

**NEVADA OFF-HIGHWAY VEHICLES PROGRAM**  
**GRANT APPLICATION**  
**Nevada Commission on Off-Highway Vehicles**  
**Nevada Department of Conservation and Natural Resources**

This application has FIVE sections which are all REQUIRED to be filled out in full. To avoid disqualification, all application areas must be concise and complete; certifications must be signed and dated. Applications missing required information will be returned to applicants for correction if identified before submission deadline for resubmittal before the deadline.

**SECTION I - PROJECT AND APPLICANT INFORMATION**

**1. Project Name:** The Nevada Off-Highway Vehicles Program – Marketing & Education Project

**2. Project Timeline:** July 2023 – June 2025

**3. Applicant Name:** MXT Media

Mailing address: 5481 Castle Vista Ct; Las Vegas, NV 89118

Phone: (702) 235-2140

Email: lora@mxtmedia.org

**4. Classification of Applicant:** *(check one)*

☐ Partnership

☐ Non-Profit

☒ For-Profit

☐ Individual

☐ Federal

☐ State

☐ County

☐ Local

☐ Municipal

☒ Other (specify): Woman Owned Small Business

*If legal entity, must include proof of good standing in the entity's state of incorporation is required.*

*[\(NAC 490.1345\)](#)*

*Lora Hendrickson*

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Applicant Signature  
(Chairperson/President/Authorized Official)

June 7, 2023

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Date

**5. Project Manager:** Lora Hendrickson

Mailing address: 5481 Castle Vista Ct; Las Vegas, NV 89118

Phone: 702 235-2140

Email: lora@mxtmedia.org

**Alternate Contact:** n/a

Mailing address: Click or tap here to enter text.

Phone: Click or tap here to enter text.

Email: Click or tap here to enter text.

**6. Classification of Land Control: (check all that apply)**

☐ Federally Managed Public Land (see **Note\*** below)

☐ County

☐ City

☐ Private Land Click or tap here to enter text.

☐ Lease: Attach copy of lease with expiration date.

☐ R&PP: Attach copy of lease with expiration date.

☐ Other (specify): Not Applicable

***\*NOTE:** If the proposed project is to be carried out on public land, attach any applicable written agreement with any government entity having jurisdiction over that land, including permits, leases, easements, and rights-of-way. ([NAC 490.135](#))*

**7. Landowner / Public Lands Manager** Not Applicable.

Mailing address: Click or tap here to enter text.

Phone: Click or tap here to enter text.

Email: Click or tap here to enter text.

**8. The Landowner (Public Lands Manager) Must provide a letter that includes:**

a) For Public Lands - A letter of support for impacting the land from the governmental entity having jurisdiction. ([NAC 490.135](#))

b) For Private Land – Documented Interest in the land - *Proof of ownership, lease, rental, easement, right-of-way, written agreement or other legal instrument, scope inclusive to document ability to complete the proposed project; and to operate and maintain the proposed project for a period of not less than 25 years after its completion or for the normal life of the project, whichever is longer.*

**9. Project Costs:**

**List grant request and matching funds directly related to the project:**

State OHV Grant Request: \$200,445.60

Matching Funds: \$5,000

Total Project Amount: \$205,445.60

**10. What are the sources or Partners for your leveraged (matching) funds?**

- ☐ Federal
- ☐ Private
- ☐ In-kind
- ☐ City
- ☒ County
- ☐ Other: Describe additional funding source(s) [Click or tap here to enter text.](#)

**11. Contemporary letters of support are required (attach to grant proposal):**

- a) Provide documentation from **Project Partners**, if not included elsewhere in this application, agreeing to provide matching funds or effort.
- b) TWO Letters of support from Non-profit organizations.

**12. Project Type: check all that apply: [\(NRS 490.069 Sec.2c\)](#)**

- ☐ Studies or planning for trails and facilities for use by owners and operators of off-highway vehicles.
- ☒ Mapping and signing of trails and facilities.
- ☐ Acquisition of land for trails and facilities.
- ☐ Reconstruction, enhancement or maintenance of existing trails and facilities.
- ☐ Construction of new trails and facilities.
- ☒ Restoration of areas that have been damaged by the use of off-highway vehicles.
- ☐ The construction of trail features and features ancillary to a trail.
- ☒ Safety training and education related to the use of off highway vehicles and registration.
- ☐ Efforts to improve compliance with and enforcement of the requirements relating to off-highway vehicles. ([OHV Enforcement Statistics Form](#) & [NRS 490 Memo](#))

**13. TRAIL or FACILITY USERS:**

Describe how this project impacts other trail users, communities, or others in outdoor recreation, include conflict mitigation strategy if necessary

Working in collaboration with the Great Basin Institute who is responsible for the GIS mapping, MXT Media maintains the OHV.NV.GOV website which provides users with “Know Before You

Go” knowledge of the OHV trail maps in the State of Nevada. The trailmaps may be downloaded in different digital formats or printed as PDFs.

