MGM RESORTS INTERNATIONAL™

2011 LUXOR MEDIA RECOMMENDATION
LUXOR BRANDING

LUXOR LAS VEGAS

LUXOR BRANDING		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL INSERTIONS
GREY = PLACED	9/20/2011	27 3 10 17 24	31 7 14 21	28 7 14 21	28 4 11 18	25 2 9 16 23	30 6 13 20	27 4 11 18 25	1 8 15 22	29 5 12 19	26 3 10 17 24	31 7 14 21	28 5 12 19	
TELEVISION	DESCRIPTION													
OUT OF MARKET	TOURIST													
PHOENIX	NEWS & ENT SPONSORSHIPS :10													6
PHOENIX	:30 SPOT BUY													6
LOS ANGELES	CABLE - :30 SPOT BUY													2
DELTA SPOT LIGHT DESTINATIONS	5 MINUTE SEGMENT TO AIR 2012, MARCH APRIL									SEPTEMBER				1
TELEVISION	SUBTOTAL													15
RADIO	DESCRIPTION													
OUT OF MARKET	TOURIST													
PHOENIX	KKFR, KMXP, KUPD, KZON :60													6
PHOENIX	CLEAR CHANNEL TRAFFIC NETWORK					50 50	50 50 50 50							300
PHOENIX	KDKD PROMO					45 45								2
LOS ANGELES	VARIOUS													180
LOS ANGELES	KROQ - STYKER													1
LOS ANGELES	CLEAR CHANNEL- CARMAGEDDON													1
SKYVIEW SPORTS CAMPAIGN	KLAA, KTAR, XTRA	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
STATIONS	CALL LETTERS													
SKYVIEW SPORTS CAMPAIGN	710 AM ESPN	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
SKYVIEW SPORTS CAMPAIGN	620 SPORTS KTAR	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
BASEBALL	TEAMS													
SKYVIEW SPORTS CAMPAIGN	ANAHEIM ANGELS				APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER			7
SKYVIEW SPORTS CAMPAIGN	SAN DIEGO PADRES				APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER			7
SKYVIEW SPORTS CAMPAIGN	CHICAGO CUBS				APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER			7
SKYVIEW SPORTS CAMPAIGN	OAKLAND ATHLETICS				APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER			7
BASKETBALL	TEAMS													
SKYVIEW SPORTS CAMPAIGN	GOLDEN STATE WARRIORS										OCTOBER	NOVEMBER	DECEMBER	3
SKYVIEW SPORTS CAMPAIGN	CHICAGO BULLS										OCTOBER	NOVEMBER	DECEMBER	3
SKYVIEW SPORTS CAMPAIGN	MIAMI HEAT										OCTOBER	NOVEMBER	DECEMBER	3
HOCKEY	TEAMS													
SKYVIEW SPORTS CAMPAIGN	COLORADO AVALANCHE	JANUARY	FEBRUARY	MARCH	APRIL						OCTOBER	NOVEMBER	DECEMBER	3
SKYVIEW SPORTS CAMPAIGN	MINNESOTA WILD	JANUARY	FEBRUARY	MARCH	APRIL						OCTOBER	NOVEMBER	DECEMBER	3
SKYVIEW SPORTS CAMPAIGN	SAN JOSE SHARKS	JANUARY	FEBRUARY	MARCH	APRIL						OCTOBER	NOVEMBER	DECEMBER	3
SKYVIEW SPORTS CAMPAIGN	ANAHEIM DUCKS	JANUARY	FEBRUARY	MARCH	APRIL						OCTOBER	NOVEMBER	DECEMBER	3
SKYVIEW SPORTS CAMPAIGN	CHICAGO BLACKHAWKS	JANUARY	FEBRUARY	MARCH	APRIL						OCTOBER	NOVEMBER	DECEMBER	3
RADIO	SUBTOTAL													560
PRINT	DESCRIPTION													
OUT OF MARKET	TOURIST													
PHOENIX NEW TIMES	FP4C													6
PHOENIX NEW TIMES - TRADE	FP4C													6
ZIP CODE MAGAZINES	FP4C											NOVEMBER	DECEMBER	2
PRINT	SUBTOTAL													14
OUTDOOR	DESCRIPTION													
LAS VEGAS	TOURIST													
ALLIANCE AIRPORT TERMINAL 2	LOBBY BANNER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
OUT OF MARKET	TOURIST													
PHOENIX	CLEAR CHANNEL DIGITAL													12
PHOENIX	CLEAR CHANNEL STATIC - BONUS													12
PHOENIX	COFFEE SLEEVES													1
PHOENIX	DESERT MARKETPLACE - 8 duras (2 bonus); LED wall; Freestanding Signs													2
PHOENIX	TEMPE - 8 duras (2 bonus); LED wall; Freestanding Signs													2
LOS ANGELES	OUTDOOR SOLUTIONS- CARMAGEDDON													1
OUTDOOR	SUBTOTAL													41
PROMOTIONAL	DESCRIPTION													
OUT OF MARKET	TOURIST													
PHOENIX SUNS SPONSORSHIP	RADIO, PRINT, SIGNAGE													16
CLIPPERS SPONSORSHIP	RADIO, PRINT, SIGNAGE, EVENTS													16
PLACEHOLDER													DECEMBER	1
PROMOTIONS	RADIO, INTERACTIVE, EVENTS	THENEST.COM	KLOS	REGIS & KELLY								NOVEMBER	DECEMBER	5
PROMOTIONAL	SUBTOTAL													38
INTERNET	DESCRIPTION													
INTERACTIVE	SEARCH TERMS, DISPLAY	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
INTERNET	SUBTOTAL													12

