

2008 Advertising Rates

1.5 million Issues published annually
150,000 copies printed monthly

Ad Size (4-Color)	Dimensions	Monthly Rate
One-Page Bleed	7" x 9.375"	\$4,500.00
Two-Page Bleed	14" x 9.375"	\$9,000.00
2/3 Page (2 Columns)	3.9375" x 8.125"	\$3,000.00
1/2 Page Horizontal	6" x 4"	\$2,250.00
1/3 Page Vertical	1.875" x 8.125"	\$1,500.00
1/3 Page Square	3.9375" x 4"	\$1,500.00
1/6 Page Vertical	1.875" x 4"	\$750.00

Premium Page Ads	Dimensions	Monthly Rate
Back Cover	7" x 9.375"	\$5,175.00
Inside (Front or Back)	7" x 9.375"	\$5,175.00
Pages 2, 3 or 5	7" x 9.375"	\$5,175.00

January 2008

Space Deadline Dec 10, 2007
Materials Deadline Dec 10, 2007
Issue Date Jan 1, 2008

July 2008

Space Deadline Jun 10, 2008
Materials Deadline Jun 10, 2008
Issue Date Jul 1, 2008

February 2008

Space Deadline Jan 10, 2008
Materials Deadline Jan 10, 2008
Issue Date Feb 1, 2008

August 2008

Space Deadline Jul 10, 2008
Materials Deadline Jul 10, 2008
Issue Date Aug 1, 2008

March 2008

Space Deadline Feb 10, 2008
Materials Deadline Feb 10, 2008
Issue Date Mar 1, 2008

September 2008

Space Deadline Aug 10, 2008
Materials Deadline Aug 10, 2008
Issue Date Sep 1, 2008

April 2008

Space Deadline Mar 10, 2008
Materials Deadline Mar 10, 2008
Issue Date Apr 1, 2008

October 2008

Space Deadline Sep 10, 2008
Materials Deadline Sep 10, 2008
Issue Date Oct 1, 2008

May 2008

Space Deadline Apr 10, 2008
Materials Deadline Apr 10, 2008
Issue Date May 1, 2008

November 2008

Space Deadline Oct 10, 2008
Materials Deadline Oct 10, 2008
Issue Date Nov 1, 2008

June 2008

Space Deadline May 10, 2008
Materials Deadline May 10, 2008
Issue Date Jun 1, 2008

December 2008

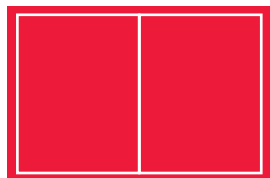
Space Deadline Nov 10, 2008
Materials Deadline Nov 10, 2008
Issue Date Dec 1, 2008

General Information:

- No charge for bleed ads.
- Rates effective through December 31, 2008.
- An advertiser who does not complete a contracted schedule will be subject to a short rate.
- Cancellation not accepted after space deadline closing date.



One-Page Bleed



Two-Page Bleed



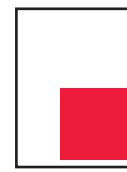
2/3 Page
(2 Columns)



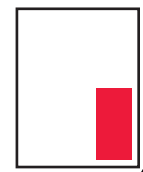
1/2 Page
Horizontal



1/3 Page
Vertical



1/3 Page
Square



1/6 Page
Vertical

Las Vegas Office: 702.739.5643

I Love Las Vegas Corporate Headquarters

5601 Windhover Drive • Orlando, FL 32819

407.351.3351 ext. 298 • Fax: 407.370.4394

Distribution*

Over 1.5 million copies printed annually

Westgate Resorts is the largest privately held timeshare company in the United States. We currently serve over 400,000 owners worldwide. In addition to resorts in 29 destinations, Westgate Resorts currently owns the 200-room Westgate Flamingo Bay, west of the Las Vegas Strip.

Westgate Resorts, in a joint venture with Planet Hollywood Resort and Casino, is building two new 50-story towers at the corner of Harmon Avenue and Audrie. Planet Hollywood Towers by Westgate will be the first timeshare directly connected to a casino.

Westgate Resorts currently operates nine manned information desks: five at Planet Hollywood Resort and Casino, one at Showcase Mall, one at Smart Mart, one at Westgate Plaza, and one at Westgate Flamingo Bay. In 2007, a new 12,000 foot sales center will be opened at Planet Hollywood Resort and Casino to preview the Planet Hollywood Towers by Westgate.

I Love Las Vegas magazine is the marketing tool used by Westgate OPC's and sales staff to educate and entertain potential timeshare prospects and existing owners. It is distributed to virtually every tourist Westgate Resorts employees come in contact with.

Distribution of our monthly 150,000 copies

- ♥ **Exclusive 60,000** by uniformed **I Love Las Vegas** personnel on the strip at Bally's/Paris, Flamingo, Harrahs, and Caesars Palace until December 2007.
- ♥ **20,000** at Planet Hollywood Resort and Casino in room and at four Westgate Resorts Welcome Centers.
- ♥ **Exclusive 23,000** Westgate Resorts Welcome Center Showcase Mall.
- ♥ **5,000** Welcome Center in Barstow, CA
- ♥ **Exclusive 1,000** In-room at Westgate Resorts Flamingo Bay
- ♥ **Exclusive 25,000** in every Dollar and Thrifty Rent-A-Car
- ♥ Westgate Plaza, five acre complex across the street from the new McCarran Car Rental Center. Tourism marketing at it's best with 2 million drivers passing by per year.
- ♥ **Exclusive (NEW) 3,000** Smart Mart Travel Center/Westgate Resorts Tour desk on Las Vegas Boulevard across from Mandalay Bay.
- ♥ **10,000** in free-standing racks in tourist-related business locations

