HOOTERS Casino Hotel Las Vegas

2013 HOOTERS MEDIA RECOMMENDATION

BRANDING		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	FREQ
GREY = PLACED / ACTUALS	11/16/2014	31 7 14 21	28 4 11 18	25 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26 2 9 16 23	30 7 14 21	28 4 11 18	25 2 9 16 23	
RADIO	DESCRIPTION													
SKYVIEW SPORTS RADIO	BASEBALL													1
SIRIUS RADIO	FANTASY SPORTS, COMEDY													1
LOCAL RADIO	KOMP- POOL HAPPY HOUR													1
RADIO	SUBTOTAL	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	2
PRINT	DESCRIPTION													
LOCAL														0
WEEKLY	FP4C GLOSSY													4
SEVEN	FP4C GLOSSY													4
TOURIST														0
24/7	FP4C	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
VEGAS2GO	FP4C													25
LAS VEGAS MAGAZINE	FP4C													51
WHERE QUICK GUIDE	FP4C	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
DRIVE	FP4C			MARCH/APRIL		MAY/JUNE		JULY/AUG		SEPT/OCT		NOV/DEC		5
NATIONAL														0
SOUTHWEST SPIRIT	FP4C				APRIL									1
ALLEGIANT SUNSEEKER	FP4C	JAN/FEB		MARCH/APRIL		MAY/JUNE		JULY/AUG		SEPT/OCT		NOV/DEC		6
PRINT	SUBTOTAL	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	120
OUTDOOR	DESCRIPTION													
TOURIST														0
MOBILE BILLBOARD	7 DAYS	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
DIGITAL MOBILE BILLBOARD	1 DAY	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	10
MCCARREN AIRPORT	CAROUSEL	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
TROPICANA/ KOVAL BOTH SIDES	16 X 48	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	13
DIGITAL BOARDS	14 X 48		FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	11
IN BOUND														
I-15/ SLOAN BURMASHAVE	3 BOARDS 14 X 48	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	13
OUTDOOR	SUBTOTAL	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	71
OUT OF MARKET	DESCRIPTION													
INLAND EMPIRE														0
LA TIMES GUIDE	1/2 P4C													2
POSTERS/BILLBOARDS	14 x 24, 14 X 48, 35 SHOWING													3
COFFEE SLEEVES	VARIOUS													3
BARS AND GYMS	TV SCREENS AND DURAS/POSTERS													3
OUT OF MARKET	SUBTOTAL	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	9
PRODUCTION	DESCRIPTION													
JUICE MEDIA	CREATIVE- PRINT, MARQUEE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
MORALES DESIGN	CREATIVE- EMAIL, WEB	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
MOBILE STORM	EMAIL DEPLOY	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
MISC PRODUCTION	QUICKCHANGE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
MISC PRODUCTION	LAMAR	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
MISC PRODUCTION	KRE8MEDIA	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
PRODUCTION	SUBTOTAL	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	72
ON PROPERTY SIGNAGE	DESCRIPTION													
STEPHEN SALAZAR PHOTOGRAPHY	PHOTOGRAPHY		FEBRUARY	MARCH	APRIL									3
PHOTO SHOOT	GIRLS, HAIR AND MAKEUP				APRIL									1
DIGITAL LIZARD	COUPON BOOK			MARCH		MAY		JULY		SEPTEMBER		NOVEMBER		5
DI PRINTING	POSTERS, FLYERS, COUPONS	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
ON PROPERTY SIGNAGE	SUBTOTAL	$3,194	$6,429	$17,070	$4,880	$8,603	$3,000	$8,603	$3,000	$8,603	$3,000	$8,603	$3,000	12
INTERNET	DESCRIPTION													
CENDYN	SEO, ONLINE, WEB, SOCIAL	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	12
INTERNET	SUBTOTAL	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	12
MEDIA TOTALS		XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	