

LAS VEGAS *Restaurant Guide*™

"The Locals' Guide to Dining"

Looking for a great place to eat? *The Las Vegas Restaurant Guide is Your #1 Source!*

FEATURE

BENEFIT

Format	A high quality, full color, gloss publication that captures your audience. Digest size, it conveniently fits in a pocket, purse or glove box. It is uniquely designed to guide customers to your restaurant.
Location Map	Find restaurants in your area with our geographic color charted location map.
Quick ✓ Guide Restaurant Directory	A comprehensive way to search for a restaurant. This user-friendly directory highlights, in alphabetical order, the restaurant name, address, phone number, price, cuisine and special services.
Website: www.lvrg.com	Your restaurant listing AND advertisement appears FREE on the most comprehensive online dining guide for Las Vegas. It's easy and fast. Search by name, cuisine, location, price and more. Our Webmaster, Newestech, is committed to excellence and keeps our site current and at the top of search engines making www.lvrg.com the #1 choice!
Distribution	35,000 Quarterly - 700 Locations - Distributed in New Home Owner Baskets, Realtors, Doctors Offices, Restaurants, 4000 Subscribers and More. We are the Direct Link to Your Customers!
Long Shelf Life	The Las Vegas Restaurant Guide is a durable resource, therefore people hold on to it for well more than 90 days providing excellent exposure for advertisers. <i>It's the #1 source for finding your restaurant.</i>
Promotions	The Las Vegas Restaurant Guide gets the word out to bring you more business! View our advertisements in Maturity Today Magazine, Las Vegas Food & Beverage Magazine, Las Vegas Senior Guide, Viva Las Vegas Newsletter (with 225,000 subscribers), and the Nevada Restaurant Association. Hear us periodically on Metro Traffic Reports and Sports Radio 920.
Cost Effective	Simply one of the most successful, effective and lowest cost forms of print advertising available.
Superior Service with Results	Locally owned and operated. We appreciate and genuinely care about your business!



**Proud Partner of the
Nevada Restaurant Association.**

**FOR ADVERTISING INFORMATION
CALL 702-656-9000
OR ONLINE: WWW.LVRG.COM**

"The Locals' Guide to Dining"

35,000 Distributed Every Quarter – Reaching More Than 500,000 People A Year!

ALL NEW!! Download the current edition at www.lvrg.com

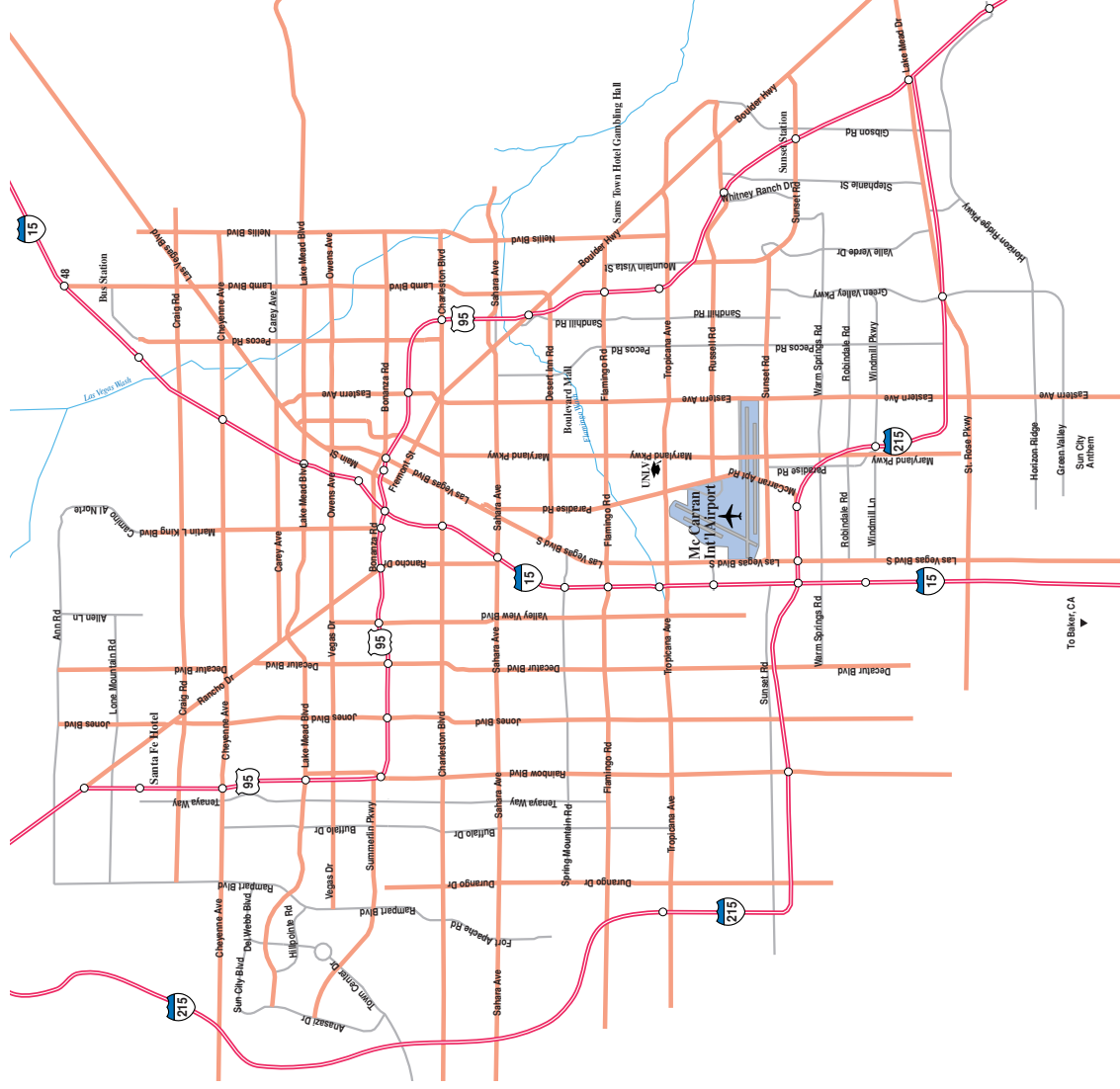
CONNECT WITH NEW RESIDENTS DAILY!

