

# **Clear Channel Las Vegas Becomes Exclusive Advertising Partner for the Las Vegas Monorail**

## **Unveils Advertising Plans to Broaden Reach in Powerhouse Market of Business and Holiday Travellers**

LAS VEGAS--(BUSINESS WIRE)--

Clear Channel Taxi Media, a division of Clear Channel Outdoor, the industry leader in outdoor advertising, has been selected as the exclusive advertising partner for the Las Vegas Monorail, adding to Clear Channel Outdoor's already impressive list of innovative advertising platforms. The Las Vegas Monorail, a high-tech eco-friendly transit system serving 676,000 passengers monthly, is a vital part of Las Vegas' growing tourism infrastructure. As a result of this partnership, Clear Channel Outdoor now provides the most comprehensive and inclusive transit advertising in the Las Vegas market.

"By adding the Las Vegas Monorail to our current outdoor mobile offerings, we are broadening advertising penetration throughout this highly coveted tourism market," said Christine Preus, Vice President, Clear Channel Taxi Media. "We look forward to working with the Las Vegas Monorail's dedicated and creative team of professionals. Together, we'll help advertisers reach the ever changing marketing mix that is Las Vegas."

"We're thrilled to call Clear Channel our partner and are excited to continue to offer the unique canvas of the Las Vegas Monorail as a backdrop to the world's leading advertisers and brands," said Ingrid Reisman, Vice President of Corporate Communications for the Las Vegas Monorail Company. "We are in an exciting phase of the Las Vegas Monorail's history with the impending airport expansion, and this partnership is another important step towards the Monorail's long-term success and pivotal role in Las Vegas' future."

Through the new partnership, Clear Channel Taxi Media will be the sales conduit by which advertisers can reach potential customers at seven high-traffic stations; including MGM Grand, Bally's/Paris Las Vegas, Flamingo/Caesars Palace, Harrah's/Imperial Palace, Las Vegas Convention Center, Las Vegas Hilton and Sahara, along the Strip, as well as nine train wraps and interior train car opportunities. Additionally, for the first time ever, product sampling will be made available in the Las Vegas market which has proven to be an innovative and effective strategy in most major US markets.

"Advertisers want originality, engagement, accountability and most of all, results," said Morgen Van Buren, Director of Marketing for Clear Channel Taxi Media. "The Las Vegas Monorail will allow us to offer the most targeted advertising plans for a any business that would benefit from exposure to this diverse demographic of upscale tourists, conventioners, and trade show attendees."

## About Clear Channel Outdoor

Clear Channel Outdoor (NYSE:CCO) is the world's largest outdoor advertising company with over 973,000 displays in more than 60 countries across 6 continents. In the United States, the company operates over 167,000 advertising displays and has a presence in 49 of the top 50 Designated Market Areas. It also operates airport, rail, taxi and mall advertising businesses worldwide. Its Spectacolor (U.S.) and DEFI (international) divisions are the global market leaders in spectacular sign displays, including in New York's Times Square. Clear Channel Adshel is the company's international street furniture division, which operates over 3,500 municipal advertising contracts worldwide. More information may be found by visiting [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com).

## About The Las Vegas Monorail

The Las Vegas Monorail is an easy and convenient connection to the Las Vegas Strip, linking riders to the city's world-class restaurants, shows, shops, clubs, hotels and casinos. Monorail riders can travel the world-famous Las Vegas Strip in 15 minutes or less in a safe, comfortable and clean environment - without the hassles of traffic or wasted time. Currently, the privately-funded Monorail system has seven stations: MGM Grand; Bally's/Paris Las Vegas; Flamingo/Caesars Palace; Harrah's/Imperial Palace; Las Vegas Convention Center; Las Vegas Hilton; and the Sahara. As one of the nation's most environmentally-friendly public transportation systems, the Monorail's electric trains produce zero emissions and consistently run at 99 percent operational efficiency, indicating an optimal level of performance from people, processes and technology. For more information on the Las Vegas Monorail or where to purchase tickets, call 866-4-MONORAIL or 866-466-6672 or visit [www.lvmonorail.com](http://www.lvmonorail.com).

Source: Clear Channel Outdoor