

2012 LAS VEGAS PERSPECTIVE

32nd Annual Edition



ADVERTISING Rate Card

Rates and Terms Valid as of 12/07/11



DON'T MISS OUT ON ADVERTISING IN THE MOST COMPREHENSIVE REFERENCE TOOL COVERING SOUTHERN NEVADA!



32ND ANNUAL LAS VEGAS PERSPECTIVE SPONSORS



About the Las Vegas Perspective publication:

- This yearly publication has been produced since 1981 and has an annual readership in excess of 100,000.
- The Las Vegas Perspective is used by a diverse group of companies and residents, ranging from small business entrepreneurs to some of the largest companies in Nevada.
- Readers of the publication also specialize in a wide range of industries, including, but not limited to:
 - Real Estate ■ Banking ■ Information Technology
 - Retail ■ Hospitality ■ Communications
 - Law ■ Construction ■ Government
- Not only is the publication widely used, its readers utilize the information frequently. Approximately 74 percent of readers indicated they use the report several times throughout the year, while one-third of readers refer to the information at least on a monthly basis.
- The shelf life of the publication extends well beyond its initial release. It will be unveiled at the main event in Spring 2012 and via bulk sales distributed to business and community leaders, as well as resident newcomers and firms relocating to Las Vegas.
- The publication provides in-depth analysis and coverage of the following main categories:
 - Demographics ■ Community ■ Business & Industry
 - Real Estate ■ Retail ■ Tourism

Advertising space is limited and is available on a first-come basis... reserve today!

32ND ANNUAL EDITION ADVERTISER BONUS:

FULL PAGE and **HALF PAGE** advertisers receive 30 REGULAR + 30 ADDITIONAL COPIES = **60 COPIES TOTAL** of the publication, a **\$3,000** retail value.

QUARTER PAGE and **EIGHTH PAGE** advertisers receive **30 COPIES TOTAL** of the publication, a **\$1,500** retail value.

PLUS all advertisers receive access for two to the upcoming 2012 Event at the Four Seasons Las Vegas, a **\$150** retail value.

We look forward to your participation in the upcoming 32nd annual Las Vegas Perspective Publication.

Applied Analysis

EXECUTIVE DIRECTOR

6385 S. Rainbow Blvd., Suite 105, Las Vegas, NV 89118
Tel: 702.967.3333 ■ Fax: 702.314.1439
lvperspective.com ■ appliedanalysis.com

2012 Las Vegas Perspective ADVERTISING RATE CARD

TERMS AND CONDITIONS

- A. All contracts subject to acceptance by Executive Director, Las Vegas Perspective.
- B. Las Vegas Perspective reserves the right to refuse any advertising and shall not be liable for damages if for any reason advertisement is not published.
- C. Upon Las Vegas Perspective approval, contract is non-cancelable.
- D. Payment policy: 100% due upon receipt of invoice
- E. Payment defaults will be turned over for collection with advertiser fully responsible for all fees charged by collection agency of attorney.
- F. Client to provide press-ready digital artwork (film can not be accepted as printing process is direct to plate).
- G. All advertisements are accepted and published upon representation that the advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of Las Vegas Perspective's acceptance of such advertisement for publication, the advertiser will indemnify and hold Las Vegas Perspective harmless from and against any loss or expense from claims and suits based upon contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement.

I hereby warrant that I have read the Contract Conditions (Terms and Conditions) above and that I have full power and authority to sign for the below named firm.

CONTACT: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE / ZIP: _____

PHONE: () _____

FAX: () _____

EMAIL: _____

SIGNATURE: _____

DATE: _____

ACCEPTANCE BY PUBLISHER: _____

DATE: _____

SELECTION *(circle one)*

Inside Front Cover
\$7,250

Inside Back Cover
\$7,000

Full Page Ad
\$6,350

1/2 Page Ad
\$4,950

1/4 Page Ad
\$3,750

1/8 Page Listing
\$2,000

Back Cover: Bulk 300 Copies
\$15,000

Back Cover: Bulk 400 Copies
\$18,000

Back Cover: Bulk 500 Copies
\$20,000

LAS VEGAS PERSPECTIVE C/O APPLIED ANALYSIS

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