More than 20,000 Direct to Homes through:

- American West Homes
- Astoria Homes
- KB Homes
- Rhodes Homes
- Pulte Homes
- Realty Executives
- Chamber of Commerce Relocation Packets

More than 4,000 Subscribers and Growing Daily!

Your Next Customers!



REACHING THE COMMUNITY AT OVER 700 LOCATIONS:

- 500 Doctor's Offices distributed by 24/7 Distribution
 - Restaurants
 - Clark County Libraries
 - Gold's Gym
 - Borders Book Stores
 - Las Vegas Chamber of Commerce
 - Henderson Chamber of Commerce
 - AAA Auto Clubs
 - Automotive Dealerships
 - Jiffy Lube
 - Convention Center
 - Concierges
 - Las Vegas, Primm, Laughlin, Mesquite and Boulder City Welcome Centers
- ...and several other public locations.

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TESTIMONIALS



"During our fourteen years of business I have found only a few ways to effectively advertise our restaurant and the Las Vegas Restaurant Guide is among them. The great layout the magazine has along with its wide distribution makes it the leading advertiser in the local restaurant market. Our experience in dealing with this publication has been phenomenal."

*Paymon Raouf, Owner
Paymon's Mediterranean
Café & Market*



"Jennifer is 100% committed to helping restaurants build their business. What I like is her endless dedication to promote each and every restaurant wherever she can."

*Mark DiMartino, Owner
The Tillerman*



"We have been with the Las Vegas Restaurant Guide since its inception over 4 years ago. Together we have grown and become successful. Jennifer has always treated us with respect and professionalism, making it a pleasure to be her client and friend."

*Louis De Filippis, Owner
Tuscany Grill*

HEAR FROM OUR SUBSCRIBERS... YOUR NEXT CUSTOMERS:

*Marie Guarino
2203 Fawn Ridge St
Las Vegas, NV 89134
Have a guide: Yes
Have this issue: Spring 2004
Found us: Restaurant
Date: Saturday May 17, 2004
Time: 03:47 PM*

COMMENTS:

We dine out frequently and always select restaurants in your guide.

*Robin Freuder
807 Ridgemount Dr
Las Vegas, NV 89107
Have a guide: Yes
Have this issue: Spring 2004
Found us: Other
Date: April 7, 2004
Time: 03:47 PM*

COMMENTS:

I'm so new to Las Vegas, your guide has made my life much easier. Your guide fits right in my purse and I refer to it often. Thank you!

*Roy Tuck
624 Brad Street
Henderson, NV 89015
Have a guide: Yes
Have this issue: Spring 2004
Found us: Doctor's Office
Date: March 1, 2004
Time: 03:47 PM*

COMMENTS:

Love your guide. We eat out a lot, just moved here a year ago.

*Theresa Harp
1373 Ruby Sky Ct
Henderson, NV 89052
Have a guide: Yes
Have this issue: No
Found us: Radio
Date: March 10, 2004
Time: 03:47 PM*

COMMENTS:

We are new in town. Would like to know where to enjoy our meals.

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RATES & DATES

ADVERTISING RATES

****All Prices Are Per Quarter ****

****2 FOR 1****

Below rates include advertisement in print AND online at www.lvrg.com where the entire issue may be viewed and downloaded.

	4 Issues	3 Issues	2 Issues	1 Issue
Full	\$950	\$999	\$1070	\$1200
1/2	\$550	\$575	\$625	\$700
Double	\$1750	\$1800	\$1850	\$1999
Listing	\$100	\$150	\$200	\$300

Front Cover \$2600-Includes One Full Page Inside

*Premium Placement: Add 15 %
15% Commission to recognized Agencies
15% Discount to NRA Members*

ADDITIONAL ADVERTISING OPTIONS

Put Your Menu Online Today...

Do potential customers call wanting to know what you serve, how much it costs and how late you're open? Spend a lot of time faxing your menu? Convenience is one click away and patrons love it! Put Your Menu, Wine Tastings, and Special Events Online Today at www.lvrg.com-**Only \$200 a year!**

AD DESIGN, SIZES & SPECS

THE ABOVE PRICES INCLUDE AD DESIGN AND SET-UP. If you are providing your own file: Macintosh format is encouraged. Accepted Software: Quark Xpress (please include all support art and fonts with your document), Adobe Illustrator (please convert any text to outlines) and Adobe Photoshop (please provide layered files). All images must be at least 300 dpi. Publication trim size is 5 3/8 x 8 3/8. For full bleed, add 1/4" on all sides. The 1/2 page ad size is 4.875 x 3.875. (this size does not bleed). Accepted Media: CD, Zip 250, electronic files accepted at: graphicsetc@cox.net, FTP also available (instructions provided upon request.)

PRODUCTION SCHEDULE THROUGH WINTER 2005

ISSUE DATE	SPACE RESERVATION	AD COPY
SPRING 2005/March 7, 2005	February 11, 2005	February 16, 2005
SUMMER 2005/June 6, 2005	May 13, 2005	May 18, 2005
FALL 2005/September 7, 2005	August 12, 2005	August 17, 2005
WINTER 2005/December 5, 2005	November 11, 2005	November 16, 2005