#### **14. SCOPE of WORK:**

- a) Provide description of project, with quantitative goals including applicable components e.g., studies, planning, mapping, trail & facility description, course or service provided, equipment maintenance, storage. storage studies, if applicable

MXT Media is the only entity responsible for the State of Nevada’s Off-Highway Vehicle Program Marketing & Advertising Campaigns (OHV.NV.GOV Website, Digital & Print Advertising, Social Media, Radio, Billboard, TV) Promoting Off-Highway Vehicle Registration and Safety Awareness across the State of Nevada

- Oversees Website Development, Upgrades, & Maintenance for State Website (ohv.nv.gov)
- Schedules and Coordinates Events; Facilitates Public Outreach at Clark County Fair & Other Events
- Work with USFS, BLM, NPS, DCNR, DMV, NDOW, Nevada State Parks, Clark County & Police and Sheriff Departments regularly and as-needed
- Create Educational Materials – Brochures, Rack Cards, Flyers
- Advertising & Media Buys – Radio Ads, Digital Campaigns, Billboard Campaigns, Social Media
- Present Annually to State of Nevada Commission on Off-Highway Vehicles

- b) What is the timeline for completing this project within 24 months of an award. ([NAC 490.1375](#)):

Please see attached pages in the appendix for more details and examples of Statement of Work.

#### **15. STANDARDS/GUIDELINES - that will be applied to your project:**

- a) How does your project conform to *Local, County, State or Federal* guidelines, plans, processes, or zoning?

MXT Media works with the State of Nevada - Department of Conservation & Natural Resources Public Information Officers and The Nevada Off-Highway Vehicles Program – State Administrator to make sure that we are operating within the State’s guidelines for the NVOHV’s marketing and education activities including scheduling photoshoots and filming in authorized areas, obtaining permits and prior authorization to filming, media assets are approved by land managers or other governing bodies prior to going live with an ad campaign.



**16. Has the applicant received funding from the OHV Program in the past?**

☐ No

☒ Yes, if yes, complete the questions below:

Number of Projects Funded:3

Amount of Funding Received: \$377,500 from NVOHV Program

Number of Projects Completed:2

- Managing \$140,000 Grant with State of Nevada Department of Conservation and Natural Resources Off-Highway Vehicle Program (2022-2023)
- Managed \$130,000 Grant with State of Nevada Department of Conservation and Natural Resources Off-Highway Vehicle Program (2020-2021)
- Managed \$107,500 Grant with State of Nevada - Department of Conservation and Natural Resources Off Highway Vehicle Program (2018-2019)
- \$400,000 from Clark County, Nevada
- Managed \$50,000 Contract with Clark County, Nevada – Desert Conservation Program (2018 - 2019) – Tortoise Awareness & Invasive Species Marketing to Off-Highway Vehicle Enthusiasts
- Managed \$350,000 Contract with Clark County, Nevada – Desert Conservation Program (2016 - 2019) – Off-Highway Vehicle Registration Marketing

## **SECTION II – LOCATION, MAPS, PHOTOS**

### **Project Location:**

County: Statewide & Clark County, Nevada

Nearest Municipality/Town/City: Click or tap here to enter text.

Center of project: Latitude & Longitude: Click or tap here to enter text.

Include Electronic Files: (.KMZ/.KML .GPX or SHP)

### **Required Maps:**

For all maps, include a legend, north arrow, scale, and map name. Topographic maps preferred and maps larger than 11”x17” will not be accepted. You may include *additional* aerial/google maps.

1. General location map (showing project area within the state or county)
2. Detail map indicating specific project elements (e.g., structures, trail alignment)

### **Attach the following photographs:**

At least two (2) overviews of the project area from different angles and distances.

**NOTE:** Good photographs at trail level and google aerials help the scoring committee to understand the location, depth and breadth of your project.

### **SECTION III – FEDERAL LANDS OR OTHER**

#### **Federal Environmental Compliance:**

**A. If Federal funds or Land are a part of the project and NEPA was completed**, indicate which document was produced, and **attach the decision document to this application**:

- ☐ Record of Decision (ROD)
- ☐ Finding of No Significant Impact (FONSI)
- ☐ Categorical Exclusion (CX)
- ☐ SHPO 106 compliance/concurrence letter
- ☐ Other compliance documents already completed. (do not attach the EA or EIS)
- ☒ Not applicable

### **SECTION IV - BUDGET**

**Proposed Budget:** Provide your budget details to include, at a minimum, the items in the following table. You may create your own spreadsheet and attach to the application.

