

Las Vegas  
en español  
.com



- the best of Las Vegas in Spanish

“LasVegasenEspanol.com” will become the leading Spanish travel guide of Las Vegas for tourists and locals. We provide the latest in upcoming attractions, events, concerts, shows, activities, packages and more..

We offer the best from entertainment, sports events, tours, local businesses, nightlife, restaurants, wedding chapels, shopping malls, bars, spas, nightclubs and more..

mission STATEMENT



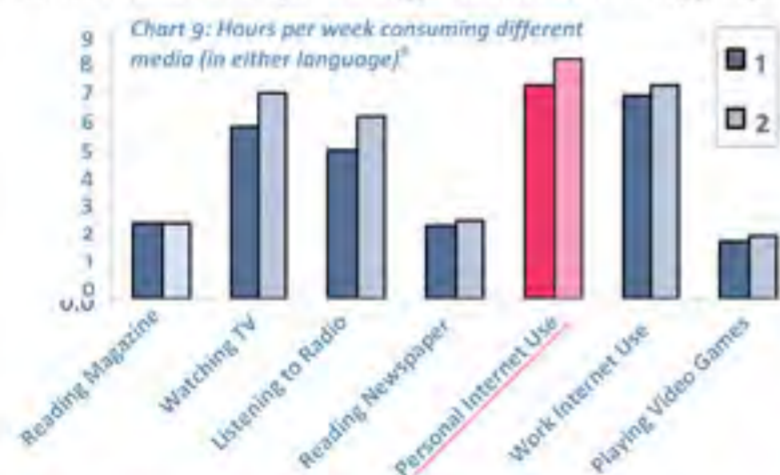
# our readers

## LV Demographics

- Gender** 2008-2010 Projections  
89% accuracy  
100% Hispanic Men & Women
- 27.3 Median Age  
83% (20-54)
- Marital Status**  
52.4% Married  
47.6% Single
- Education**  
27.8% High School Educated
- Residence**  
98.3% Own or rent a Residence
- \$35, Median Household Income
- 24% NV share of US Hispanics

## Internet use: Number one hobby for Hispanics

2008 -The Online U.S. Hispanic: First (1)- and Second-Generation (2) Insights\*



## LV Readers

Our readers will find our content easily online when they search due to our high search engine rankings. Out of a hundred businesses, 9 of 10 have said that Hispanics are great consumers to the market. Our readers are always looking for new products and are looking for new activities to try. Some are new to the internet but don't have anywhere where to look when it comes to a Spanish guide of Las Vegas, so they search on

Google and land on our website.

They are more motivated and prefer to go out, involve in activities. They have a high level of self awareness and more education due to their reading; therefore, more cultural, valued, loyal, ethical, and dependable. They have more access to computers and manage more income than usual households.



\*Chart: [http://www.interpublic.com/dyn/file\\_dl.php/25742/26/230/27/1193893200/The+Online+US+Hispanic+First+and+Second+Generation+Insights\\_1-11-08.pdf](http://www.interpublic.com/dyn/file_dl.php/25742/26/230/27/1193893200/The+Online+US+Hispanic+First+and+Second+Generation+Insights_1-11-08.pdf)  
Sources: U.S. Census Bureau • <http://www.census.gov/popest/counties/asrh/CC-EST2005-alldata.html> • [www.esri.com/bao](http://www.esri.com/bao)



