

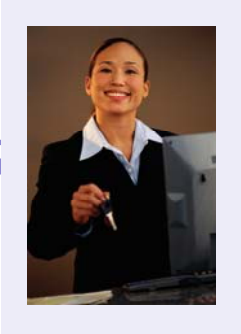


Nevada Hotel &
Lodging Association

ACCESS AND EXPOSURE

Exclusively for your product and service

**NEVADA HOTEL & LODGING ASSOCIATION
ACCESS & EXPOSURE**



Media Information

Allow the Nevada Hotel & Lodging Association's **ACCESS & EXPOSURE** program to open the door for you and your company to reach Nevada's tourism executives and their worldwide gaming operations. Advertising through NHLA ACCESS is the single way to reach the people in Nevada who have the power to purchase your company's products and/or services. NHLA ACCESS format provides you, the industry supplier with a variety of options to reach important industry decision makers. NHLA's Resort Hotel ACCESS is supported by advertisers like you, that want to gain additional exposure to these distinguished executives as well as those advertisers that are simply reinforcing their company's message.

**ACCESS
DECISION
MAKERS**

**EXPOSURE
FOR PRODUCTS**

- MGM MIRAGE
- HARRAHS
- STATION CASINOS
- BOYD GAMING
- SILVER LEGACY
- GRAND SIERRA RESORT
- HYATT
- LOWES
- RITZ CARLTON
- ELDORADO
- BLACK GAMING
- MARRIOTT HOTELS
- HILTON
- WYNN LAS VEGAS
- ... AND HUNDREDS
- MORE

NHLA OFFERS TWO VALUABLE WAYS TO REACH YOUR MARKETS

- **BANNER ADVERTISING on www.nvhotels.com**
#1 ON GOOGLE SEARCH FOR "NEVADA HOTELS!"
- **PRODUCT ALERT - Direct E-Mail Advertising**
AN EXCLUSIVE TO NEVADA KEY EXECUTIVES

If you have been searching for an effective way to reach this highly competitive market and increase your sales, you have found it with NHLA Access!

NHLA Access will be a vital addition to your marketing efforts, enabling you to promote your products and services to the difficult-to-reach executives in these booming resort, gaming and tourism industries.

NHLA VIEWING AUDIENCE

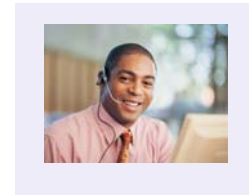
All Departments: Purchasing, Executive, F&B, Legal, Safety-Security, Accounting, Human Resource-Training, Administration, Risk Management, Entertainment, Hotel Ops and much more.

General Managers – Senior Executives	38%
Owners and Presidents	10%
Directors & Managers	52%
Website Visits per Month (Average)	150,000

ADVERTISING RATES

WEBSITE BANNER ADVERTISING: WWW.NVHOTELS.COM

#1 on a Google Search for "Nevada Hotels!"



NHLA Website Banner Advertising

Page	Section / Frame	Size (pixels)	Monthly Cost	Limited Space per location
<u>Home Page and All</u>	Right Frame	140 x 140	\$ 1,000.00	3
<u>Hotel Search</u>	Left Frame	140 x 140	\$ 350.00	2
<u>Buyers Guide</u>	Left Frame	140 x 140	\$ 400.00	2
<u>Buyers Guide</u>	Center Banner	500 x 120	\$ 750.00	1
<u>Events Calendar</u>	Left Frame	140 x 140	\$ 400.00	2
<u>Events Calendar</u>	Center Banner	500 x 120	\$ 750.00	1

ADVERTISING RATES



PRODUCT ALERT – MONTHLY EXECUTIVE E-NEWS

An Exclusive electronic product/service notification to Nevada Key Executives

[VIEW SAMPLE](#)

NHLA Product Alert Newsletter

E-Publication Frequency	E-Publication Ad Size	E-Publication Monthly Ad Limit	E-Publication Cost Per Ad Per Month
2 times per month	285 x 285 pix ea.	8	\$ 500.00

CALENDAR DEADLINES

MONTH	SPACE DEADLINE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

Ad Specifications

All ads must be supplied electronically.

Website Banner Advertising: Contact Irving Pamblanco (702) 878-9272 x103 or i.pamblanco@nvhospitality.com

Product Alert E-News Advertising: All ads must be supplied electronically in camera ready form, 285 x 285 max pixels in .jpg, gif, bmp or tiff formats.

Billing Information

All invoices are due upon receipt. Advertiser and agency accept dual responsibility for payment of all insertions.

Professional Services

All production changes including typesetting, artwork, layout and mechanical revisions will be billed to the advertiser at the going market rate. Proofs will be furnished upon request.

Cancellation Policy

Cancellation of agreement must be submitted in writing 45 days prior to termination of agreement. All cancellations will be subject to short rate.

Email Materials to: Amanda@nvhospitality.com

Amanda luzzini (702) 878-9272 x100

Email Inquiries to: Joan.heffner@nvhospitality.com

Joan Heffner (702) 878-9272 x107

Make Checks payable to:

NHLA "Access"

c/o Nevada Hotel & Lodging Association

2901 El Camino Avenue, Suite 202

Las Vegas, NV 89102-4201

Phone (702) 878-9272

Fax (702) 878-5009



**ADVERTISING REGISTRATION
FORM**

The **NHLA Access Program** is reaching the people you want to reach – influential industry leaders who make decisions affecting our communities and the resort, gaming, food & beverage and entertainment industries in Nevada.

Place an advertisement in the **Product Alert Executive e-newsletter** or on the popular website **www.nvhotels.com** and get the visibility your company needs.

CONTACT INFORMATION (all information must be completed)

Company: _____ Contact _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____ Website _____

The Nevada Hotel & Lodging Association reserves the right to refuse any ad. Ad space is limited. Please contact NHLA prior to the ad deadline to help ensure space for your ad.

AD RATES

NHLA PRODUCT ALERT NEWSLETTER

FREQUENCY	E-Ad SIZE	E-Ad <u>LIMIT</u> PER ISSUE	E-PUBLICATION COST PER AD
2 X monthly	285 x 285 max pix each	8 Monthly	\$500.00 per month

NHLA WEBSITE BANNER ADVERTISING

PAGE	SECTION	AD SIZE (MAX PIXCELLS)	MONTHLY COST	<u>LIMITED</u> SPACE PER LOCATION
<u>Home Page and All</u>	Right Frame	140 x 140 px	\$ 1,000.00	3
<u>Hotel Search</u>	Left Frame	140 x 140 px	\$ 350.00	2
<u>Buyers Guide</u>	Left Frame	140 x 140 px	\$ 400.00	2
<u>Buyers Guide</u>	Center Banner	500 x 120 px	\$ 750.00	1
<u>Events Calendar</u>	Left Frame	140 x 140 px	\$ 400.00	2
<u>Events Calendar</u>	Center Banner	500 x 120 px	\$ 750.00	1

PAYMENT INFORMATION

Amount Due (see above):

Website Ad: \$ _____ per ad Number of Ads _____ \$ _____ Total

Product Alert Ad: \$ _____ per ad Number of Ads _____ \$ _____ Total

I am a member please invoice me. Check # _____ is enclosed

Visa MC Discover American Express Expiration _____ Billing zip _____

Credit Card # _____

Signature _____

ARTWORK SPECIFICATIONS: All ads must be supplied electronically in camera ready form, sized as above in .jpg, gif, bmp or tif formats. Contact i.pamblanco@nvhospitality.com (702) 878-9272 x103