



BC UNIT ID: The Horseshoe
LOCATION: S. Las Vegas Blvd & E Flamingo Rd
GEOGRAPHIC ID: 50489455, 50489465, 50489475
SIZE: over 17,000 sq. ft.
FORMAT: Digital
FACING: South, NW, East
LAT: 36.1143829
LONG: -115.1725582

[The Horseshoe Spec Sheet](#)



DESTINATION DESCRIPTION

At over 17,000 square feet and 180' tall, The Horseshoe, a three sided full motion digital screen is Branded Cities' newest offering on the most iconic intersection in Las Vegas. Located at Horseshoe Las Vegas (formerly Bally's), across from the iconic Bellagio fountains, The Horseshoe will impress audiences with its ultra-high resolution and unique form factor of three high-impact spectacles.

Hours of Operation: 24 Hours/Day