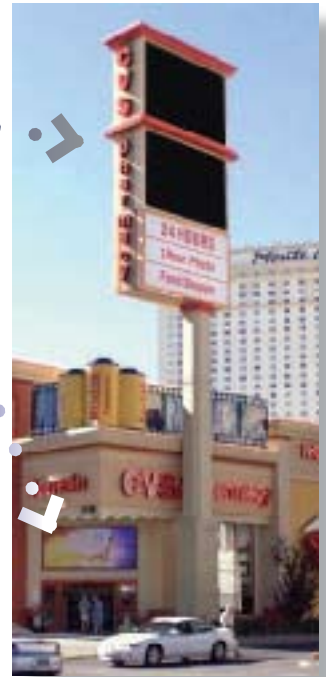
- 38,497,785 visitors to Las Vegas in 2004 (NCT & LVCVA)
- The research compiled for the Las Vegas Convention & Visitors Authority was conducted by GSL Research out of San Francisco and can be found at <http://www.lvcva.com/getfile/VPS-2004%20Las%20Vegas.pdf?fileID=107>
- This information has been provided in order to give you the chance to weigh the merits of the Las Vegas “Super Screens” opportunity and in turn pass on your opinion to your media team.





CVS “Super Screen” Specifications.....

- Double-sided pylon erected screens: 17’x11’ (374 sq.ft. in total) 65’ in the air.
Pixels – each side: 192 wide x 128 high.
- Two overhead screens mounted at 45’ above the north and south entrance ways 13’ x 7’ (91sq.ft. each). **Pixels – each screen: 224 wide x 96 high.**
- Four screens in total fronting the property.
- HiTech manufactured “Sun*Blazer” screens that provide DVD full motion video clearly visible in bright sunlight.
- Utilizing the best Hewlett Packard LED’s.
- Displays text, graphics and video animations in a variety of formats all under a full-scheduled control.
- Wide viewing angle 140° ensures exceptional lines of sight.
- 8 billion colours, 300dpi.
- Weatherproof, rugged, thick welded cabinets.
- Flicker free, minimum 60Hz refresh rate.
- Material format: CD or DVD



Rate Card

CVS Las Vegas “Super Screens” Commercial Advertising Packages Loop = 30 Minutes						
3 Month Package (based on a 28 day month minimum)						
Duration	:30 second commercial			:15 second commercial		
	Rate USD	Minimum Spots Aired	Cost Per Spot	Minimum Spots Aired	Cost Per Spot	CPM
1 Minute Per Hour	\$33,950	16,128	\$2.11	32,256	\$1.05	\$5.35
2 Minutes Per Hour	\$45,950	32,256	\$1.42	64,512	\$0.71	\$3.62
4 Minutes Per Hour	\$68,950	64,512	\$1.07	129,024	\$0.53	\$2.72

LOW CPM = HIGH VALUE

A Three Month - 4 Minute Package Example

Eight :30 second spots per hour per screen equals 32 spots per hour, 24 hours per day, 7 days per week guaranteeing a minimum airing of 64, 512 :30 second spots over a three month period.



Las Vegas Super Screen DEC & Impression Values

Calculations determined using the industry standard Gallop Math Model for Outdoor Media
 Sources: Nevada Department of Transportation, Las Vegas Convention & Visitors Authority, OAAA, and Peter Gallop (inventor of industry standard Gallop Math Model)

Average Monthly Pedestrians	Average Monthly Vehicle Passengers	Total Monthly Circulation		Number of Super Screens	Average Month (days)
		Per Display	4 Displays		
1,541,956	3,304,000	4,845,956	19,383,825	4	28
<i>2 Min/hr 24/7</i> Average Monthly Market Size	<i>2 Min/hr 24/7</i> Total Ad Buy Impression	<i>2 Minute</i> Ad Pak Monthly Cost	<i>2 Minute</i> Ad Pak Las Vegas CPM	Minimum # of Ad Package Spots / 28 days :30 sec spot :15 sec spot	
2,953,255	4,229,288	\$15,316.67	\$3.62	10,752	21,504
<i>2 Min/hr 24/7</i> Averaged 3 Month Market Size	<i>2 Min/hr 24/7</i> Total Ad Buy Impressions	<i>2 Min. Ad</i> Pak 3 Month Cost	<i>2 Min. Ad</i> Pak Las Vegas CPM	Minimum # of Ad Package Spots / 3 months :30 sec spot :15 sec spot	
8,859,764	12,687,864	\$45,950.00	\$3.62	32,256	64,512
Las Vegas Super Screens Presence Gallop Math Model Values (formulas revised for L.E.D. Screens by P.Gallop August,2004)				2 Minute Ad Pak Cost per spot	
28 Day GRP	28 Day Reach (%)	28 Day Frequency		:30 Sec Spot	:15 Sec Spot
6.80	114.2%	773.3		\$1.42	\$0.71

Gallop Math Calculations for Las Vegas "Super Screens"

Daily Audience for 1 Display	Factors	Monthly / Display			Daily / Display	Daily 4 Displays
Pedestrian Traffic		1,541,956			55,070	220,279
Auto Traffic		3,304,000			118,000	472,000
Total DEC					173,070	692,270
Average Audience per 30 Minutes					3,606	14,422
No. Total 15 sec. spots / 30 min.		120				
Audience Impressions per Spot 4x15 Second Spots every 30min.			per 30min, 1 Display	per 30min, 4 Displays	per 24 hrs. 1 Display	per 24hrs. 4 Displays
Pedestrian Exposure Weight	24	228	918	11,014	44,056	
Vehicle Exposure Weight	8	164	656	7,867	31,467	
Total per Spot Display		393	1,573	18,881	75,523	
Market Population	2,868,150					
GRP's Daily (4x15 second spots/30min.)					0.7	2.6
Audience Weight Factor (AWF)	1.2					
28 Day Frequency-0.9D*T AWF/100+6.0	25				6.2	6.8
28 Day Reach-0.9 D*T*AWF/frequency					31.2%	114.2%
28 Day GRP's-Reach Frequency					193.3	773.3