



# 2021 MEDIA OPPORTUNITIES

*Howard Hughes.*

DOWNTOWN  
SUMMERLIN®

# Downtown Summerlin

## MEDIA SIGNAGE OPPORTUNITIES

### MORE THAN A DOWNTOWN, THE HEART OF A COMMUNITY

Downtown Summerlin® is a 400-acre walkable, mixed-use urban core within the heart of the Summerlin® master-planned community located just east of the 215 Beltway between Sahara Avenue and Charleston Boulevard. The first phase, which opened in 2014, is a 106-acre outdoor retail, dining and entertainment destination.

### THE FUTURE OF THE DOWNTOWN SUMMERLIN AREA

The initial phase consisted of 1.6 million square feet of mixed use and office development on 106 of the approximate 300 developable acres. Downtown Summerlin now boasts two Class-A office towers — ONE and TWO Summerlin. The first residential development, The Constellation, is fully leased with a second luxury apartment complex, Tanager®, currently leasing.

The property is also home to City National Arena, practice facility for the National Hockey League's Vegas Golden Knights, and Las Vegas Ballpark, a 10,000-capacity Triple-A baseball stadium home to the Las Vegas Aviators. These two major sports facilities make the property not only a popular location to shop, dine and be entertained, but also as an emerging sports hub.

Rounding out Downtown Summerlin landmark facilities are Red Rock Casino Resort & Spa, Life Time Athletic and the City National Bank building.