# Audience Overview

## Devices

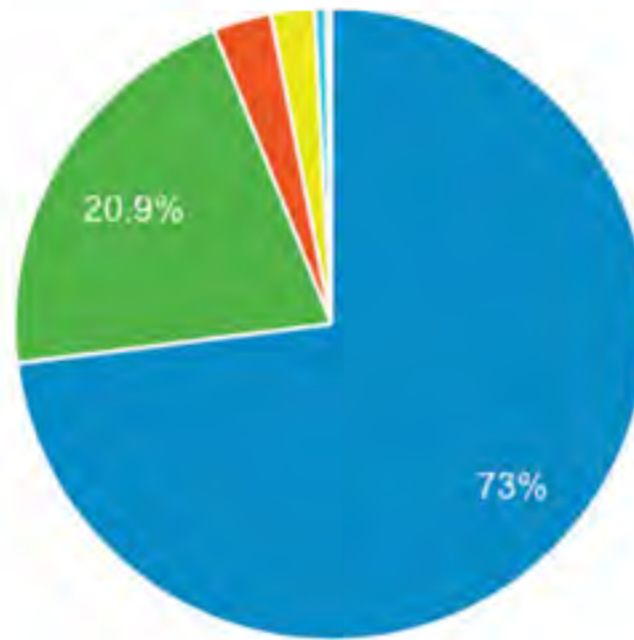


Mobile  
70%  
↑1.6%

Desktop  
24.5%  
↓0.8%

Tablet  
5.4%  
↓0.8%

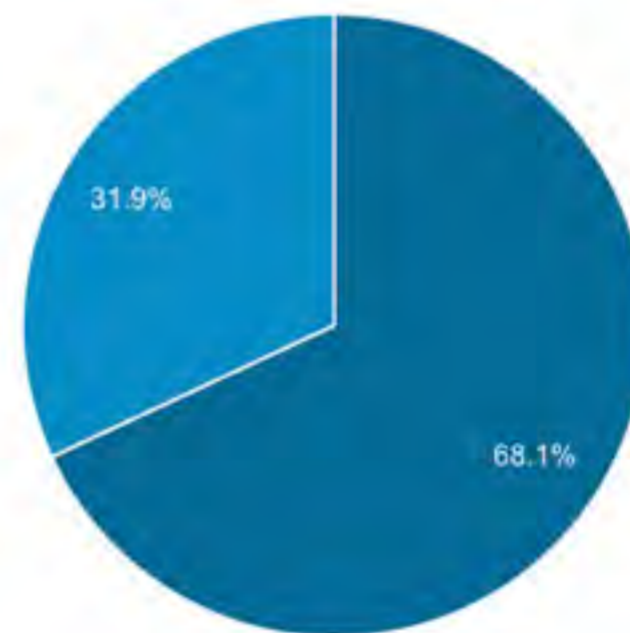
## Sources



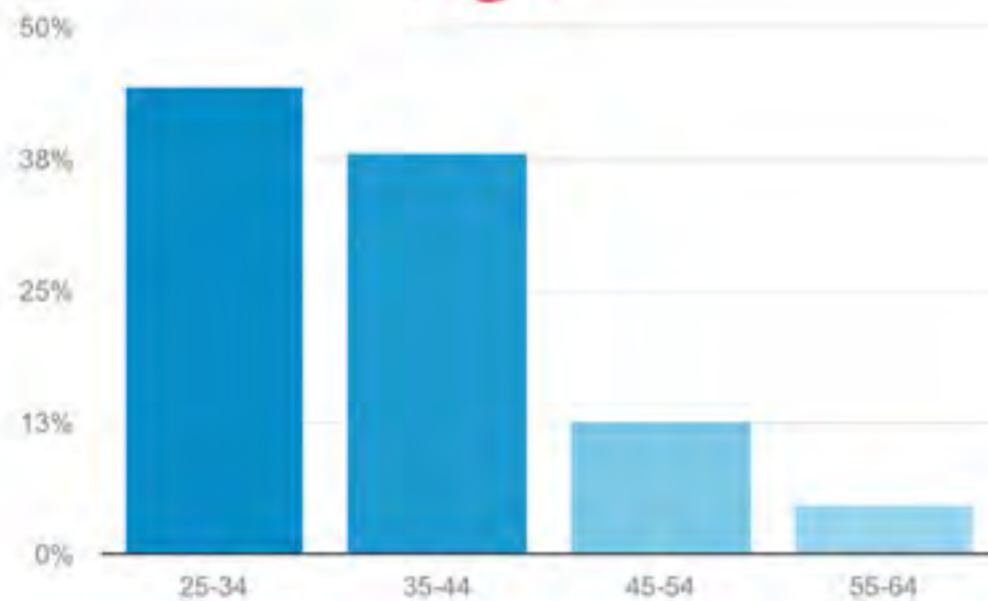
- Organic Search
- Direct
- Referral
- Social
- Email
- (Other)

## Gender

■ male ■ female



## Age



## Locations

1. (not set)
2. Las Vegas
3. Henderson
4. North Las Vegas
5. Mesquite
6. Reno
7. Elko
8. Sparks
9. Pahrump
10. Fallon

## Social Network

1. Facebook
2. Pinterest
3. Twitter
4. WordPress
5. StumbleUpon
6. Instagram
7. Google+
8. Blogger
9. Yelp
10. LinkedIn

## Browsers

1. Chrome
2. Safari
3. Internet Explorer
4. Firefox
5. GoogleAnalytics
6. Android Webview
7. Edge
8. Safari (in-app)
9. Android Browser
10. Opera