Your budget must align clearly with your scope of work from Section 1, #14. Be specific, as your application will rate higher.

Reminder: Include all sources of funds for the completion of the project including federal, in-kind, private/city/county and state funds.

**Attach copies of estimates to support your budget and identify what each contract will include.**

#### **EXAMPLE BUDGET**

Item Description	OHV Grant Request	Matching Funds / Contributor	Total Cost
Contracts: Environmental studies			
Contracts: design, engineering & construction			
Direct labor costs: Salaries, including fringe, actual costs			

<b>Volunteer or donated labor/in-kind</b>  <b># Hrs. skilled labor @\$27.20/hr.</b> <b>Note: Not required but is important for scoring higher</b>			
<b>Purchase or rental of equipment - Specify type of equipment – cost- # of days. <i>Attach estimate or quote.</i></b>			
<b>Materials – Purchase or rental of materials for project</b>			
<b>Travel Costs, Hotel Nights, Per-diem</b>			
<b>Vehicle gas and maintenance standard is now at .655 per mile. Estimate miles.</b>			
<b>Other: (Specify)</b>			
<b>Totals</b>			
<b>Percentages</b>			<b>100%</b>

## **SECTION V – PRIORITIES AND SCORING NARRATIVE**

Grants will be scored based on answers to the Ten (10) criteria listed below. Each criteria carries a weight determined by the OHV Commission and voted upon during the public meeting for this application. See grant scoring sheet , with Grant announcement for weights.

- 1. Planning, Environmental Studies, Conservation:** *Describe how the environmental studies, conservation and/or planning will mitigate resources impacted by OHV recreation. How will your project contribute to the conservation of our natural resources, while enhancing OHV opportunities?* ([NRS 490.069 2.\(c\).1,6,7](#))

Continuing to host Off-Highway Vehicle Registration Events & Working with OHV Organizations (Dealerships) & Conducting Public Outreach and Marketing Initiatives increase Off-Highway Vehicle Registrations and Safety Awareness. Registration equals money to fund OHV projects and OHV Grant Recipient Videos create awareness and educate users on conservation.

- 2. Trail mapping and signing of existing trails and facilities:** *If a mapping component is included in the grant, describe how it will be integrated with the current web mapping application found on OHV.NV.GOV* ([NRS 490.069 2.\(c\).2](#))

MXT Media will continue to manage OHV.NV.GOV including trail maps page and work with the Great Basin Institute as needed.

- 3. Demand for New Facilities:** *Provide justification for NEW facility/program development: restrooms, trails, signs, and other amenities.* ([NRS 490.069 2.\(c\) 3,4](#))

MXT Media will create a survey on the OHV website (OHV.NV.GOV) & social media. Respondents will be asked for suggestions of new facilities and other OHV related projects. The OHV Commission can use the survey to gauge future endeavors & NVORA and other organizations can use the survey results for project planning.

- 4. Enhancement or Maintenance of existing trails and facilities:** *How will maintenance needs be prioritized and how often will your project hold a maintenance/ trails enhancement event? HOW will your project be maintained and WHO has committed to the ongoing maintenance of the facility or trail (note: a minimum of 2 maintenance/ trail events are required per year).* ([NRS 490.069 2.\(c\) 3,4,5,6](#))

Not Applicable.

- 5. Connectivity/Loops:** *How will the project impact connectivity of OHV trails, facilities, and local communities? Include maps of areas impacted by your project and describe those impacts.* ([NRS 490.069 2.\(c\) 2,5,6](#))

MXT Media works with the Great Basin Institute to keep the trails maps up to date on the State website (OHV.NV.GOV).

6. **Access:** *Describe how your project improves OHV access in the project area. Explain what access/opportunities would be lost or restricted if the project does not occur. ([NRS 490.069 2.\(c\) 6,7](#))*

Survey results facilitate discussions enhancing community OHV resources.

7. **Training:** *Describe the goals and objectives of your public safety training program. Is it a nationally recognized certification? What sets your safety training program apart from the others? ([NRS 490.069, 8](#))*

MXT Media will continue the Off-Road Smart campaign to create videos of Off-Highway Vehicle enthusiasts in Nevada who communicate in their own words how they Off-Road Smart. MXT Media collaborates with Police Department(s) and other Organizations to Create Safety Videos as needed. MXT Media does public outreach at local dealerships and popular off-road destinations like the Pioneer Saloon and answers in person questions from Nevada Off-Highway Vehicle Enthusiasts on where to ride, where to report disturbances, how to register OHVs, which OHVs need to be registered, type of OHV Registration paperwork, where are trail maps, etc. MXT Media creates brochures of statewide key regulations and “know before you go” information for public dissemination.