* Distribution sites subject to change without notice

For Advertising Information:

Las Vegas Office

3785 Las Vegas Blvd. S., Suite 3500
Las Vegas, NV 89109
Fax: 702.739.5601

Carole McCabe-Joy

Media Sales Manager

702.739.5643

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Rack Locations

Over 1.5 million copies printed annually

Airports

- Nellis Air Force Base Tickets & Tours
- Maverick Helicopter Tours

Car Rentals

- Avis Rent-A-Car
- Brooks Rent-A-Car
- Budget (Paradise)
- Dollar-Rent-A-Car
- Enterprise Rent-A-Car
- Hertz Rent-A-Car
- Preferred Rent-A-Car
- Thrifty Car Rental
- U.S. Rent-A-Car

Motels

- Amerisuites
- Atrium Suites
- Best Western (Nellis)
- Best Western (Parkview)
- Budget Suites (Caesars)
- Budget Suites (Flamingo)
- Budget Suites (Paradise)
- Budget Suites (Tropicana)
- Budget Suites (W. Tropicana)
- Clarion (Emerald Springs)
- Emerald Suites
- Holiday Inn
- Holiday Inn Express
- Howard Johnson (N. LV Blvd.)
- Knights Inn
- La Quinta
- Marriott (Industrial)
- Marriott Courtyard (Industrial)
- Marriott Residence (Industrial)
- Marriott Residence Inn
- Roadway Inn (LV Blvd.)
- Roadway Inn (Tropicana)
- Segal Suites
- Travelodge (Koval)

Miscellaneous

- Calloway Golf Center
- La Salsa Mexican Cantina
- Desert Passage
- Showcase Mall

Tour & Visitor Centers

- Fat Burger Tour Center
- China Town
- Las Vegas Chamber of Commerce Visitor Center
- McDonalds (LV Blvd.)

Outside of Las Vegas

Baker, California (1-15 Hwy. to Las Vegas)

- 76 Station
- Baker Market
- Bob's Big Boy
- Burger King
- Chevron Station
- Country Store
- Mad Greek
- Mobil Station
- Valero Mart (South & North)

Barstow, California

- Bob's Big Boy
- Burger King

Jean, Nevada

- Mobil Truck Stop

Primm, Nevada

- Carl's Jr.
- Fashion Outlet Mall
- Primm Shell Truck Stop

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Ad Specifications

Platform & Software

Publisher requires ads composed using Adobe InDesign, Adobe Photoshop, Adobe Illustrator or QuarkXPress.

Digital Files

Supply all source files, including the final layout file, images, logos, and Macintosh screen and printer fonts. Even if you are sending a final PDF, EPS or TIFF file, you must include source files with your submission in case an element needs to be altered. Do not submit flattened files. All images must be 300 dpi or higher in order to halftone at 150-line screen.

All images must be converted to CMYK.
Do not use RGB or PANTONE Spot Colors.

Include all imported or linked files used in both the ad file and in any placed TIFF or EPS files.

For Adobe Illustrator files, embed (do not link) images and create type outlines. List and include all fonts.

Fonts

Include ALL fonts (screen & printer) used in both the ad file and any placed TIFF or EPS files.

List all fonts used in your document, including those in your logo.

Bleed Specifications

Full page units (width x depth)

- All live matter should be .375" from trim size.

Delivery

Preferred delivery is on CD. Include hard copy. Please do not submit your only copy of files!

If you wish to FTP your files, please call for instructions.

Trim Size-Boutique In Room

7.875" W x 10.5" H

Ad Size	Dimensions
One-Page Bleed	8.125" x 10.75"
Two-Page Bleed	16" x 10.75"
2/3 Page (2 Columns)	4.7361" x 9.568"
1/2 Page Horizontal	7.125" x 4.7215"
1/3 Page Vertical	2.2639" x 9.568"
1/3 Page Square	4.7361" x 4.7215"
1/6 Page Vertical	2.2639" x 4.7215"

Trim Size-Small Marketing

4" W x 6" H

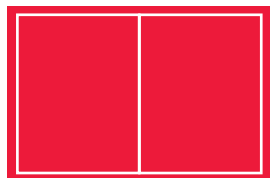
Ad Size	Dimensions
One-Page Bleed	4.25" x 6.25"
Two-Page Bleed	8.25" x 6.25"
2/3 Page (2 Columns)	2.2918" x 5.3056"
1/2 Page Horizontal	3.5" x 2.5902"
1/3 Page Vertical	1.0834" x 5.3056"
1/3 Page Square	2.2918" x 2.5902"
1/6 Page Vertical	1.0834" x 2.5902"

Printing

- Heat-set web offset.
- Binding is saddle stitch.
- Cover stock 100# coated.
- Paper stock 50#, No 3 coated free sheet (no ground wood).
- Publisher cannot guarantee legibility of reverse type below 6 pt.



One-Page Bleed



Two-Page Bleed



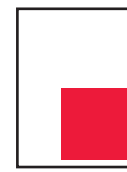
2/3 Page
(2 Columns)



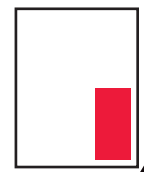
1/2 Page
Horizontal



1/3 Page
Vertical



1/3 Page
Square



1/6 Page
Vertical

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