# 2015 time frame

## Audience Overview

Jan 1, 2015 - Dec 31, 2015

All Users  
100.00% Sessions

### Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions

40,000



Sessions

256,434

Users

193,801

Pageviews

1,578,064

Pages / Session

6.15

Avg. Session Duration

00:03:23

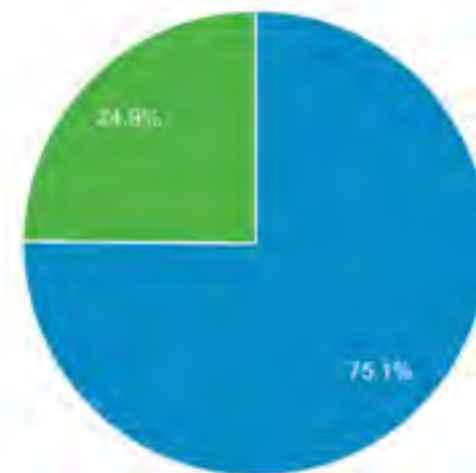
Bounce Rate

16.07%

% New Sessions

75.04%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. es-es	65,592	25.58%
2. en-us	51,330	20.02%
3. es	49,691	19.38%
4. es-419	35,481	13.84%
5. es-xl	20,102	7.84%
6. es-mx	11,392	4.44%
7. es-us	7,529	2.94%
8. ru	3,347	1.31%
9. ru-ru	2,150	0.84%
10. es-ar	1,964	0.77%



# 2016 time frame

## Audience Overview

Jan 1, 2016 - Dec 31, 2016

All Users  
100.00% Sessions

### Overview

Sessions VS. [Select a metric](#)

Hourly Day Week **Month**

Sessions

30,000



Sessions

172,985

Users

139,339

Pageviews

834,595

Pages / Session

4.82

Avg. Session Duration

00:02:30

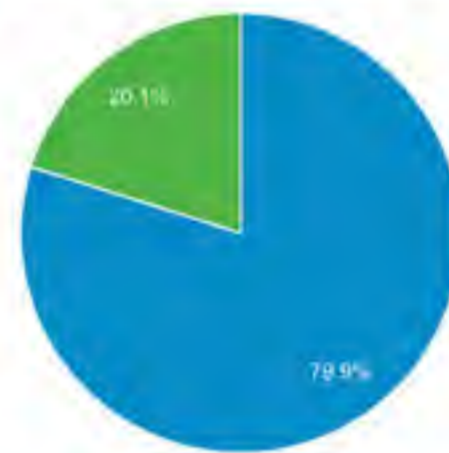
Bounce Rate

9.40%

% New Sessions

79.79%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	42,036	24.30%
2. es-419	32,634	18.87%
3. es-xl	30,322	17.53%
4. es	26,499	15.32%
5. es-es	23,073	13.34%
6. es-mx	5,380	3.11%
7. es-us	2,779	1.61%
8. ru	1,964	1.14%
9. Secret.coogle.com with this ticket URL	1,586	0.92%
10. es-ar	1,098	0.63%

[view full report](#)





- Quiénes en Las Vegas
- Actividades
- Atrios
- Bodas
- Club Privados
- Compras
- Conciertos
- Agosto 2017
- Diciembre 2017
- Julio 2017
- Junio 2017
- Mayo 2017
- Noviembre 2017
- Octubre 2017
- Septiembre 2017
- Deportes Extremos
- Espectáculos y Shows
- Adultos
- Artistas
- Cirque du Soleil
- Comedia
- Magia
- Musicales
- Teatro
- Eventos
- Otros Eventos
- Excursiones al Gran Cañon
- Excursiones en California
- Golf
- Grupos
- Hoteles en Las Vegas
- Ocasiones Especiales
- Oferas y Descuentos
- Paquetes Las Vegas
- Para Solteros
- Para toda la familia
- Restaurantes
- Topless Cabaret
- Tours
- Excursiones de un día
- Paseos por aire
- Tours acuáticos
- Tours Culturales
- Tours privados
- Traillidos
- Viaje nocturno
- Vistas turísticas
- Reciente de Las Vegas
- Paquetes al Gran Cañon



## KA de Cirque du Soleil dentro del MGM

93789 South Las Vegas Boulevard, Las Vegas, NV 89109, USA

Contacto



Info Contacto Comentarios



KA de Cirque du Soleil es un acontecimiento teatral sin precedentes. KA, una obra maestra de narración, utiliza actuaciones acrobáticas, las emociones y la acción de las técnicas de artes marciales de todo el mundo y las innovaciones en marionetas y recursos multimedia para contar la historia épica de unas gemelas en un peligroso viaje para hacer realidad su destino compartido.

