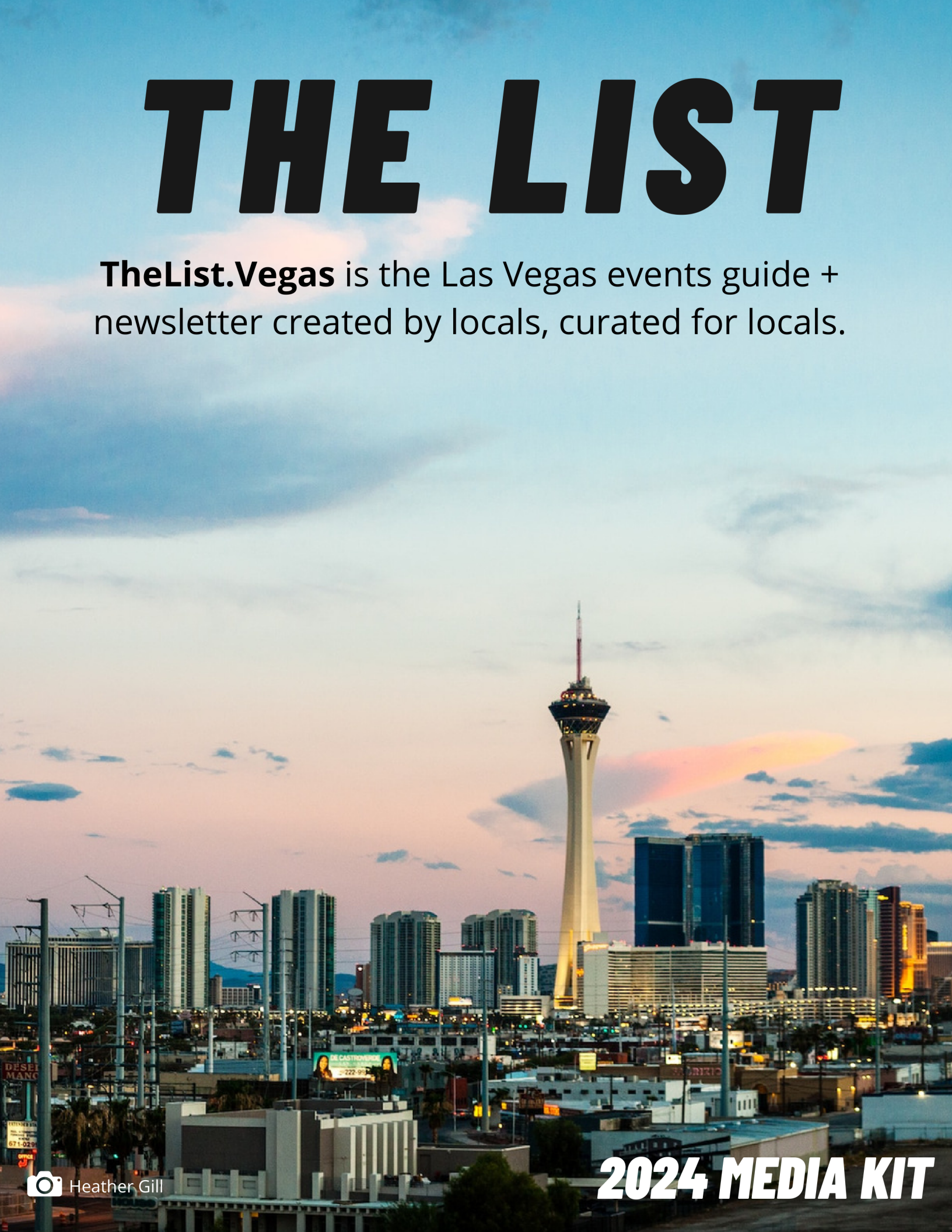
THE LIST

TheList.Vegas is the Las Vegas events guide + newsletter created by locals, curated for locals.



Heather Gill

2024 MEDIA KIT

LAS VEGAS FOR LOCALS.

TheList.Vegas is a Las Vegas events calendar created by locals, curated for locals. With an emphasis on our vibrant local arts, culture, and entertainment scene, The List aims to be easy to read and simple to use — free of algorithmic spam and social media noise.

It presents a diverse sampling of events, categories, and venues to inspire you to explore and embrace your city.

