



OUTDOOR SOLUTIONS

**LAS VEGAS.
BIG STAGE.
BIG IMPACT.**

ONE PARTNER. EVERY FORMAT. ENDLESS POSSIBILITIES

Outdoor Solutions helps brands and agencies plan, buy and execute impactful OOH across Las Vegas and beyond.



OOH Specialists Built for the Las Vegas Market & Beyond.

Local expertise. National reach. One partner for impactful OOH.

24+ YEARS

Serving the Las Vegas advertising community and beyond

- Strategic planning & buying for all OOH media formats
- Experiential campaigns that extend the moment beyond media space
- Large-format print production with licensed contractor capabilities
- Las Vegas market intelligence built on relationships, inventory knowledge and execution



TRADITIONAL
OOH



DIGITAL
OOH



CREATIVE
STRATEGY



MEASUREMENT
& ROI



FULL-SERVICE
PARTNER

STRATEGY.

CREATIVITY.

MEASUREMENT.

RESULTS.

**YOUR BRAND.
OUR CITY.
UNLIMITED
POSSIBILITIES.**

Las Vegas is a living laboratory for outdoor media: tourism, sports, entertainment, conventions, hospitality corridors and high-value audience movement all converge here.

From Planning to Production, We Make OOH Easier

Outdoor Solutions helps agencies and brands of every size, from Southern Nevada businesses to global market leaders, create impactful OOH campaigns across tourism, gaming, healthcare, sports, entertainment, hospitality and every industry in between. Your single partner to build strategic plans including formats, vendors, production, and full execution.

01 PLANNING & BUYING

- ✓ Independent format strategy
- ✓ Market access and rate intelligence
- ✓ Inventory sourcing + vendor coordination
- ✓ Single board or integrated multi-format campaigns

02 PRODUCTION SERVICES

- ✓ Engineering, permits + regulatory review
- ✓ Material specification and fabrication
- ✓ Prepress/design readability checks
- ✓ Installation coordination and proofing
- ✓ Exclusive Las Vegas license for full installations of any size

03 STRATEGIC PARTNERSHIP

- ✓ Creative recommendations for any campaign, brand or event
- ✓ Turnkey coordination from start to finish
- ✓ Flexible white-label agency support
- ✓ Post-campaign analysis and recap

Data That Shapes Smarter OOH Planning

A high-value, travel-driven market with concentrated audience movement.

01 Las Vegas Visitors

38,545,700

2025 visitors

02 Convention Attendance

5,988,200

2025 attendees

03 Airport Passengers

54,988,547

Harry Reid passengers

04 Hotel Occupancy

80.3%

2025 average

05 Occupied Room Nights

44,019,400

2025 room nights

06 Auto Traffic

132,085

average daily traffic

07 Gaming Revenue

\$13.7B

Clark County

08 Visitor Spending

\$50.8B

direct visitor spending

WHY IT MATTERS

OOH reaches visitors, locals and convention audiences where they move, meet, stay and play.

CLIENT PLANNING NOTE

Build media plans around arrival corridors, event windows, resort traffic and convention timing.

Audience Movement Is the Opportunity

In Las Vegas, campaigns can be built around moments, arrivals and high-intent audience windows.



01 CONVENTIONS & MEETINGS

Trade shows create concentrated audience windows across airport, Strip, hotels, convention centers and restaurants.



02 SPORTS & ENTERTAINMENT

Major weekends drive compressed attention around stadiums, arenas, resorts, rideshare corridors and fan zones.



03 TOURISM + HOSPITALITY

Visitors arrive ready to spend, explore and experience the city - OOH becomes part of the journey.



04 BRAND LAUNCH MOMENTS

Las Vegas gives launches a stage: spectaculars, wraps, mobile, transit, airport, experiential amplification and so much more.

OUTDOOR SOLUTIONS POSITIONING

We track not only where brands are spending, but where audiences are moving and what moments are coming next.

One Partner. Every Format. Every Audience Moment.

