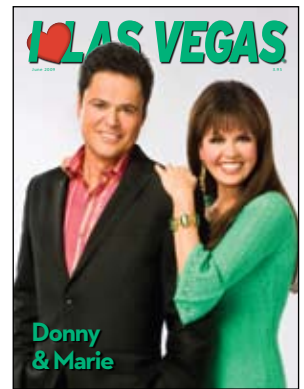
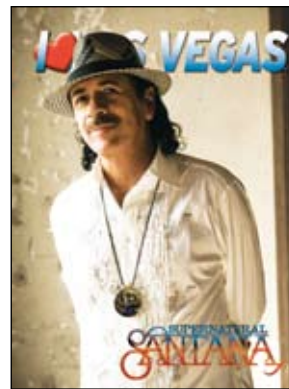
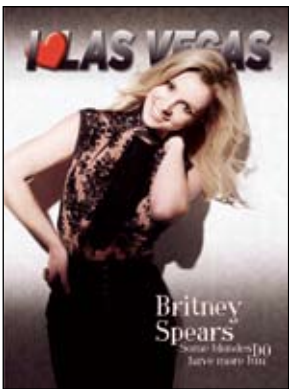


I LAS VEGAS





The Magazine

Love Series of Magazines is a part of the Westgate Resorts Family

Westgate Resorts, the world's leading privately-owned hospitality organization, publishes The Love Series of magazines which provide a link among the hospitality employees, advertising partners, and families vacationing in the top USA destinations. Overall annual circulation is in excess of 6 million readers.

1996 The first issue of **I Love Orlando** is published.

2000 I Love Orlando wins Craftsman's Award for Walt Disney World Cover.

2001 I Love Orlando surpasses 5 million copy marker.

2004 I Love Branson and I Love Williamsburg are launched.

2005 Premier issue of I Love Vacations is launched.

I Love Las Vegas is launched in Las Vegas.

2007 The Florida Magazine Association awards I Love Orlando the Silver Charlie Award for Best Visitor Magazine

I Love Williamsburg is launched.

2009 I Love Las Vegas celebrates its 4th birthday with over 6 million copy marker.

I Love Vacations is converted to an on-line magazine for over 500,000 Westgate Resorts owners.

2010 I Love Orlando begins its fourteenth year of publishing with over 50 million readers.

I Love Las Vegas celebrates 4 ½ years of publishing in the Las Vegas market with two sizes of magazines and 3 million copies.

Westgate Resorts

David Siegel started Westgate Resorts in 1980 with 16 villas nestled in an Orange Grove next to Walt Disney World in Orlando, Florida. Over the next 30 years, he developed 28 properties across the country and grew Westgate Resorts into the largest privately owned timeshare company in the world.

But it is the company's most recent project which has solidified Westgate Resorts as a major brand in the timeshare industry.

"I am especially proud that our development is located at the most significant location on the Las Vegas Strip and directly across from CityCenter, Said Siegel. "We believe PH Towers Westgate will provide our 500,000 timeshare owners with vacation experiences unavailable anywhere else in the world."

1970 Westgate Resorts is founded by David Siegel.

1982 Westgate Vacation Villas opens in Kissimmee, FL.

2004 Westgate Resorts expansion includes 9 states – Central and South Florida, Tennessee, South Carolina, Virginia, Missouri, Mississippi, Arizona, Utah, and Nevada.

2006 Westgate Resorts break ground on the PH Towers Westgate property.

2007 Westgate Plaza across from McCarren Rental Car Center opens.

2008 PH Towers Westgate honors finishing 50 floors with a "Topping Off" celebration.

2009 PH Towers Westgate opens on December 18.

2010 PH Towers Westgate celebrates its grand opening on January 29 with Miss America 2009, Katie Stam, 53 contestants for Miss America 2010, and Oscar B. Goodman, Mayor of Las Vegas.



2010 Advertising Rates

Over 2.5 million copies read annually

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

General Information:

- No charge for bleed ads.
- An advertiser who does not complete a contracted schedule will be subject to a short rate.
- Cancellation not accepted after space deadline closing date.
- Ask about added value programs.
- Discounts available for long-term contracts.
- Rates effective through December 31, 2010.