ADVERTISING, SPONSORSHIP, AND SUPPORT

We offer several types of advertising: **sponsored posts**, **newsletter display ads**, **supporting sponsorships**, **site sponsorships**, and **Hot List sponsorships.**

Sponsored posts appear in the main listings. They get a fancy-schmancy gilded label to increase their visibility. You can customize your listing headline and body text. Then we drench it with extra-juicy tags so it comes up in searches more readily. Your listing doesn't have to be an event; it can be a product, service, or company.

Sponsored posts prices begin at a flat $50. You can repeat your post on a daily, weekly, or monthly schedule, with prices ranging from $200 to $2,000.

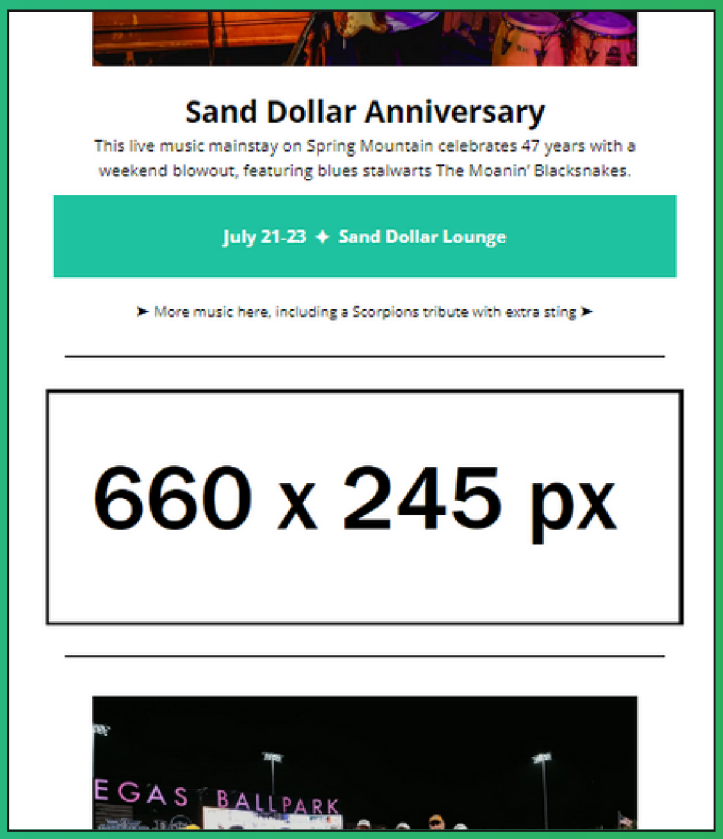
Newsletter display ads appear in TheList.Vegas' **6 Picks** weekly newsletter, published every Wednesday. 6 Picks goes out to 2,000 readers, and has a 55 percent open rate. In addition to recommending cool events, 6 Picks also shares insider tips and scene intel in its column THE CH33SE with wit, verve, and sometimes desperate insouciance.

Newsletter display ad rates are based on placement and frequency.