8. **Law Enforcement Strategy that addresses registration enforcement, including Public Education & Outreach aimed at increasing renewals and new registrations:** *How will your project increase the number of OHV registrations on the district. How will the equipment and time be used to increase OHV safety and awareness? Reference the Law Enforcement Statistics reporting form. ([NRS 490.069 2.\(c\) 8, 9](#))*

Hosting Off-Highway Vehicle Registration Events & Working with OHV Organizations (Dealerships) & Marketing Initiatives increase Off-Highway Vehicle Registrations. MXT Media also works with police organizations to train how best to conduct OHV Registration events, how to complete OHV Registration paperwork.

9. **Partnering and Leverage:** *Who else is involved in this project? Describe outreach with stakeholders, partners and local governments, that you have communicated with in planning this project. ([490.068, 3 \(a\) 2,3](#))*

MXT Media works with a variety of public entities including DCNR, DMV, NDOW, USFS, BLM, NPS, Clark County & Police and Sheriff Departments statewide regularly and as-needed. MXT Media works with NVOHV grant recipients on a reoccurring basis to film OHV grant projects. Including is a support letter from the Las Vegas Metro Police Department with whom we have collaborated in the past.

10. **Economic Integration:** *How will this project improve OHV recreation opportunities that help local, regional, or state economies grow? ([NRS 490.069 2.\(c\) 7, 5](#))*

The OHV marketing strategy of assisting local Police Departments & Sheriff Departments throughout the State & Government Agencies (State & Federal) with identifying their needs and then creating them (advertisements, videos, etc.) will help the entities closest to OHV users be successful. When we assist with marketing efforts on a local level mirror the branding of the State OHV Program, we support and grow the economies on

a local, regional, and state level. Where to ride brings in riders to local communities and access to tourism dollars.

Item	OHV Marketing 2-Year Budget Proposal		2023	2024	2025	Total
1	MXT Media	Project Management	\$ 5,000.00	\$ 15,000.00	\$ 5,000.00	\$ 25,000.00
2		Public Outreach	\$ 5,000.00	\$ 15,000.00	\$ 5,000.00	\$ 25,000.00
3		Video Production	\$ -	\$ 10,000.00	\$ 5,000.00	\$ 15,000.00
4	Once Interactive	Web Development & Maintenance	\$ 3,000.00	\$ 6,000.00	\$ 6,000.00	\$ 15,000.00
5	Krevich Consulting	Graphic Design	\$ 1,900.00	\$ 5,225.00	\$ 2,850.00	\$ 9,975.00
6a	NDOW Hunting Magazines	Print Media	\$ -	\$ 5,235.30	\$ 5,235.30	\$ 10,470.60
6b	Lamar Media	Billboards	\$ 5,000.00	\$ 10,000.00	\$ 5,000.00	\$ 20,000.00
6c	Beasley Media Group	Digital Media Marketing	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00
6d	Misc.	Radio Ads	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00
6e	Facebook/Instagram/YouTube	Social Media Ads	\$ 1,500.00	\$ 2,500.00	\$ 2,500.00	\$ 6,500.00
6f	Vertical Scope	Digital Advertising - OHV Magazines	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00
7	Materials	Brochures, Rack Cards, Stickers	\$ 1,500.00	\$ 3,000.00	\$ 1,500.00	\$ 6,000.00
8						
9	Travel		\$ 1,250.00	\$ 2,500.00	\$ 1,250.00	\$ 5,000.00
10	Rural Advertising	Media Buys	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 22,500.00
Sub-Total			\$ 31,650.00	\$ 101,960.30	\$ 66,835.30	\$ 200,445.60
A	Clark County, NV - DCP Matching Funds	MXT Media - Public Outreach	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00
Total			\$ 36,650.00	\$ 101,960.30	\$ 66,835.30	\$ 205,445.60

## MXT Media Grant Application- Appendix & Project Summary

2023-2024-2025 State of Nevada Off-Highway Vehicles Program

### 1. Project Management - Set Goals & Initiatives with Department of Conservation & Natural Resources Staff & Off-Highway Vehicle Commissioners, Contract Management, Planning, Execution, Coordination, Monitoring & Measuring Results

