



FREE CITY Wi-Fi

Over 16 million travelers will enter the Free City Wi-Fi zone

MEDIA KIT



powered by LV.Net and the City of Las Vegas.

LV.Net



PRESIDENT'S LETTER

LV.Net has been providing High Speed Internet service since 1996. I am incredibly excited to share our comprehensive Media Kit. We appreciate you and invite you to be a part of the LV.Net family.

LV.Net's Free Wi-Fi services were announced by the City of Las Vegas on December 5, 2013 at a Downtown Grand. The transmission is powered by the team at LV.Net. Over the past 5 years LV.Net has installed radios on light poles for Internet service around the Downtown Area. The increased density of nodes magnifies Internet connectivity to Wi-Fi devices. The plan of LV.Net is to expand the radius of free Wi-Fi zone to a 3-square-mile rate in 2014.

The reputation of LV.Net as a longtime local company providing quality High Speed Internet services fosters immediate faith with their users. The broadcast acceleration sets us apart from the competition. We dedicate ourselves to working diligently with each of our partners and clients to allow them to capitalize on the best Internet experience that Las Vegas has to offer.

Whether you desire to attract more customers or enhance a better recognition of your brand, you can be sure to reach even more with the help of LV.Net's Free Downtown Wi-Fi Internet. LV.Net's team strikes to create the best mobile advertising solutions for your marketing needs.

All the best to your continued success. We look forward to partnering with you.

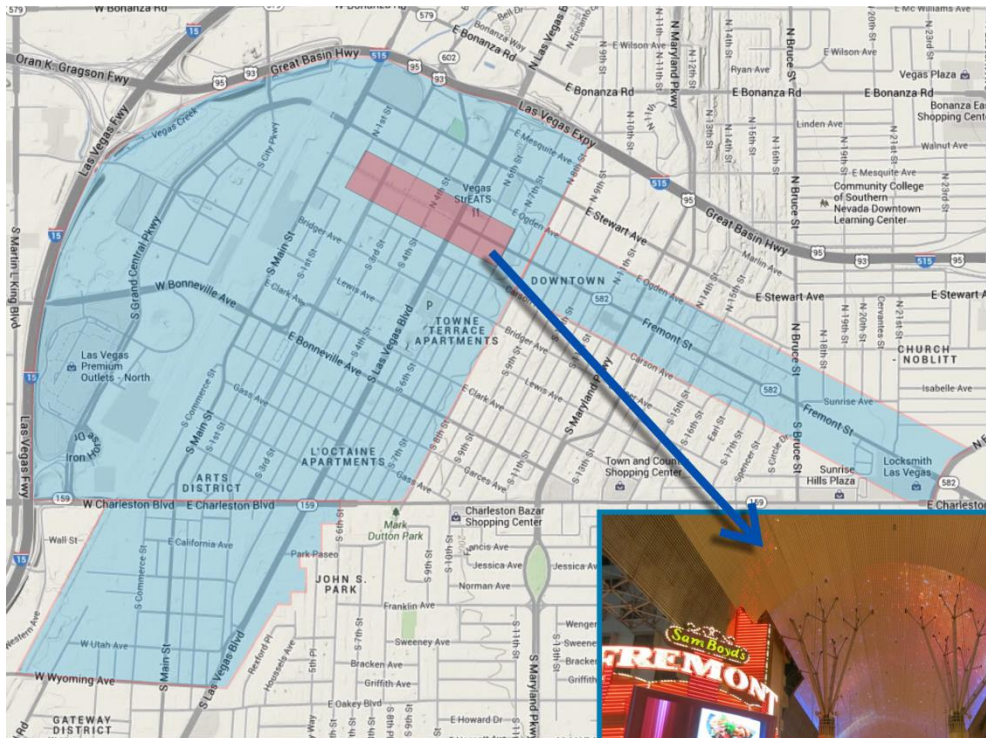
Marty Mizrahi
President
LV.Net
LasVegas.Net



 **FREE Wi-Fi COVERAGE**



Geofencing and audience targeting zone.