MGM RESORTS INTERNATIONAL™

2011 LUXOR MEDIA RECOMMENDATION
LUXOR DIVERSITY

LUXOR LAS VEGAS

LUXOR DIVERSITY		JANUARY					FEBRUARY				MARCH					APRIL				MAY					JUNE					JULY					AUGUST				SEPTEMBER				OCTOBER					NOVEMBER				DECEMBER				TOTAL INSERTIONS
GREY = PLACED	9/20/2011	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	
TELEVISION	DESCRIPTION																																																						
LOGO - MTV	SPONSORSHIP																			MAY					JUNE																														4
TELEVISION	SUBTOTAL																																																						4
RADIO	DESCRIPTION																																																						
OUT Q, FOCUS GROUP	SPONSORSHIP																																				SEPTEMBER																		1
RADIO	SUBTOTAL																																																						0
PRINT	DESCRIPTION																																																						
LAS VEGAS	LOCAL																																																						
Q VEGAS	FB4C																			MAY					JUNE					JULY					AUGUST				SEPTEMBER																5
GRINDR	APP PROGRAM																						G									G																							8
NGRA PROGRAM	FP4C																																																						1
LAS VEGAS MAGAZNE	FP4C																																																						1
OUT OF MARKET	TOURIST																																																						
EQUALITY MAGAZINE (HRC SPONSORSHIP)	CORPORATE DIVERSITY																																																						3
EQUALITY MAGAZINE (HRC SPONSORSHIP)	DINING PROGRAMS																																																						5
PASSPORT MAGAZINE	FP4C																																																						3
INSTINCT MAGAZINE	FP4C																																																						2
DIRECTORY	TOURIST																																																						
TAG DIRECTORY	FP4C																																																						2
PRINT	SUBTOTAL																																																						30
OUTDOOR	DESCRIPTION																																																						
LAS VEGAS	LOCAL																																																						
DIGITAL	SUMMER- TEMPTATION SUNDAYS																																																						5
OUT OF MARKET	STATIC BILLBOARDS FOR PRIDE																																																						
PHOENIX 4/11/11-4/24/11	STATIC 14X48																																																						1
PHOENIX 4/11/11-4/24/11	STATIC 12X24																																																						1
LONG BEACH 5/16/11-5/29/11	STATIC 12X24																																																						1
LONG BEACH 5/16/11-5/29/11	STATIC 12X24																																																						1
LOS ANGELES 6/6/11-6/19/11	STATIC 14X48																																																						1
LOS ANGELES 6/6/11-6/19/11	STATIC 12X24																																																						1
LOS ANGELES 6/6/11-6/19/11	STATIC 12X24																																																						1
SHIPPING	14X48 TO PHOENIX																																																						1
OUTDOOR	SUBTOTAL																																																						13
PROMOTIONAL	DESCRIPTION																																																						
PRIDE SPONSORSHIPS	EXPERIENTIAL MARKETING																																																						
PHOENIX PRIDE 4/17/11	STREET TEAMS & HAND FANS																																																						1
PHOENIX PRIDE 4/11/11-4/24/11	16X20 CLASSIC BOARDS																																																						1
LONG BEACH 5/22/11	STREET TEAMS & HAND FANS																																																						1
LONG BEACH 5/16/11-5/29/11	16X20 CLASSIC BOARDS																																																						1
LOS ANGELES 6/12/11	STREET TEAMS & HAND FANS																																																						1
LOS ANGELES 6/6/11-6/19/11	16X20 CLASSIC BOARDS																																																						1
PROMOTIONAL	SUBTOTAL																																																						6
INTERNET	DESCRIPTION																																																						
INTERACTIVE	SEARCH TERMS, DISPLAY	JANUARY					FEBRUARY				MARCH					APRIL				MAY					JUNE					JULY					AUGUST				SEPTEMBER				OCTOBER					NOVEMBER				DECEMBER				12
INTERNET	SUBTOTAL																																																						12