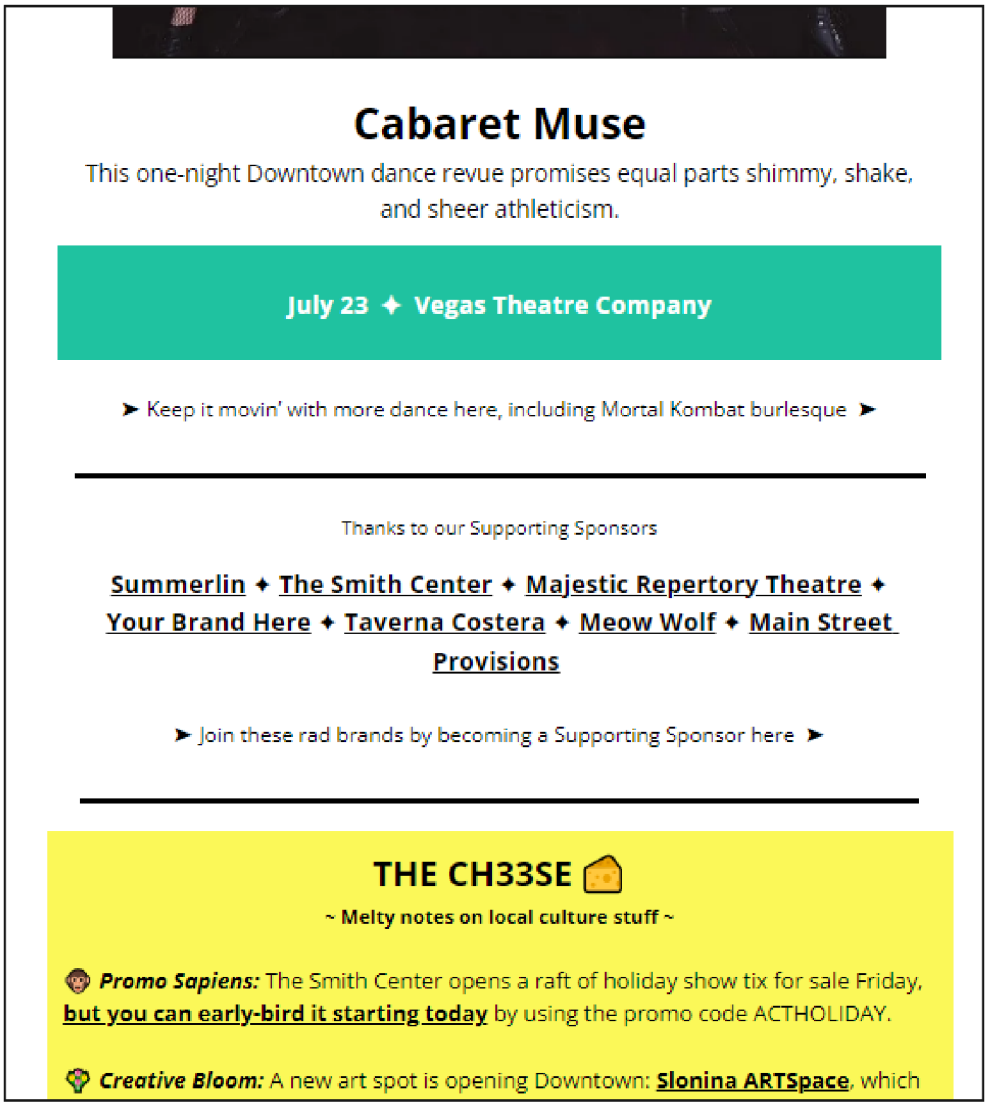
Top: $300 or $1,000 / 4 weeks

Center: $150 or $500 / 4 weeks

Bottom: $100 or $350 / 4 weeks



Supporting sponsorships get weekly brand recognition in the 6 Picks newsletter. They are $25 monthly. You're basically, like, renting a text shout-out on a rolling basis. The text shout-out, of course, links to your page. Supporting sponsors also receive a rad 10 percent discount on display advertising.



Cabaret Muse

This one-night Downtown dance revue promises equal parts shimmy, shake, and sheer athleticism.

July 23 ✦ Vegas Theatre Company

➤ Keep it movin' with more dance here, including Mortal Kombat burlesque ➤

Thanks to our Supporting Sponsors

Summerlin ✦ The Smith Center ✦ Majestic Repertory Theatre ✦ Your Brand Here ✦ Taverna Costera ✦ Meow Wolf ✦ Main Street Provisions