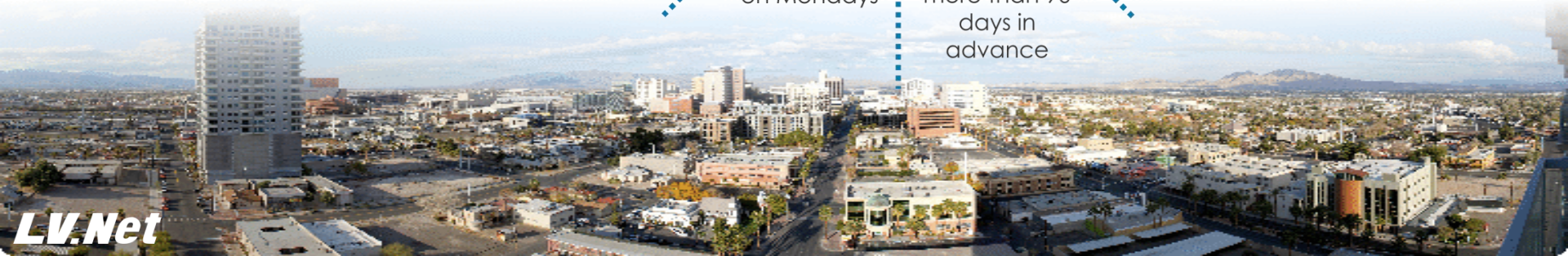
FREE CITY Wi-Fi DOWNTOWN LAS VEGAS ZONE





DOWNTOWN VISITORS

- ▶ More likely to be older (50.4 years)
- ▶ Stay significantly longer than other visitors (3.9 nights & 4.9 days)
- ▶ More frequently visit Las Vegas than other visitors (2.2 visits in a year)





How Downtown Visitors Spend Money?

88%

Gambled.
99.7% gambled in the Downtown Area.



58%

Attended a show.



46%

Visited bars and clubs.

Gambling	\$ 598.41
Food and drink	\$ 259.23
Shopping	\$ 174.53
Shows	\$ 115.59
Sightseeing	\$ 80.24

11%

Paid for additional attractions.





INTERNET INFLUENCE AND USE

DOWNTOWN LODGERS

60%

Booked their transportation online



42%

Used the Internet to plan their trip



26%

Booked their accommodations online



63% of adult cell owners now use their phones to go online

71% of users will do a mobile search if they see ad that interests them

Pew Research Center September 18, 2013



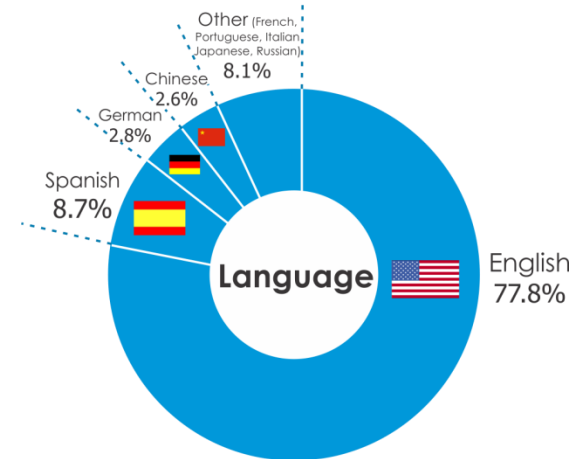
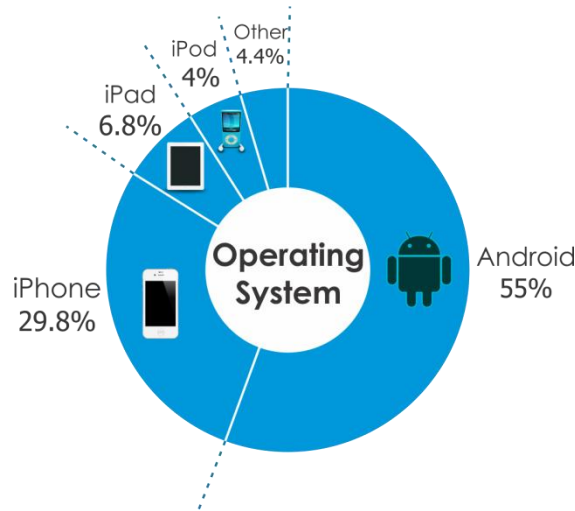
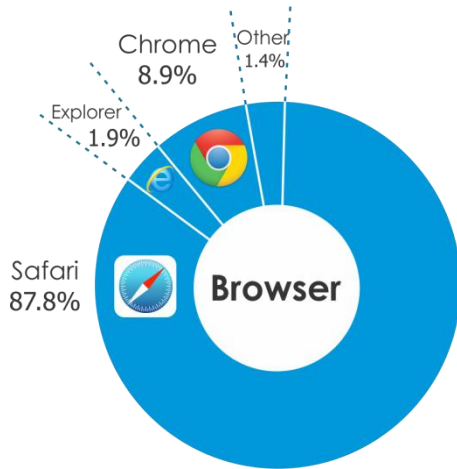
DOWNTOWN INTERNET USE