**MXT Media - \$5,000 - 2023; \$15,000 - 2024; \$5,000 - 2025**

- a. MXT Media will support and direct the team by identifying The Nevada Off-Highway Vehicles Program public outreach and education program objectives; defining project scope, goals and deliverables; creating schedules and project timelines; tracking deliverables; monitoring and reporting on the progress of various projects; reporting to key stakeholders on outcomes as well as challenges and solutions; evaluating and assessing results.
- b. Participate in Conference Calls, Meetings on an ongoing and as needed basis
- c. Monitor OHV.NV.GOV Website Activity and Make Recommendations and Updates as Needed
- d. Post Social Media Content from Social Media Library
- e. Research Market Trends & Make Suggestions to DCNR Staff & OHV State Commissioners
- f. Ad Hoc Assignments - For example, License Plate Design





## **MXT Media Grant Application- Appendix & Project Summary**

2023-2024-2025 State of Nevada Off-Highway Vehicles Program

### **2. Public Outreach Events - Schedule, Coordinate & Exhibit the Nevada Off-Highway Vehicles Program to the Public**

**MXT Media - \$5,000 - 2023; \$15,000 - 2024; \$5,000 - 2025**

- a. Off-Highway Vehicle Registration Events
  - i. 4 Registration Events in Las Vegas Nevada
  - ii. 4 Registration Events in Northern Nevada
  - iii. 4 Registration Events in Rural Nevada
- b. Off-Road Dealerships Across the State
- c. Popular Off-Road Destinations (For example, Pioneer Saloon in Jean, Nevada)
- d. Trailheads (For example, Logandale Trails)
- e. County Fairs (For example, Clark County Fair)
- f. Tradeshows (Mint 400, Best in the Desert Series, etc)



Nevada Off-Highway Vehicles Program - Ride Now Dealership Desert Rose Show  
Las Vegas, Nevada



Public Outreach at the Pioneer Saloon  
Goodsprings, Nevada

**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program



Off-Highway Vehicle Registration Event - RideNow Dealership  
Las Vegas, Nevada



Clark County Fair  
Logandale, Nevada

**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program

**3. Video Production - Create Additional Video Content for the OHV.NV.GOV Website & Social Media Channels**

**MXT Media - \$10,000 - 2024; \$5,000 - 2025**

- a. Off-Road Smart Videos** - Peer-to-Peer Messaging - Videos about Real Nevadans that are Registered & Off-Road Smart! <https://ohv.nv.gov/off-road-smart>
- i. Safety Tips from Fellow Off-Road Enthusiasts
  - ii. Videos Highlight Registered OHV Enthusiasts
    - 1. Vehicles - Dirt Bike, ATV, Side-by-Side, Snowmobile
    - 2. User Types - Individuals, Couples, Families, and Groups
  - iii. Create Shareable Content for Social Media

**Off-Road Smart**

Learn about Nevadans with Off-Highway Vehicles registered to Nevada who "Off-Road Smart!"



- b. Off-Highway Vehicle Grant Videos** - Grantees tell the story about their project in their own words  
<https://ohv.nv.gov/grant-recipients>



## MXT Media Grant Application- Appendix & Project Summary

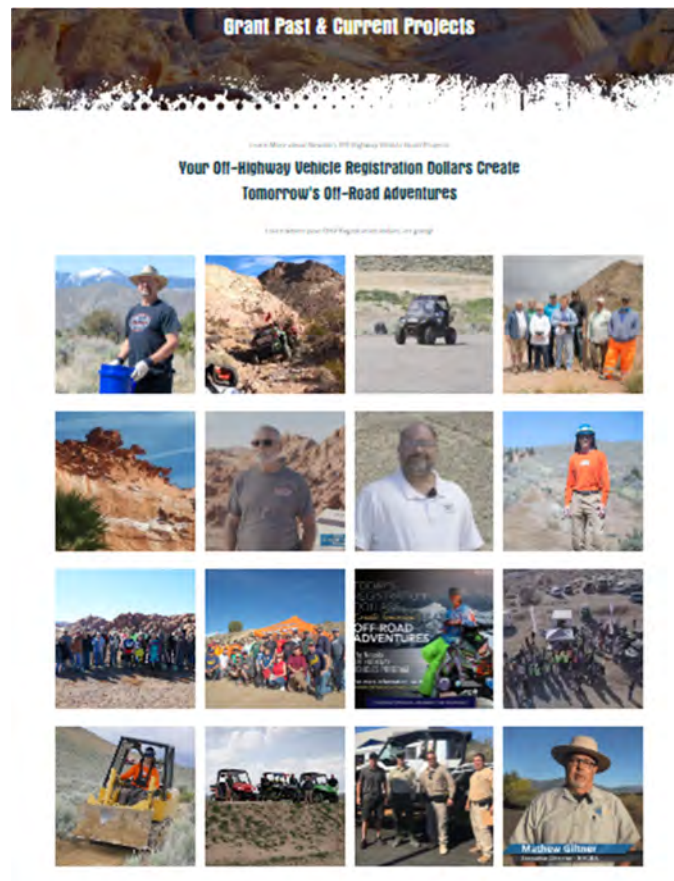
### 2023-2024-2025 State of Nevada Off-Highway Vehicles Program