Advertising Deadlines

January 2010

Space Deadline	12/10/2010
Materials Deadline	12/10/2010
Issue Date	01/01/2010

February 2010

Space Deadline	01/10/2010
Materials Deadline	01/10/2010
Issue Date	02/01/2010

March 2010

Space Deadline	02/10/2010
Materials Deadline	02/10/2010
Issue Date	03/01/2010

April 2010

Space Deadline	03/10/2010
Materials Deadline	03/10/2010
Issue Date	04/01/2010

May 2010

Space Deadline	04/10/2010
Materials Deadline	04/10/2010
Issue Date	05/01/2010

June 2010

Space Deadline	05/10/2010
Materials Deadline	05/10/2010
Issue Date	06/10/2010

July 2010

Space Deadline	06/10/2010
Materials Deadline	06/10/2010
Issue Date	07/01/2010

August 2010

Space Deadline	07/10/2010
Materials Deadline	07/10/2010
Issue Date	08/01/2010

September 2010

Space Deadline	08/10/2010
Materials Deadline	08/10/2010
Issue Date	09/01/2010

October 2010

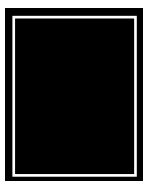
Space Deadline	09/10/2010
Materials Deadline	09/10/2010
Issue Date	10/01/2010

November 2010

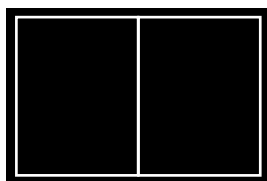
Space Deadline	10/10/2010
Materials Deadline	10/10/2010
Issue Date	11/01/2010

December 2010

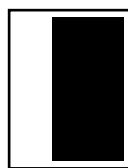
Space Deadline	11/10/2010
Materials Deadline	11/10/2010
Issue Date	12/01/2010



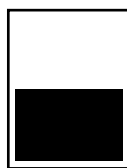
One-Page Bleed



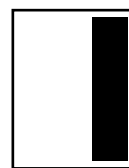
Two-Page Bleed



2/3 Page (2 Columns)



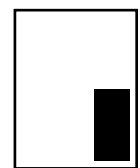
1/2 Page Horizontal



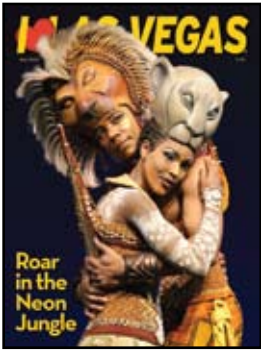
1/3 Page Vertical



1/3 Page Square



1/6 Page Vertical



Ad Specifications

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.

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

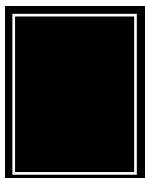
Full page units (width x depth)

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

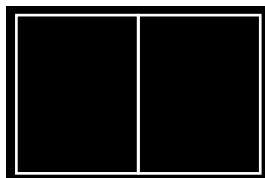
Delivery

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

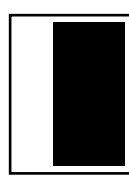
If you wish to FTP your files, please call for instructions.



One-Page Bleed



Two-Page Bleed



2/3 Page (2 Columns)



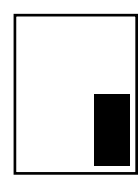
1/2 Page Horizontal



1/3 Page Vertical



1/3 Page Square



1/6 Page Vertical



Distribution

Over 2.5 million copies read annually

Boulevard (small pocket size in-market)

Interactive Distribution of the Strip

100,000 monthly

Planet Hollywood Hotel & Casino

25,000 monthly

Miracle Mile Shops

15,000 monthly

Showcase

20,000 monthly

Welcome Centers

10,000 monthly

Westgate Plaza

5,000 monthly

McCarren Rent A Car Center

(placed in rental cars)

20,000 monthly

Boutique (large in-room issue)

Planet Hollywood Resort & Casino

7,500 monthly

PH Towers Westgate

2,500 monthly

Additional exposure on-line

On-Line flip book

See ILLV magazine flip book @ ilovevegasvacations.com

In-room television

1200 rooms at PH Towers Westgate

Subscription & Client Mailings

3,000 monthly



Demographics

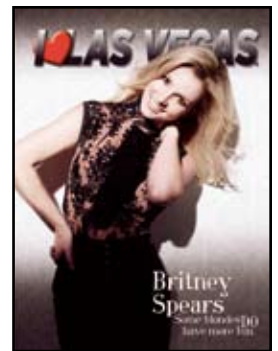
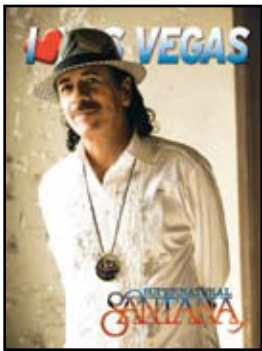
Median age of readers = 45

