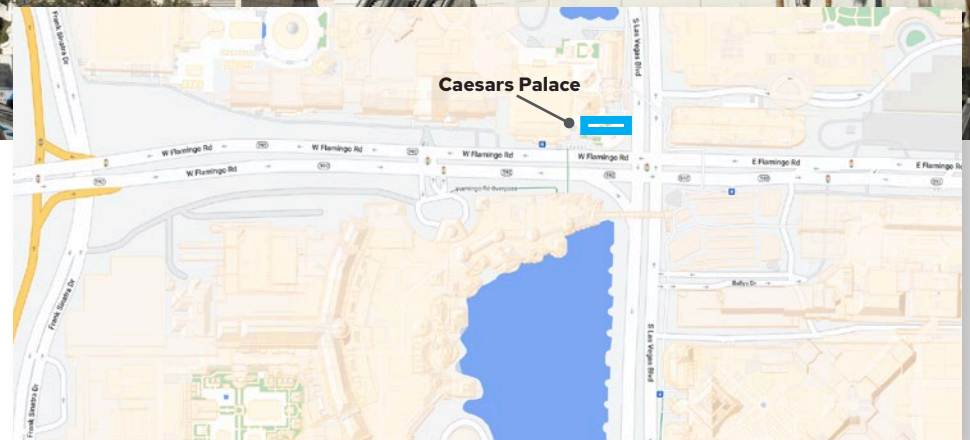




The Horseshoe



BC UNIT ID: Caesars Palace
LOCATION: S Las Vegas Blvd & W Flamingo
GEOGRAPHIC ID: TBD
SIZE: 135' H x 52.5' W
FORMAT: Double Sided Digital plus Digital Medallion
FACING: North & South
LAT: 36.1152528
LONG: -115.1732335

DESTINATION DESCRIPTION

Caesars Palace rises as a dominating digital landmark on the world-famous Las Vegas Strip, capturing the attention of both northbound and southbound traffic. Located at the legendary Caesars Palace, this double-sided digital spectacular delivers over 18,000 square feet of high-impact advertising canvas. Positioned at the heart of one of the most recognized luxury and entertainment destinations in the world, Caesars Palace introduces a new icon to the Strip, uniting an iconic legacy with cutting-edge digital storytelling. Unique to Caesars Palace is the inclusion of a 20-foot in diameter digital medallion that works seamlessly with the advertising content below. **Hours of Operation: 24 Hours/Day**