#### i. Grantees tell the Stories about their Projects



*Nevadans for Cultural Preservation - Rayette Martin*

- ii. Videos Reinforce Messaging that Off-Highway Vehicle Registration Dollars are Flowing Back Into the Community by way of Grant Projects
- iii. Create Shareable Content for Social Media



## **MXT Media Grant Application- Appendix & Project Summary**

2023-2024-2025 State of Nevada Off-Highway Vehicles Program

### **4. The Nevada Off-Highway Vehicles Program Website (OHV.NV.GOV)**

**Subconsultant - Once Interactive (\$500/Month | \$6,000/Year)**

MXT Media oversees and works collaboratively with the Subconsultant, Once Interactive, to maintain and update the State of Nevada Off-Highway Vehicles Program website (<https://ohv.nv.gov/>) which is the primary source and resource to communicate with off-road enthusiasts throughout the State of Nevada which includes information on Off-Highway Vehicle Registration & Obtaining Titles, Trails Maps, Associations, Off-Road Smart Tips from Real Nevadans, Grant Information and the Commission pages.

MXT Media collaborates with the [State of Nevada - Department of Conservation and Natural Resources](#) on a daily, weekly and monthly basis to ensure that the information on the website is accessible and communication initiatives are being met. MXT Media works closely with the [State of Nevada - Department of Motor Vehicles](#) to keep information on the Off-Highway Vehicles Website Registration Page accurate and up to date with State of Nevada laws. MXT Media collaborates with the [Great Basin Institute](#) regarding the Off-Highway Vehicles Website Trail Maps Pages (<https://ohv.nv.gov/trails>) & "Get the Dirt" Pages.

MXT Media updated the current version of the Off-Highway Vehicle Website (2020-2021 Grant Cycle) as follows:

- a. **High-Energy Graphics** - The look and feel of the website is designed to visually appeal to the energetic nature of an off-road enthusiast and include intuitive elements with a more responsive menu and layout.
- b. **Mobile Design (Mobile, Tablet)** - The Mobile Design is much more User Friendly and Responsive than the previous version.
- c. **Security Enhancements** - Upgraded to the latest version of Expression Engine EE6 (Per Department of Conservation and Natural Resources IT Standards)

This new version brought stability, security, and functionality improvements to the Content Management System. This new version will stay up to date with the new versions of PHP and MySQL for five years and support them as it does not introduce any breaking changes.

- d. **PHP Version was also updated** - from 5.4 > 8.0.X

# MXT Media Grant Application- Appendix & Project Summary

## 2023-2024-2025 State of Nevada Off-Highway Vehicles Program

### Original State of Nevada Off-Highway Vehicle Program Website Version 1.0

(Not Designed by MXT Media)



#### Nevada Off-Highway Vehicle Program

The Nevada OHV program promotes safe and responsible use of Nevada's outstanding opportunities for off-road recreation. The program provides grants to fund OHV related projects throughout the state including trail improvements, mapping, education, safety and other projects. See About Us for Commission members.

#### OHV Registration Program

To register your OHV click on the **REGISTRATION TAB** on the header.

Nevada's program to register and title off-highway vehicles (OHVs) went into effect July 1, 2012. Nearly all OHVs greater than 70cc, and 1976 or newer, must be registered and display a registration decal to be operated legally in the Silver State.

The cost for an annual registration is \$21. Applications are accepted and decals are issued by mail only. See Registration and Frequently Asked Questions for complete details.

You may also call us during normal business hours:

- (775) 684-4381 in Carson City/Reno/Sparks
- (702) 486-4368 option 8 in the Las Vegas area.
- (877) 368-7828 option 8 in rural Nevada.

Additionally, OHV dealers must be specifically licensed to sell off-highway vehicles.

#### Why Register?

Your registration fees benefit the OHV community and Nevada as a whole in many ways:

- Improve trails and facilities
- Protect the land through education and enforcement
- Protect your vehicles against theft
- Keep Nevada dollars in Nevada
- Encourage tourism
- Registration is now the law in all western states.