MGM RESORTS INTERNATIONAL™

2011 LUXOR MEDIA RECOMMENDATION
LUXOR MEETINGS AND CONVENTIONS

LUXOR LAS VEGAS

LUXOR MEETINGS AND CONVENTIONS		JANUARY					FEBRUARY				MARCH				APRIL				MAY					JUNE				JULY					AUGUST				SEPTEMBER				OCTOBER					NOVEMBER				DECEMBER				TOTAL INSERTIONS
GREY = PLACED	9/20/2011	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	
TELEVISION	DESCRIPTION																																																						
TELEVISION	SUBTOTAL																																																						0
RADIO	DESCRIPTION																																																						
RADIO	SUBTOTAL																																																						0
PRINT	DESCRIPTION																																																						
LAS VEGAS	LOCAL																																																						
SMART MEETINGS	1/2 PG AD PLUS 1/2 ADVERTORIAL SHARED WITH EX																																									OCTOBER													1
DIRECTORIES	TOURIST																																																						
LVCVA OFFICAL MEETING PLANNERS GUIDE	FP4C	DECEMBER 2010- DECEMBER 2011																																																					0
LVCVA OFFICAL VISITOR'S GUIDE	FP4C	OCTOBER 2010-APRIL 2011																																																					0
AAA SOUTHERN CALIFORNIA/LAS VEGAS TOURBOOK	FP4C	2/1/2010-1/31/2011					2011: FEBRUARY 2011-JANUARY 2011																																																	1
AAA OFFICAL APPOINTMENT LICENSE	LICENSE	2/1/2010-1/31/2011					2011: FEBRUARY 2011-JANUARY 2011																																																	1
PRINT	SUBTOTAL																																																						3
OUTDOOR	DESCRIPTION																																																						
OUTDOOR	SUBTOTAL																																																						0
PROMOTIONAL	DESCRIPTION																																																						
PLACEHOLDER	TBD																																														NOVEMBER								1
PROMOTIONAL	SUBTOTAL																																																						1
INTERNET	DESCRIPTION																																																						
INTERNET	SUBTOTAL																																																						0