➤ Join these rad brands by becoming a Supporting Sponsor here ➤

THE CH33SE

~ Melty notes on local culture stuff ~

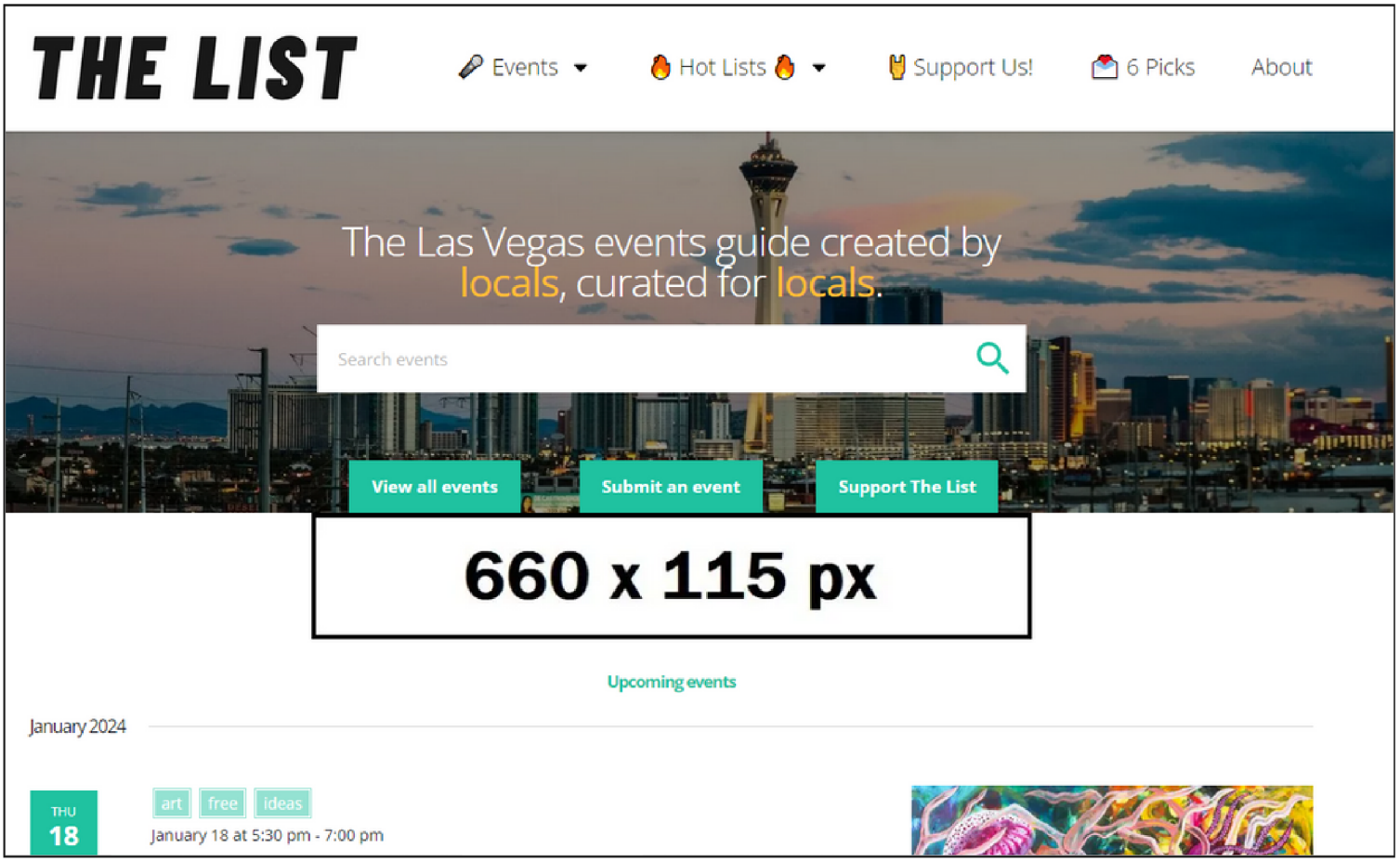
Promo Sapiens: The Smith Center opens a raft of holiday show tix for sale Friday, **but you can early-bird it starting today** by using the promo code ACTHOLIDAY.

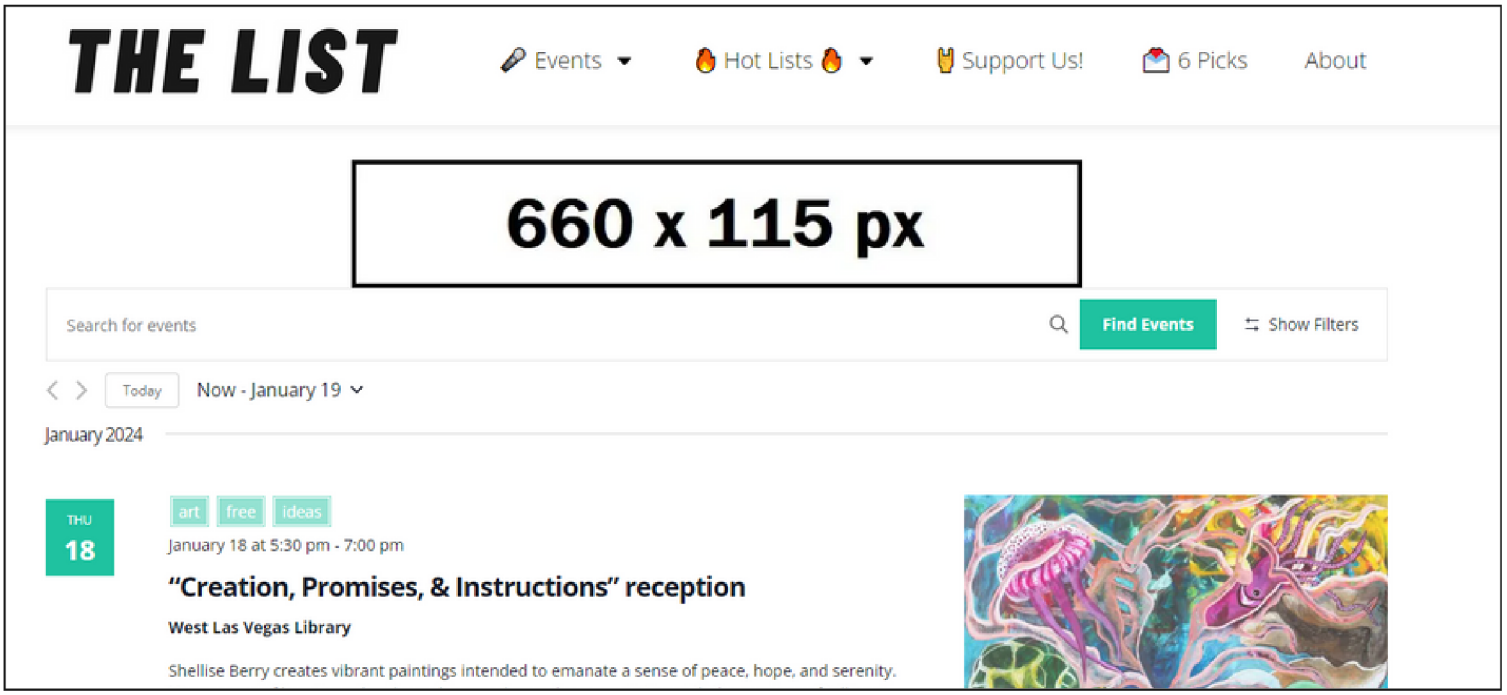
Creative Bloom: A new art spot is opening Downtown: **Slonina ARTSpace**, which