OHV Decal

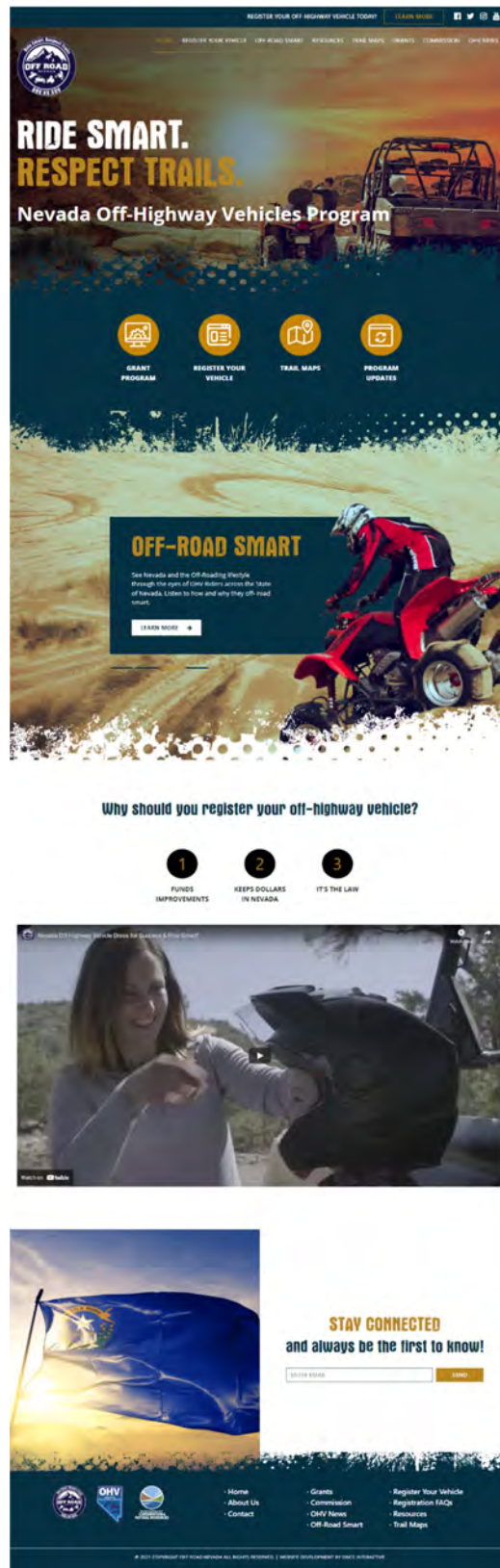


Large ATV Decal

# MXT Media Grant Application- Appendix & Project Summary

2023-2024-2025 State of Nevada Off-Highway Vehicles Program

## State of Nevada Off-Highway Vehicles Program - Website Version 3.0 (Current Version)





**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program

**5. Graphic Design - Creating Print & Digital Visual Graphics Consistent with The Nevada Off-Highway Vehicles Branding & Communications Objectives**

Subconsultant - Krevich Consulting - \$1,900 - 2023; \$5,225 - 2024; \$2,612.50 - 2025

- a. Print Materials - NDOW Ads, Billboards, Rack Cards, Brochures

TODAY'S  
REGISTRATION  
DOLLARS

*Create Tomorrow's*

**OFF-ROAD  
ADVENTURES**

**The Nevada Off-Highway Vehicles Program**

For more information, visit:  
**OHV.NV.GOV**

OFF-HIGHWAY VEHICLES PROGRAM  
BUREAU OF LAND MANAGEMENT  
OHV

**PROJECT SPOTLIGHT**

**VEGAS VALLEY FOUR WHEELERS  
TRAILER & LOGANDALE TRAILS  
SYSTEM STEWARDSHIP**

**RECIPIENT:** Vegas Valley Four Wheelers

**GRANT PURPOSE:** Funded by the Nevada Off-Highway Vehicles Program, the Vegas Valley Four Wheelers received a grant to work cooperatively with the BLM Las Vegas Field office to host stewardship, annual projects, and maintenance of the Logandale Trails System. The Vegas Valley Four Wheelers will also assist BLM with sign maintenance, and travel management inventory as planning efforts are underway.

