



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



What: Glittering Lights is Las Vegas' most beloved holiday tradition for 23 years, and has its very own newspaper! Introduced during the 2015 holiday season, The Wrapping Paper's distribution has grown to 400,000 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.

Available Ad Options:

- 2-page Spread: 21x10 - \$8,000
- Full-page: 10x10 - \$5,500
- Kid Corner : 10x10 (header, game + ¼ ad) - \$4,500
- Advertorial: 10x10 (holiday wellness, food and drink, etc... + ¼ ad) - \$4,500
- 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. 6, 2023 in PDF format using outlined text and CMYK color. Please review for typos and accuracy. Submit to sales@lvoryStar.com

Where: Everywhere! Distribution includes...

- Over 300 distribution points
- 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