Outdoor Solutions provides custom plans by utilizing the full scope of OOH. Connecting media formats to audience movement, from airport arrivals and Strip visibility to conventions, stadium weekends and resort dwell time.



FORMAT COVERAGE

Static + Digital Billboards

Digital Spectaculars

Airport Media

Mobile Billboards

Bus Wraps + Transit

Taxi Tops + Wraps

Shelter Dominations

Hotel / Casino Interiors

AUDIENCE JOURNEY PLANNING

AIRPORT ARRIVALS

Introduce the campaign before visitors reach the Strip.

STRIP VISIBILITY

Keep the brand at the center of attention.

CONVENTIONS

Capture high-intent B2B audiences around venues.

STADIUM WEEKENDS

Surround game-day and event traffic.

FORMAT STRATEGY: Match the message to movement: arrival, commute, walkability, venue traffic, resort dwell time and event windows.

THE GOAL: Show up in the right place, at the right time, with creative built for the moment.

Build the Moment, Not Just the Placement

High-impact OOH requires creative engineering, production coordination and on-the-ground execution.



WALLSCAPES

Large-format canvases that transform structures into brand moments.

SPECIAL BUILDS

Custom fabrication and out-of-box executions built for attention.

PROJECTION

Nighttime impact with technical planning and big visual payoff.

EXPERIENTIAL

Activations, mobile tours, stunts, street teams, and shareable brand engagement.

TURNKEY EXECUTION

Engineering. Permits. Production. Installation. Proof. Recap.

Landmarks & Skies Become Brand Stages

Projection mapping, building wraps and drone shows turn media into memorable moments built to be seen, shared and remembered.



STRAT F1 + MASTERCARD PROJECTION

Landmark-scale STRAT illumination built for race-week visibility, high-value visitor attention and social amplification.



LUXOR DORITOS TAKEOVER

A larger-than-life pyramid building wrap designed to dominate the Strip arrival view and turn a landmark into a brand canvas.



DON JULIO 1942 STRAT PROJECTION

A bold Super Bowl-scale STRAT transformation using projection mapping to create an unmistakable Las Vegas moment.



THE BOYS PRIME VIDEO DRONE SHOW

A 1,500-drone programmable sky canvas that turned the desert into a global social-media billboard.

THE CAPABILITY: Outdoor Solutions helps brands turn landmarks, buildings and even the sky into high-impact media moments.

MGM Rewards: Multi-Format Visibility

A custom program combining iconic Strip reach, transit, shelter, taxi and mobile placements.



MGM REWARDS

- ✓ Static & Digital Billboards
- ✓ Digital Spectaculars
- ✓ Wrapped Buses
- ✓ Shelter Dominations
- ✓ Taxi Wraps
- ✓ Digital Mobile Billboard

STRATEGY NOTE

Build frequency around key Las Vegas touchpoints — from roadways to transit to street-level engagement.

National & Local Brands Across High-Value Categories

Outdoor Solutions supports categories that depend on visibility, movement and market moments. With deep local Las Vegas relationships, we support smarter planning, faster coordination and more relevant placements.



Live Entertainment

Gaming & Hospitality

Law Firms

Government & Public Safety

Food & Beverage

Healthcare & Medical

Retail & Dining

Technology & Mobile Carriers

Non-Profit & Community

Automotive & Transportation

Professional Sports

Banking & Real Estate

LOCAL ADVANTAGE: Knowing the city, the vendors, the corridors and the audience patterns helps clients make faster, smarter OOH decisions.



OUTDOOR SOLUTIONS

LET'S BUILD THE NEXT HIGH-IMPACT MOMENT.

Whether you need one premium placement or a coordinated multi-format campaign, Outdoor Solutions helps brands and agencies navigate Las Vegas with confidence.

NEXT STEPS

- 1 Schedule a market briefing
- 2 Identify the audience moment
- 3 Map formats + inventory
- 4 Build a plan that moves

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**SCHEDULE A
MARKET BRIEFING**

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