JULY 2013 - MARCH 2014 ANALYTICS

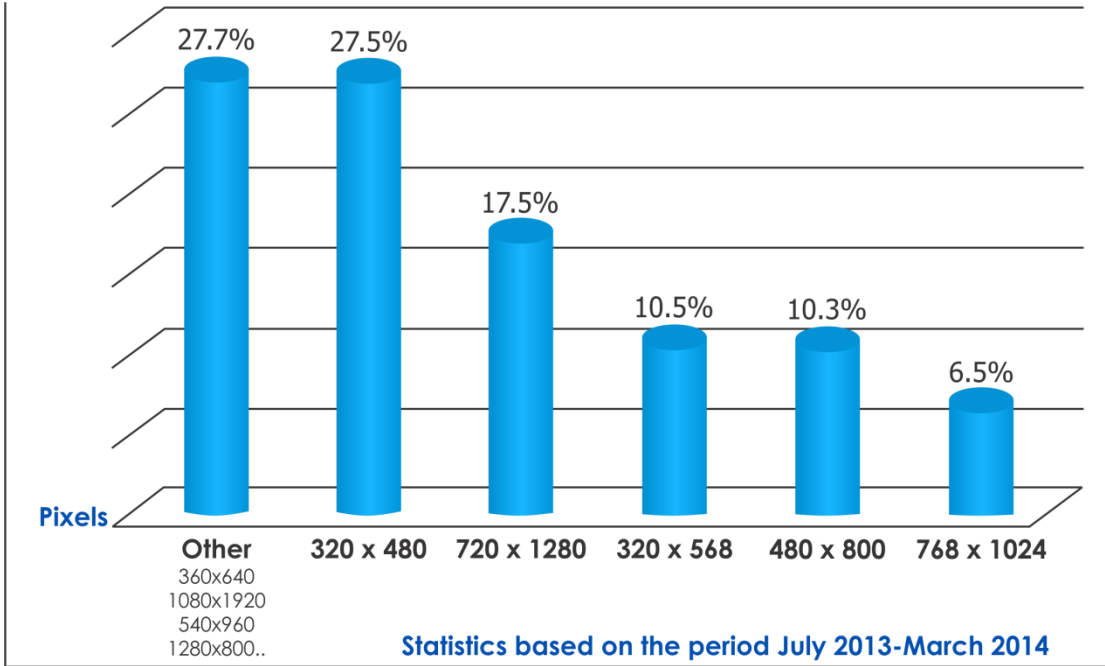
▶ **1,182,437** Internet Visits

▶ **524,257** Returning Visits

▶ **2,196,771** Page Views



Screen resolutions of the devices used by our Downtown Lodgers

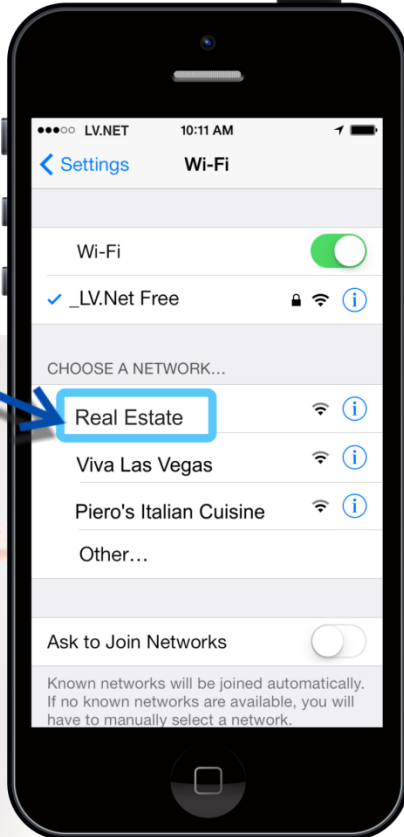


332,379 visitors entered LV.Net's Free City Wi-Fi Downtown Network using devices with resolution 320x480 pixels in the period from July 2013 till March 2014

Create the mobile advertising of your company and place

**YOUR AD
HERE**

210 x 210 pixels





The advertising banner of your company can appear

HERE