Duración de Ka: 90 minutos (aprox.)  
Ubicación: MGM Grand Hotel - Las Vegas, Nevada

ka cirque du soleil tickets:

Por el camino, las gemelas se enfrentan a personajes y acontecimientos que representan las fuerzas opuestas del bien y del mal. Antes de que su mundo sea atacado y se colapse a su alrededor, las ka by cirque du soleil



## ka cirque du soleil



## Full Responsive Page Listing

Sample: KA de Cirque du Soleil

- Strategic Spanish Wording +
- Headline Text + Images + Description + Map +
- Contact Info + Comment Integration +
- Social Media Sharing + Mobile Version +
- Mobile App Integration + Star Rating + SEO +
- Search Engine Submissions +
- Feature Option + Prioritize Placement +
- Responsive Video +
- Proper Keyword Placements and More...

(See next slide/page for pricing) Terms Apply

## Large flash Banner Ad

Dimensions: 1000px x 100px  
3-4 seconds per ad  
starting at: 6 months  
\$1,500/month \$1,300/month

## Top flash Banner Ad

Dimensions: 836px x 138px  
3-4 seconds per ad  
starting at: 6 months  
\$1,000/month \$900/month

## Middle flash Banner Ad

Dimensions: 836px x 138px  
3-4 seconds per ad  
starting at: 6 months  
\$750/month \$650/month

## Footer flash Banner Ad

(not shown here)  
Dimensions: 836px x 138px  
3-4 seconds per ad  
starting at: 6 months  
\$500/month \$450/month





# 3

## Target the Hispanic market in Las Vegas with Full Responsive Page Listings

Our Full Page Listings will allow you to have your own page listing within our website with one or more category selections. With our SEO plan, your page listing can have a potential increase in traffic allowing a direct landing page from search engines.

### Bronze

\$30/month

### Silver

\$40/month

### Gold

\$60/month

#### Listing Features:

TERMS APPLY

Bronze

Silver

Gold

800 characters Strategic Spanish Wording	✓		
1200 characters Strategic Spanish Wording		✓	
1500 characters Strategic Spanish Wording			✓
Main Image Placement on top	✓	✓	✓
Thumb Image Placement in content	✓	✓	✓
Google Map	✓	✓	✓
Website Link	✓	✓	✓
Phone Number	✓	✓	✓
Comment Integration	✓	✓	✓
Social Media Sharing Buttons	✓	✓	✓
Star Rating	✓	✓	✓
Responsive Video (if embed code provided from youtube only)		✓	✓
SEO Integrated		✓	✓
3 Proper Keywords Placement		✓	✓
Search Engine Submission		✓	✓
Proper ItemScope tags		✓	✓
Feature Enhancements "3 Category Selections"			✓
Top of Category Placement			✓
Featured "Ribbon Banner"			✓
"Rounded Sticker" on Search Results			✓
Dashboard User Profile Setup			✓
Basic Access to your Listings			✓
Basic Access to manage Listings			✓
Basic Visitor Analytics			✓
Shared to our top 5 Social Media Profiles			✓



## ad close

Every 15 & last day of the month.

## payment terms

Payment is due on day of sale. Monthly payments are due upon corresponding closing dates from initial date of contract. Payment options: monthly or total amount of contract on day of sale.

## flash banner terms

Duration of all flash ad's are 3-4 seconds or more. The order of the ad's are placed by the highest bidder if applicable. No limit to how many ad's can go into the flash. If more than 4 seconds is desired & if available, additional costs will apply.

## cancellations

We require a 30-day advance written notice cancellation of "contract only" prior to deadline date. Only 25% of the remaining contract balance will be refunded.

## premium positioning

Guaranteed Premium Position additional 25% subject to availability.

## rate protection

Rates are guaranteed for all space orders on contract for a period of 6 months only. Otherwise rates are subject to change.

## contract agreement

No contract is mandatory. Contract is available with minimum or maximum of 6 months to reserve your spot. Rates are subject to change every month.