Median income = \$89,900

Annual Purchasing Power of the Las Vegas Visitor

- 37.5 Million Annual Visitors
- \$45.2 billion – Total Visitor Expenditures
- \$10.2 billion on food and beverages (\$237 per visitor)
- \$4.5 billion on shopping (\$122 per visitor)
- \$1.9 billion on shows (\$52 per visitor)
- The average tourist gambling budget per trip is \$532

LVCVA Annual Visitor Profile 2008



Editorial Calendar

January 2010

Healthy Living
Spas
New Year Resolutions

February 2010

NASCAR rumbles in
Romantic Spots
Super Bowl

March 2010

Big League Weekend
St. Patrick's Day
March Madness

April 2010

Miss USA Pageant
Las Vegas City of Lights
Jazz and R&R Festival
Pools

May 2010

Mother's Day
Vegas Uncork'd
Las Vegas Helldorado Days

June 2010

FSE Vegas Cruise
World Series of Poker
Father's Day

July 2010

NBA Summer League
Fourth of July
Relief from the Heat

August 2010

Fashion in Vegas
Cool off with spas
Pool Parties

September 2010

Truck Series Races
Labor Day Weekend
Las Vegas Speedway

October 2010

Halloween festivities
Barrett-Jackson Collector Car Event
Justin Timberlake for Shriners Hospital
Children Open
Professional Bull Riders World Finals

November 2010

Latin Grammy Awards
Thanksgiving in Vegas
Buffets

December 2010

National Finals Rodeo
Celebrate the holidays
New Year's Eve

In Every Issue

Side Splitters — a look at the comedic stylings found in Vegas.

What's Going On — a comprehensive roundup of the best events.

Entertainers — highlights of the best acts to hit the Strip.

Pure Magic — a resource of the best magic acts.

Super Stars — Vegas' best resident acts.

Showcase — a look at the best shows on the Strip.

Kids' Zone — even though Vegas is for adults, the kids can still have a good time.

Museum Spot — some of the culture found in Sin City.

Star Views — a look at the celebrities who visit Vegas and where they party.

Lounges/Hot Zones — the hottest clubs and bars in Vegas.

Main Attractions — free things to do in Vegas every day.

Best Bets/Poker Rooms — a guide to where to do your gambling.

Chef's Review — a look at the cuisines of Vegas' famous chefs.

Dining Out — a sampling of the great restaurants the city has to offer.

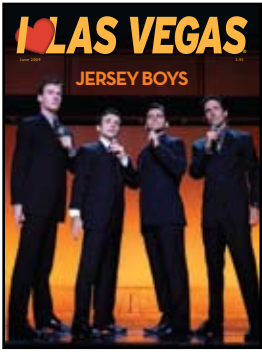
Shop Around — get your shopping fix at these great malls.

Travel Tips — transportation information for your trip to Vegas.

Concert Dates — every musical genre covered in this guide.

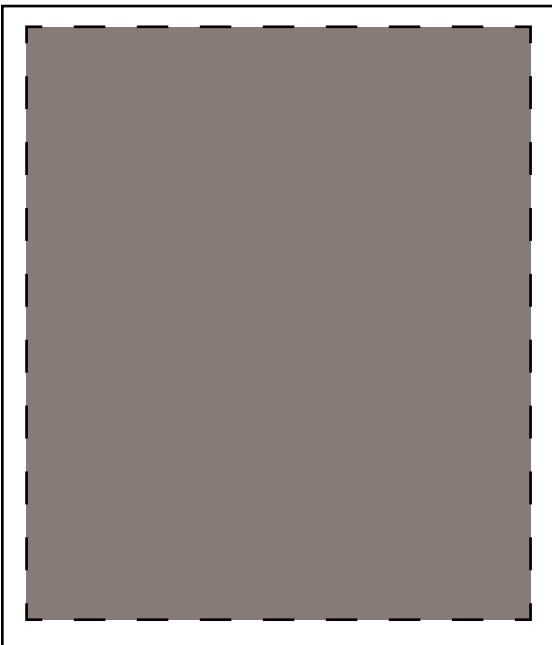
Features — a fascinating range of articles to help tourists make the most of Vegas.