Juliana Malta

A site sponsorship is a highly visible, exclusive, monthlong sponsorship of the entire site. Your ad or logo appears on the front page, as well as on all listing pages and single events pages. Below are examples of the crushing inescapability of your brand.

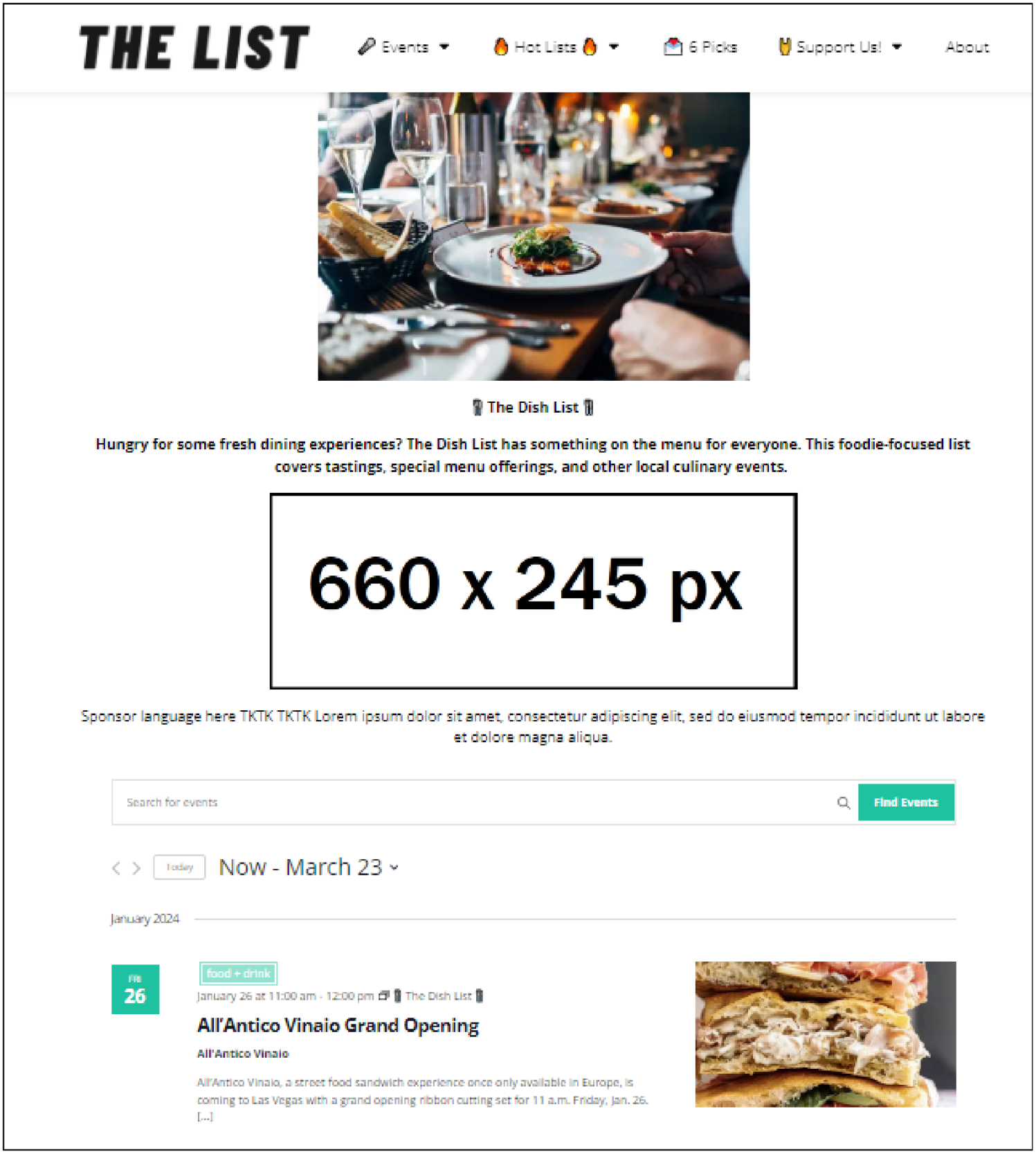
A site sponsorship is $2,500 monthly or $25,000 annually.





