

 Intersection

# LV Loop Media

# IBS 2024

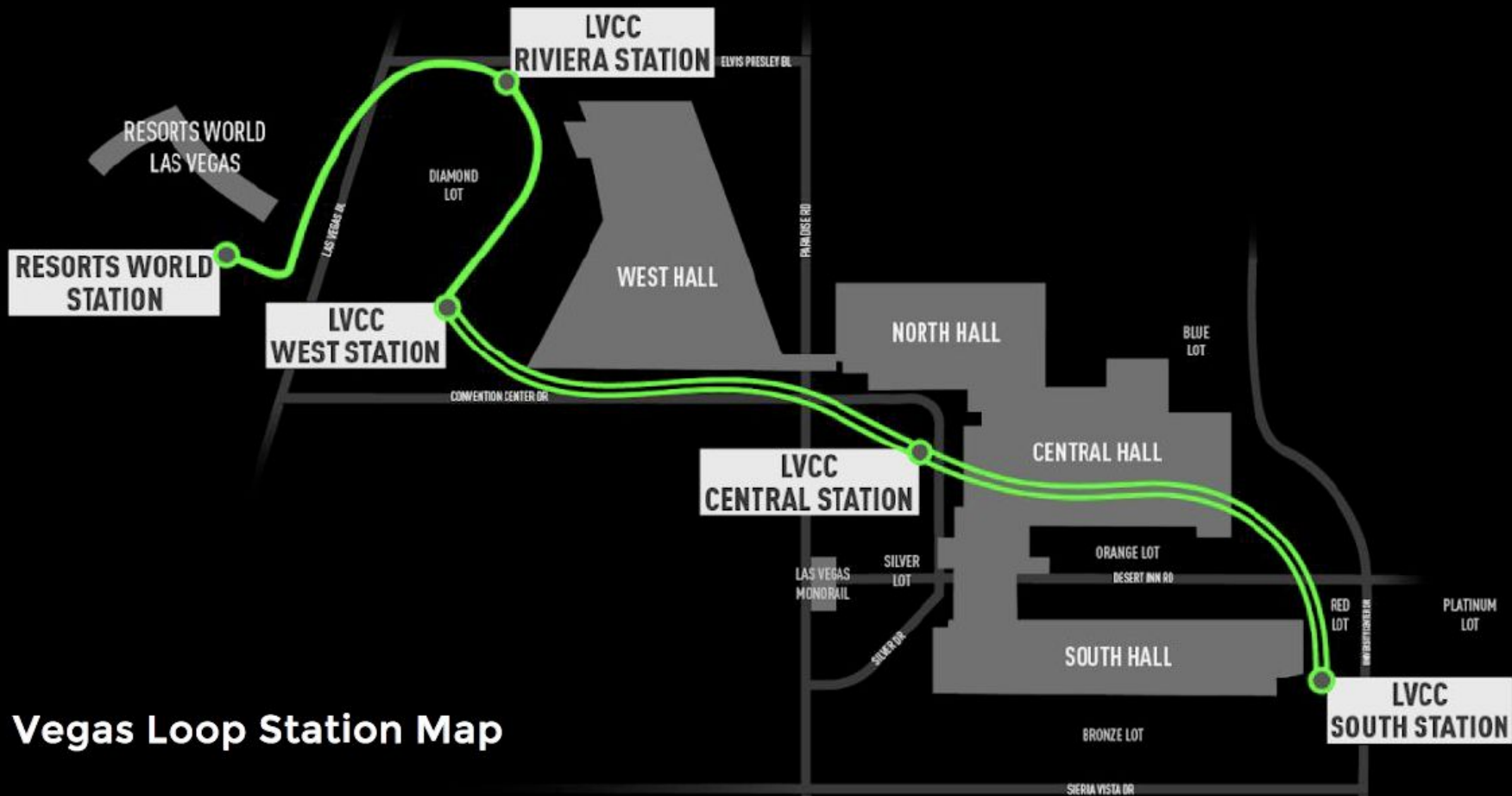




# The Boring Company Loop

Located at the Las Vegas Convention Center, Teslas transport conference attendees to their exhibit halls. Digital media dominates the station at the entrance, boarding area, and inside the vehicles.





**Vegas Loop Station Map**

# Loop Central Station Headhouse Wrap

A one advertiser opportunity to fully wrap the headhouse structure leading to the Loop Central Station platform.

Size & Dimensions	Cost Including Production
Specs to be provided	\$95,000



# Loop Tunnel Central Station Video Wall

A massive 63 ft. by 9 ft. video wall, 7 ft. above the ground, is the star of the Loop's Central Station, making your brand's static or video message truly unmissable to riders.

## Specs

Loop Tunnel Central Station Video Wall	63'W x 9'H
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Spot length	7.5 sec
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Resolution	7680 x 1080 px
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# Loop Tunnel Central Station Escalator Video Wall

Upon descent on the escalator into the Loop's Central Station, an overhead video wall greets excited riders.

## Specs

Loop Tunnel Central Station Video Wall	9.5'W x 5.25'H
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Spot length	7.5 sec
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Resolution	3840 W x 2160 H pixels
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# Loop Tunnel Central Station Tesla In-Vehicle Digital Displays

Target specific show audiences with bold in-vehicle messaging in an up-close and intimate setting across the Tesla fleet as riders travel to their LVCC destinations.

## Specs

Spot length	7.5 sec
Resolution	1280 W x 980 H px



# A La Carte Media Opportunities

Media	# of Units	Cost (Media + Production)	Campaign Dates
Loop Central Station Headhouse Wrap	1	<b>\$95,000</b>	2/25/24 - 3/2/24
Loop Central Station Video Wall	One (1) :7.5 sec Spot	<b>\$9,000</b>	2/25/24 - 3/2/24
Loop Escalator Video Wall	One (1) :7.5 sec Spots	<b>\$7,500</b>	2/25/24 - 3/2/24
Tesla Vehicle Loop Digital Network	One (1) :7.5 sec spots in 50 Vehicles	<b>\$5,000</b>	2/25/24 - 3/2/24