Coupon Specs

Boutique (in-room/Big book distribution)



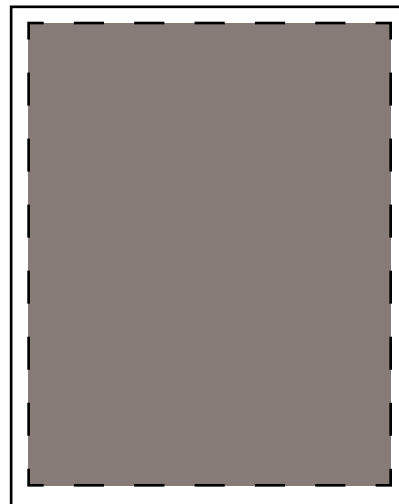
Coupon Trim Size: 2.625" x 3.088"

Coupon Trim Size with Bleed:

2.875" x 3.338"

Safety: .875" (from trim size in)

Boulevard (in-market pocket size distribution)

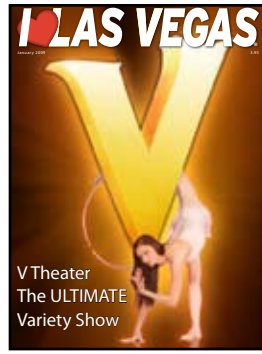


Coupon Trim Size: 1.885" x 2.407"

Coupon Trim Size with Bleed:

2.066" x 2.603"

Safety: .875" (from trim size in)



Marketing Partners Value-Added Opportunities

I Love Las Vegas magazine offers more than just an ad in a magazine. We offer additional marketing opportunities that give your product incredible exposure. We look forward to making our marketing relationship a win-win for both parties.

1. Print Advertising

When you place an ad with **I Love Las Vegas** magazine, you advertise in not one, but two magazines with 3 million readership annually at no additional cost. Make use of both sizes — boutique and boulevard — to present your message. Our marketing partnership revolves around advertising in the magazine.

2. In-Room Television and Plasma Screens

Our advertisers receive additional exposure with video loops marketing their products in our locations at no additional cost. Please provide us with DVDs for use in video loops for in-room televisions and marketing booths.

3. Tickets

The majority of our tickets are used for gifting for timeshare tours at PH Towers Westgate. It is important that your ticket prices meet our requirements and are contracted at the time of the advertising contract. All ticket contracts must be pre-approved by a company executive. See your advertising rep for details.

4. Concierge Desks

I Love Las Vegas magazine is handed out exclusively at all of our concierge and marketing booths.

5. POS

All approved clients may be placed on our POS voucher system, which is where we sell the majority of our tickets. Use of this system includes receiving vouchers for payment and submission of vouchers to our accounting department for payment.

Being on our POS system does not guarantee any quantity of ticket sales. Since we cannot use hard tickets, it is necessary to use vouchers generated on our POS program.

As a marketing partner with **I Love Las Vegas** magazine, PH Towers Westgate and our parent company Westgate Resorts, we offer the following opportunities.

6. Magazine Distribution

Watch our distribution grow with our new marketing partners. We have picked up new distribution at the Sahara, Fashion Outlets of Las Vegas, Enterprise and Miracle Mile Shops in addition to Planet Hollywood Resort & Casino plus the brand new PH Towers Westgate.

7. Coupons

In addition to display advertising, you may run a coupon offer on the coupon pages in the magazine at no additional cost.

8. Web Site

Listings and coupons on the Website are offered at no additional cost.

9. Duratran Signs

Advertisers have an opportunity to increase their exposure on Duratran signs at the Westgate Plaza facing the McCarran Rent-A-Car Center, where more than 10 rental car companies do business. Thirteen percent of visitors to Las Vegas use a rental car for transportation according to the Las Vegas Convention and Visitors Authority. See your advertising representative for details.

10. Welcome Kits

Advertisers in **I Love Las Vegas** magazine have an opportunity to include their marketing materials in the Welcome Kits given to visitors who stay at our timeshares at PH Towers Westgate and Flamingo Bay. See your advertising representative for details.

