

45<sup>TH</sup> ANNUAL LAS VEGAS PERSPECTIVE COUNCIL MEMBERS



2025 Las Vegas

# PERSPECTIVE

AUGUST 7<sup>TH</sup> 2025 | 8-11 AM  
ARIA RESORT & CASINO  
MARIPOSA BALLROOM



POWERED BY:

## 2025 Engagement Opportunities

### Perspective Council Member: \$15,000

#### Pre-Event Recognition

- Provides direction and planning for event and publication
- Recognition on Perspective event website as Perspective Council Member, including company logo and link
- Sponsor recognition on LVGEA social media channels
- Recognition in event email communications as Perspective Council Member

#### Publication Recognition

- Company logo on publication front cover
- Full page advertisement
- Up to 200 copies of the Perspective publication with custom back covers

#### Event Recognition

- 20 event tickets
- Verbal recognition as sponsor during event
- Company logo in event sponsor loop
- Individual sponsor banner

## 2025 Engagement Opportunities

### Prism: \$5,500

#### Pre-Event Recognition

- Recognition on Perspective event website
- Social media recognition as Prism sponsor
- Recognition in event email communications as Prism sponsor

#### Publication Recognition

- 1/2 Page Ad in Perspective Publication (Upgraded to full page with sponsor commitment by May 30<sup>TH</sup>)
- 20 copies of the Perspective Publication

#### Event Recognition

- 10 event tickets
- Verbal sponsor recognition during event
- Company logo in event sponsor loop
- Shared Prism sponsor banner

### Periscope: \$4,000

#### Pre-Event Recognition

- Recognition on Perspective event website
- Social media recognition as a Periscope sponsor
- Recognition in event email communications as Periscope sponsor

#### Publication Recognition

- ¼ Page Ad in Perspective Publication (Upgraded to 1/2 page with sponsor commitment May 30<sup>TH</sup>)
- 10 copies of the Perspective Publication

#### Event Recognition

- 10 event tickets
- Company logo in event sponsor loop

## Event + Publication

- Be part of the Las Vegas region's premiere source of community and economic development data, analysis, and forecasting.
- Las Vegas Perspective provides the highest value community and economic development content through a comprehensive data book, newsletter and event.
- Digital publication format designed to complement hard copy data book while dramatically expanding PERSPECTIVE's audience.

## About Perspective

- The PERSPECTIVE data book has been produced since 1981 and has annual readership in excess of 100,000.
- The PERSPECTIVE data book is used by a diverse group of companies and residents, ranging from small business entrepreneurs to some of the largest companies in Nevada.
- Readers of the publication also specialize in a wide range of industries, including but not limited to:

- Retail
- Real Estate
- Law
- Banking
- Hospitality
- Construction
- Communications
- Government
- Energy
- Information Technology

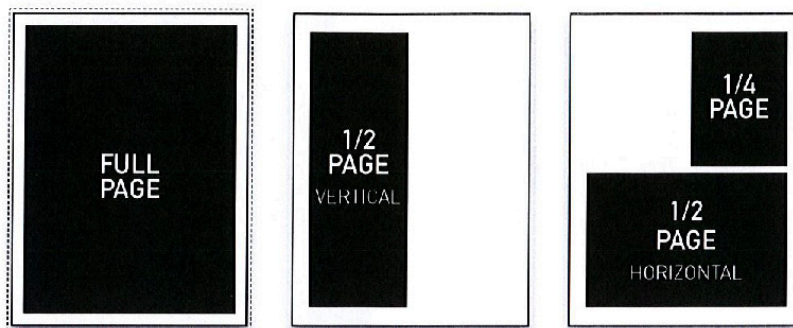
- The shelf life of the publication extends well beyond its initial release. It will be unveiled at the main event in August 2025 and via bulk sales distributed to business and community leaders. Readers reference PERSPECTIVE throughout the year as their main data reference guide for the Las Vegas region.
- The publication provides in-depth analysis and coverage of the following main categories:

- Demographics
- Education
- Employment
- Tourism
- Community
- Business & Industry
- Recreation
- Retail

## Artwork Specifications

### File Format & Production Notes:

Press-ready Acrobat PDF files with images and fonts embedded are preferred. Please do not include crop marks or color bars in your submitted final artwork. This publication is printed using four color process ICMYKI, use of spot colors may result in a color shift. Please be sure to convert all spot colors in your document to process color. Our workflow is 100% digital and can only accept digital file formats. A final 100%-size proof with crop marks should accompany your ad. Minimum resolution requirements: 300 ppi photos, 1200 ppi line art.



### **FULL PAGE (with bleed):**

Live: 7.2" [w] x 9.625" [h]

Trim: 8.375" [w] x 10.875" [h]

Please add+ .25" bleed all around

**1/2 PAGE (horizontal):** 7.2" [w] X 4.677" [h]

**1/2 PAGE (vertical):** 3.464" [w] X 9.625" [h]

**1/4 PAGE:** 3.464" [w] X 4.677" [h]

**FULL PAGE (no bleed):** 7.2" [w] X 9.625" [h]