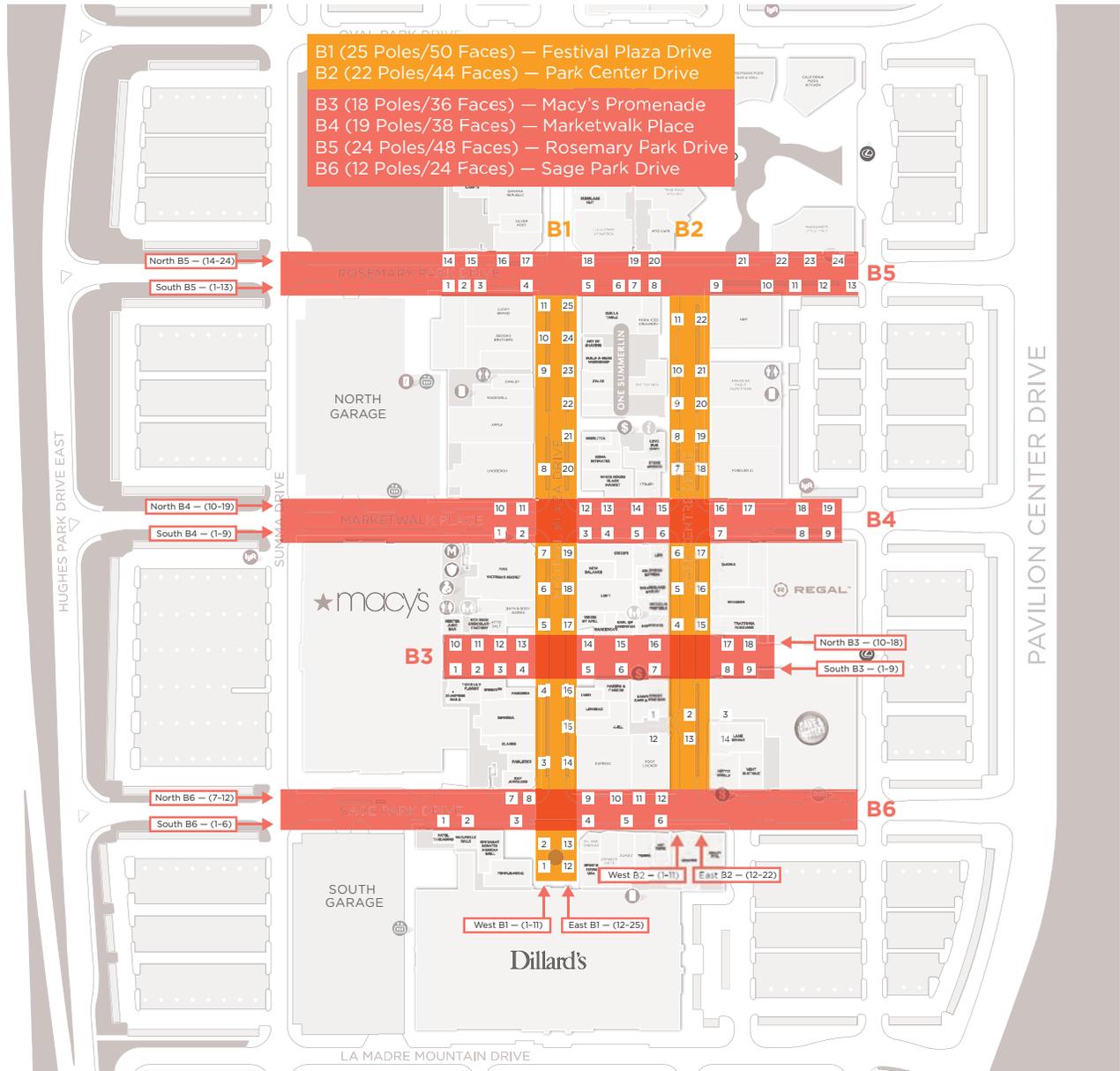
# Downtown Summerlin

## BACKLIT/LED LOCATIONS



# Downtown Summerlin

## POLE BANNER LOCATIONS



# Downtown Summerlin

## LED

NEW 12' x 30' Exterior LED

Located on Festival Plaza Drive, Main Street  
of the Property

High Visibility

Full-Motion Capability

8am-11pm Display Time

1.25 Million Impressions per 4 Weeks

16 :15 spots on a 4-minute total loop



# Downtown Summerlin

## 4' X 6' BACKLIT SPECIFICATIONS

### Size

- 47.67" w x 70.90" h (finished size)
- 45.67" w x 69.90" h (live/safety area)
- 23.835" w x 34.95" h (mechanical 1/4 scale @ 300dpi)

### Acceptable File Formats

- CMYK
- Flattened TIFF
- Flattened PSD (no layered files, please)
- EPS (Fonts must be outlined and images embedded)
- Quark or InDesign (Must include all fonts and links)
- PDF (high resolution)

### File Prep

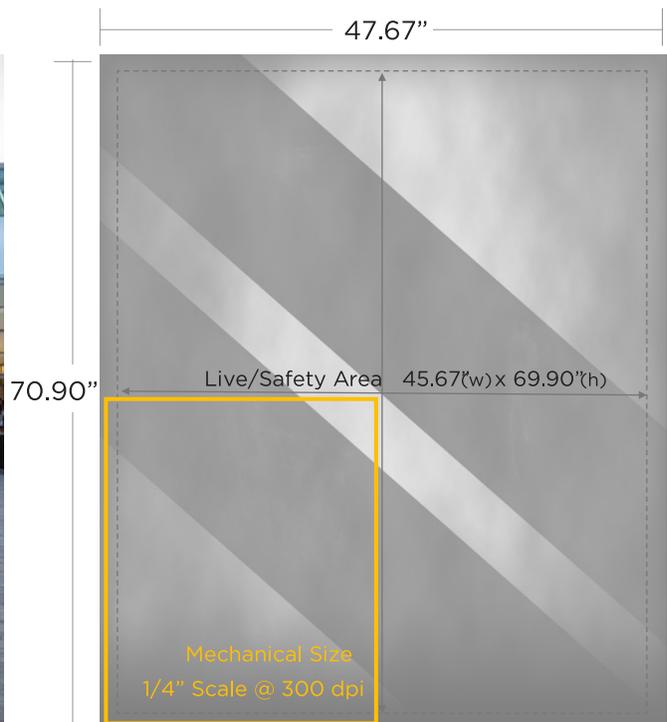
Please collect for output or package all jobs; include bleed when applicable)

### Creative Due Date

Depending on size and scope of project, creative due date can change, but generally, 30 days prior to posting date .

PDF or JPEG of creative must be e-mailed for content approval prior to printing.

Send Files to [Jeanie.Haddox@howardhughes.com](mailto:Jeanie.Haddox@howardhughes.com) and [Angela.Barnett@howardhughes.com](mailto:Angela.Barnett@howardhughes.com)



