



**FOR IMMEDIATE RELEASE**

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**ELEVATE YOUR AD CAMPAIGN WITH THE LAS VEGAS MONORAIL**

- *Advertising on the Monorail reaches millions of Las Vegas leisure and business visitors.*
- *Options include live brand activations on station platforms, train wraps, in-train audio spots, full Monorail station wraps and Monorail Magazine.*
- *Monorail's stations and trains visible by nearly 5 million riders annually, 40,000 automobiles daily.*

**LAS VEGAS (August 16, 2016)** – Reach the coveted national and global audience that visits Las Vegas annually by advertising on the [Las Vegas Monorail](#). Advertising with the Las Vegas Monorail not only literally puts companies' brands in motion, but also reaches millions of people who frequent the entertainment and convention capital of the world. From train wraps and interior dominations to brand activations on station platforms, and even covering the exterior of the Las Vegas Convention Center Monorail station during major citywide events, myriad opportunities are available for dynamic and memorable exposure.

The Las Vegas Monorail carries nearly 5 million passengers annually with trains visible to several hundred thousand automobiles daily along Las Vegas' resort and convention corridor. Moreover, its stations and trains may be seen by guests staying in approximately 10,000 hotel rooms along its route.

“Advertising with the Las Vegas Monorail enables brands to break through the cluttered visual landscape this city is famous for and really capture consumers' attention,” said Ingrid Reisman, senior vice president and chief marketing officer. “A comprehensive cross-section of advertisers' most important target audiences—Las Vegas vacationers and business travelers, as well as Las Vegas locals, who work and play in and around the Strip—see our trains and stations each day.”



In addition to exterior wraps, the Monorail offers a multitude of opportunities for exposure inside the trains, the stations and on the station platforms. In-train audio spots and the cover of the Monorail Magazine—a visitor’s guide with 80,000 copies distributed inside Monorail stations monthly—are also available. For companies seeking direct-to-consumer interaction, product sampling and immersion opportunities offered inside Monorail stations allow brands to reach 15,000 riders daily and more than 40,000 riders on busy event or convention days.

For more information about advertising with the Las Vegas Monorail, go to [www.lvmonorail.com/advertising](http://www.lvmonorail.com/advertising).

#### **ABOUT THE LAS VEGAS MONORAIL**

The Las Vegas Monorail provides a quick and convenient connection along the Las Vegas Strip, linking riders to world-class restaurants, shows, shops, day/nightclubs, spas, hotels and casinos. In minutes, Monorail riders can travel the famous Las Vegas Strip in a safe, comfortable and clean environment – without the hassles of traffic or wasted time. Currently, the privately funded Monorail system includes seven stations: MGM Grand; Bally’s/Paris Las Vegas; Flamingo/Caesars Palace; Harrah’s/The LINQ; Las Vegas Convention Center; Westgate Resort & Casino and SLS Las Vegas. Las Vegas’ “green” public transportation choice, the Monorail’s electric trains are zero-emission vehicles. Hours of operation are Mondays, 7 a.m. to midnight; Tuesday through Thursday, 7 a.m. to 2 a.m.; Friday through Sunday, 7 a.m. to 3 a.m. For more information on the Las Vegas Monorail or where to purchase tickets, call 866-4-MONORAIL (866-466-6672); visit [www.LVMonorail.com](http://www.LVMonorail.com) or pick up a *Monorail Magazine*, available at all Monorail stations.

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