Hot List sponsorships are a form of display advertising on our Hot List pages. Hot Lists are quick collections of listings based on a category, theme, or holiday. Your Hot List sponsorship includes an image, plus a brief text nugget hyping up your brand.

Hot List sponsorships are $350 monthly or $3,000 annually.

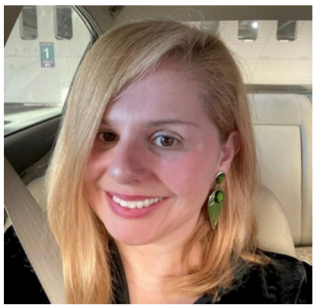


MEET SOME CURATORS.

TheList.Vegas is curated by actual Las Vegas humans. Every day, we brave the terrifying wilderness of the internet, opening up, like, 179 browser tabs to find the coolest events we know locals will love.

Ginger Meurer has more than two decades of journalism experience, culminating in Las Vegas as a reporter, copy editor, and finally editor at *The View* (the newspapers, not the chatty TV show). When she isn't busy finding cool events for TheList.Vegas, Ginger freelances for local and national publications.

Scott Dickensheets has worked all over the Las Vegas media scene: most recently as a daily newsletterist for City Cast Las Vegas, and before that as features editor of the *Las Vegas Review-Journal*, deputy editor of *Desert Companion* magazine, editor in chief of local alt-weeklies *CityLife* and the *Las Vegas Weekly*, and as an editor and columnist at the *Las Vegas Sun*. He lives in Henderson with several cats and dogs named after gorgeous Colorado towns he can't afford to move to.



Poly Schmitt is a cultural connector based in Downtown Las Vegas. From 2007 to 2011, she operated LasVegasHidden, a community for local secret events. Poly serves as vice president for The Historic Beverly Green Neighborhood Association and works as a Realtor specializing in DTLV area homes. Poly is on the "Wall of Inferno" at Mint Indian Bistro for eating nearly a pound of pure ghost chili.

Eric Duran-Valle is a writer based in Las Vegas. He graduated from UNLV with a BA in English. His writing has appeared in Desert Companion, TheList.Vegas, In Parentheses, The Colored Lens, and Las Vegas Writes. Eric is also a musician, playing bass in local indie band Switterbeet as well as performing solo under the name The Scoundrel of the Sage. The most valuable thing he owns is a red Fender Jaguar.

HELLA WAYS TO SUPPORT.

Call or email Andrew Kiraly today to discuss advertising, sponsorship, or support opportunities at **702 277 3245** or **andrew@thelist.vegas**.

Kim Treviño

Andrew Kiraly, creator of TheList.Vegas

Las Vegas native Andrew Kiraly is a writer and editor based in Southern Nevada. From 2010 to 2022, he served as editor of *Desert Companion*, Nevada Public Radio's award-winning magazine. Prior to that, he was a writer and editor at local alt-weeklies *The Mercury* and *Las Vegas CityLife*. An MFA graduate from UNLV's Creative Writing program, he's also published numerous short stories, a (bad) novel, and countless punk and skate 'zines.

Lyle Hastie