



friday
BUZZ_{sm}

WHAT

What began as nothing more than a means for our Concierge to communicate with our residents in condominium communities we service, has now become THE source for information on local events and happenings for countless people who call the Las Vegas Valley home, as well as visitors looking to experience a little local flavor.

The **fridayBUZZ** is a no-nonsense, simple but informative, weekly publication that is relevant. The at-a-glance, clutter free format is an invaluable source for readers to plan their week ahead.

The **fridayBUZZ** has supported local businesses since 2007 by showcasing their events, activities and specials.

WHO

The **fridayBUZZ** readers range from the affluent condo penthouse owner looking to experience Las Vegas' finest to the mom planning the weekend for her family to the vacationer who is curious about what's beyond the neon lights.

Concierge staffs in 5-star properties utilize the **fridayBUZZ** as a tool to keep up with what's happening on the local scene in order to make recommendations to their guests; real estate agents use the **fridayBUZZ** as a soft sell marketing tool to reach their clients each and every week of the year, while providing information they can use; employers print and pass on to their employees for their benefit; residential communities provide the **fridayBUZZ** to their residents—the list goes on.

THE NUMBERS

It's impossible to say just how many people enjoy the **fridayBUZZ** each week. It is a viral publication that is forwarded from the recipients to their clients, friends and colleagues as a way to "keep in touch". While we can say our known distribution is an estimated 11,000, we cannot place a number on the amount of viral distribution we know exists.

OUR GOAL

We wish to provide our readers the most up-to-date, accurate information and exclusive offers, while at the same time continuing to support local businesses.

I forward the Friday Buzz every week to my VIP Services Staff at Planet Hollywood. BTW I Love the Friday Buzz. Thank you! | Susie Stassi (VIP Lounge Manager, Planet Hollywood Resort & Casino)

We here at Panorama Towers find the BUZZ very informative. We have a front desk and mgmt staff of 15, we have over a thousand residents. We are always eager to hand out copies to our residents who inquire about what's happening. It is very useful to us locals as well. Love the local discounts that are mentioned! Keep up the good work!!! | Elle Walters (Concierge Services Team Leader, Panorama Towers Condominium Unit Owners' Association, Inc.)

THE OPPORTUNITY

The **fridayBUZZ** marketing opportunities are open to businesses we feel will be the “right fit” for our loyal readers. To maintain the integrity of our publication, we will not insert paid advertisers into the general content of our **fridayBUZZ**. Therefore we have created a few opportunities for businesses to reach our readers.

By promoting your business in the **fridayBUZZ**, you will be reaching a targeted audience. To name a few:

- High rise condominiums: Allure, Panorama, One Las Vegas, Streamline Tower
- Mid-rise Condominiums: Boca Raton, C2 Lofts, Manhattan
- Casino VIP & Concierge Desks: Palms, Venetian, Wynn, Paris, M Resort, Planet Hollywood

BUZZEXTRAS—UPCOMING EVENT NOTICES

The **fridayBUZZ** focuses on the NOW. In our **BUZZextras** section, our readers will be informed of future events, shows, concerts, grand openings and other happenings. **BUZZextras** offers a limited amount of space for guaranteed placement, and the exceptional opportunity to capture the attention of our readers— in advance.

BUZZDEALS—SPECIAL OFFERS

Our **BUZZdeals** page showcases the best deals around town—locals’ specials, show discounts, dining specials, happy hours and more. A limited amount of space is available for venues looking for guaranteed placement.

SPECIAL EDITIONS

Throughout the year, we publish Special Editions, focusing on various themes, to provide our clients with timely suggestions. Our Special Editions run the gamut from Thanksgiving to New Years to Patio Dining to the best places to catch some great football. There is a limited amount of guaranteed placement available.

MAKE IT YOUR OWN—A PERSONAL BRANDED FRIDAYBUZZ

Another opportunity is our co-branded version of the **fridayBUZZ** that allows you to send out a **fridayBUZZ** with YOUR information on the header, turning the **fridayBUZZ** into a powerful marketing tool. Touch everyone in YOUR contact list each and every week— without pressure. We will provide you with the files each Friday morning by 8 a.m. for you to forward to your clients.

fridayBUZZ co-branding is the perfect fit for small business owners, as well as anyone in sales and marketing. More and more companies are depending on soft sell marketing to build new clientele. With the **fridayBUZZ** being the viral publication it has proven to be, who knows where your business information may land!

I send the Friday Buzz to my employees and co-workers each Friday. We love it—it is concise and full of great/accurate information. | Jennifer M Brown (Assistant General Manager, Harbaugh Las Vegas, UBC Int’l Training Center)

Please add me to your Friday BUZZ e-mail list. I have been receiving the Friday Buzz for about 6 months from a co-worker. I really like the breakdown of shows and activities that you provide every week. It would be great if you could report any local specials and or current promotional specials for casinos and restaurants.

Jim Cunningham (Sun West Bank)

BUZZEXTRAS

Limited number of placements are available. Announcement copy must be 50 words or less. If you would like us to write the copy for you, send us the details of your event and we will email you with a proof.

RATES

50 word insertion: \$50 per week
 Top placement with logo included: additional \$25

Display Ad: \$250 per month
 Ad size: 7.5" w x 3" h

If your event is deemed "BUZZ-worthy" by our staff, it will automatically be placed in the appropriate section of the **fridayBUZZ**, the week of the event, as a bonus.

Submit a **BUZZextras** marketing agreement along with announcement copy by 5 p.m. on the Wednesday prior to the first distribution week.

BUZZDEALS

BUZZdeals are subject to approval and must provide a special offer or discount. 50 word insertions are limited to one per month. Limited number of placements are available.

RATES

50 word insertion: \$25 per week
 Top placement with logo included: additional \$25
12 month package (1 x per month placement): \$250

Display Ad: \$100 per month
 Ad size: 3.75" w x 3" h

Submissions must be made by 5 p.m. on Wednesday prior to the distribution week.

SPECIAL EDITIONS

Special Editions are an extra insert to the weekly **fridayBUZZ**. Limited number of placements are available.

RATES

50 word insertion: \$50 per edition

Issue Date	Theme	Deadline
Feb 5	Valentine's Day	Jan 29
Mar 12	Out To Lunch	Mar 5
Apr 30	Mother's Day	Apr 23
May 21	Patio Dining & Dining with a View	May 14
Jun 11	Father's Day	Jun 4
Jul 9	In the Midnight Hour	Jul 2
Aug 6	Wine Walks, Dinners, Tastings	Jul 30
Sept 3	Are You Ready For Some Football?	Aug 27
Oct 15	Happy Hours & Drink Specials	Oct 8
Nov 12	Thanksgiving	Nov 5
Dec 23	New Years Eve	Dec 17

MAKE IT YOUR OWN

RATES

Co-branded fridayBUZZ: \$35 per month
One-time set up fee: \$25

PLACEMENT: Your information will be placed in the top header.



Submit a Make it Your Own Form along with a JPEG of your company logo or individual photo. Proof will be emailed for review prior to the first **fridayBUZZ** distribution.

Weekly **fridayBUZZ** will be delivered via email in JPEG and PDF formats by 8 a.m. each Friday.