



## The Wrapping Paper - A Wrap-up of Southern Nevada Holiday Experiences



**What:** Glittering Lights is Las Vegas' most beloved holiday tradition for 20 years, and has its very own newspaper! Introduced during the 2015 holiday season, The Wrapping Paper's distribution has grown to 300,000 copies throughout the Valley. The festive paper is filled with Holiday adventure: editorial, activities in southern Nevada, tips for a jolly holiday season, games, coloring fun and much more!

**How:** Plenty of ad packages to reach a wide audience, 1/4 million and counting, through a heart-warming positive avenue. Glittering Lights was named The Best Christmas Lights in Nevada by Travel+Leisure.

- 2-page Spread: 21x10 - \$8,000
- Full-page: 10x10 - \$4,500
- Kid Corner : 10x10 (header, game + ¼ ad) - \$3,500
- Advertorial: 10x10 (holiday wellness, food and drink, etc... + ¼ ad) - \$3,500
- ½ -page Horizontal: 10" x 4.875"; Vertical: 4.9" x 10" - \$3,000
- ¼ -page Standard: 4.9" x 4.875" - \$2,000
- Coupon Ad: Large 4.25 x 3.25 - \$800

**When:** Artwork is due by Oct. 22, 2021 in PDF format using outlined text and CMYK color. Please review for typos and accuracy. Submit to [Jonny@IvoryStar.com](mailto:Jonny@IvoryStar.com)

**Where:** Everywhere! Distribution includes...

- November Las Vegas Review-Journal insertion
- Each vehicle entering the event including guests riding the Santa Tram
- Goodwill of Southern Nevada retail outlets
- Other retail and restaurant outlets throughout the Valley

**Who:** Organizations interested in leveraging our local audience to promote their business.

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**GlitteringLights.Vegas**