# Downtown Summerlin

# DIGITAL BACKLIT SPECIFICATIONS

## ATTRACT SCREEN MODE



## INTERACTION MODE



BANANA  
REPUBLIC  
BUTTONS

## DIGITAL FOOTER

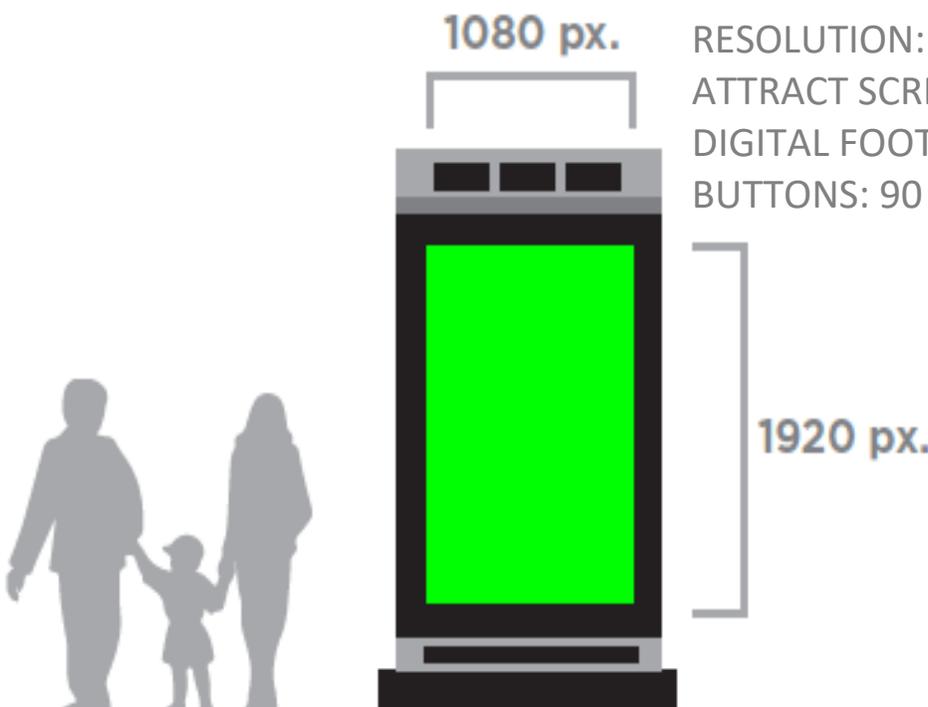
## INTERACTIVE DIRECTORY CONTENT

RESOLUTION:

ATTRACT SCREEN: 1920 px. H X 1080 px. W

DIGITAL FOOTER: 280 px H x 1080 px. W

BUTTONS: 90 px. H x 125 px. W

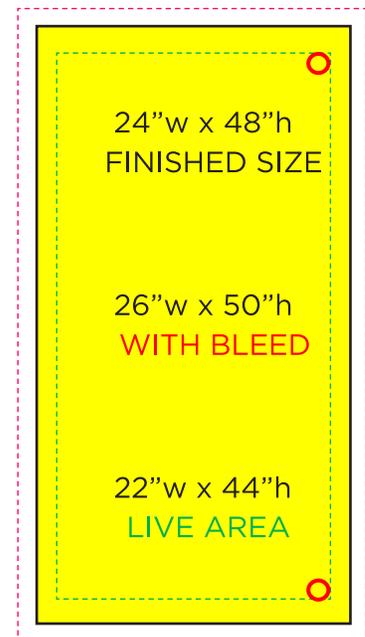


# Downtown Summerlin

# POLE BANNER SPECIFICATIONS

## Specifications

- Size (w x h): 24" x 48"
- Material: 600 DPI, 13oz Smooth Blockout Vinyl, UV-Stable Ink
- Finish: 22oz Smooth Blockout Vinyl
- Top & Bottom: 2" sewn pole pockets top & bottom, standard grommets top & bottom inside corners
- Sides: Weld hem, 1" bleed all around
- Prints: Banner is printed double sided



# Downtown Summerlin

## LED SPECIFICATIONS

### Static Image

- File Format: JPG
- Color Mode: RGB
- Resolution: 72dpi (use high-quality, high-resolution source files)
- File Duration: Static images will be scheduled to hold for 15 seconds

### Animated/Video

- Dimensions: 936px wide x 360px high
- File Format: .mp4 or .mov (h.264 encoded)
- Pixel Aspect Ratio: square pixels
- Frames per Second (fps): 30
- File Duration: 15 seconds

### Artwork Guidelines

- Avoid large areas of white and light grey tones.
- Minimum font size 18 pixels. Optimum font size 36 pixels or greater. Avoid multiple font faces.
- Please provide clear material instructions and file names for all files provided.
- Full-motion graphics or video that utilize the screen to its full capacity are preferred.
- All artwork must be submitted and approved by center management prior to posting.

**Creative files due 3 days prior to start of campaign**

936 pixels wide

360 pixels high





For additional advertising information,  
**PLEASE CONTACT:**

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