**YEAR FUNDED:** 2022

**GRANT AMOUNT:** \$39,614

**VEGAS VALLEY  
FOUR WHEELERS**

This project is funded by a grant from The Nevada Off-Highway Vehicles Program



**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program

**REGISTER YOUR OFF-HIGHWAY VEHICLE**  
ATV, LARGE ATV, DIRT BIKE, SIDE-BY-SIDE, DUNE BUGGY

**Winter 2023 Off-Highway Vehicle  
VIN Inspection & Registration Event**

**SATURDAY, JAN 21, 2023 | 10AM - 12PM**

**RIDENOW** POWERSPORTS **RIDENOW BOULDER**  
6350 BOULDER HWY, LAS VEGAS

OHV VIN INSPECTIONS BY LAW ENFORCEMENT & OHV REGISTRATION EVENT  
FOR MORE INFORMATION: [OHV.NV.GOV](https://ohv.nv.gov)

<b>WHY REGISTER?</b> Funding for the Commission's Off-Highway Vehicle Count Program relies on revenues generated by the Nevada Off-Highway Vehicles Program. Your registration fees benefit the Off-Highway Vehicle community and the state.	<b>SPONSORED BY</b> 	<b>WHAT TO BRING</b> <ul style="list-style-type: none"><li>➤ YOUR OHV</li><li>➤ YOUR OHV'S PAPERWORK</li><li>➤ YOUR OHV'S TITLE</li><li>➤ YOUR ID</li></ul>
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b. Online Materials - Social Media Ads, Digital Ads, Website Graphics

**RIDENOW** POWERSPORTS

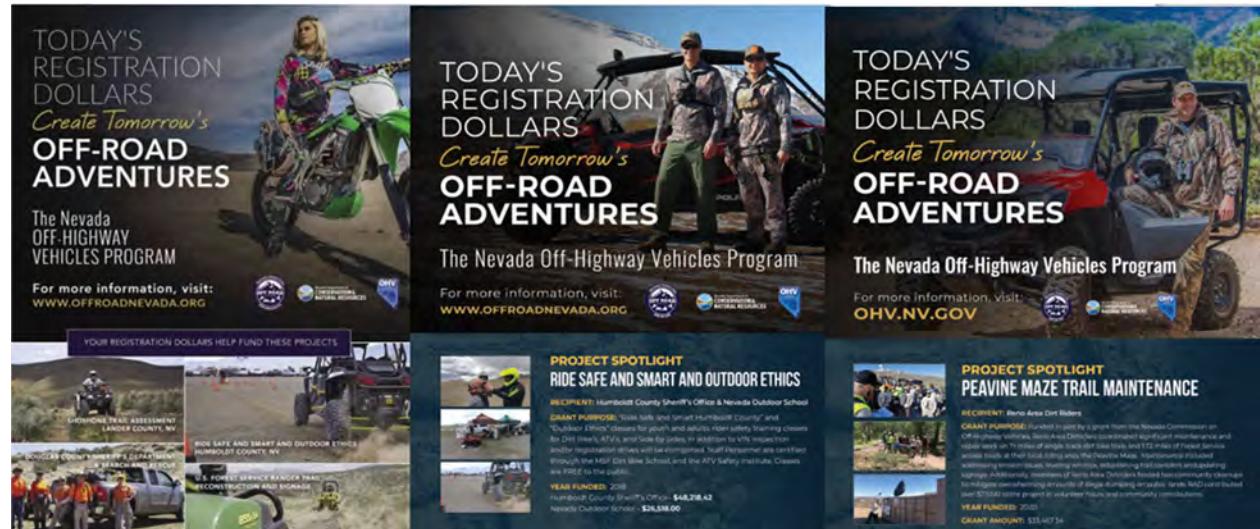
**OFF-HIGHWAY VEHICLE REGISTRATION EVENT**  
**SATURDAY, JANUARY 21, 2023 • 10AM-12PM**  
RIDENOW BOULDER | 6350 BOULDER HWY | LAS VEGAS

## 2023-2024-2025 State of Nevada Off-Highway Vehicles Program

a. **Nevada Department of Wildlife Ads**

Nevada Big Game Application - 80,000 Circulation - \$2,600/Year

Nevada Big Game Hunting Guide - 60,000 Circulation - \$2,600/Year



## MXT Media Grant Application- Appendix & Project Summary

2023-2024-2025 State of Nevada Off-Highway Vehicles Program

### b. Billboards

Lamar - \$5,000 - 2023; \$10,000 - 2024; \$5,000 - 2025

Evaluate Billboard location for maximum exposure & rotate seasonally by Nevada's geographic region, proposing Statewide digital Billboard Campaign



Statewide Billboard Campaign includes - Reno Metro Area & Las Vegas Metro Area



## MXT Media Grant Application- Appendix & Project Summary

2023-2024-2025 State of Nevada Off-Highway Vehicles Program

### c. Digital Media (Beasley Media Group) - \$10,000 - 2024; \$10,000 - 2025



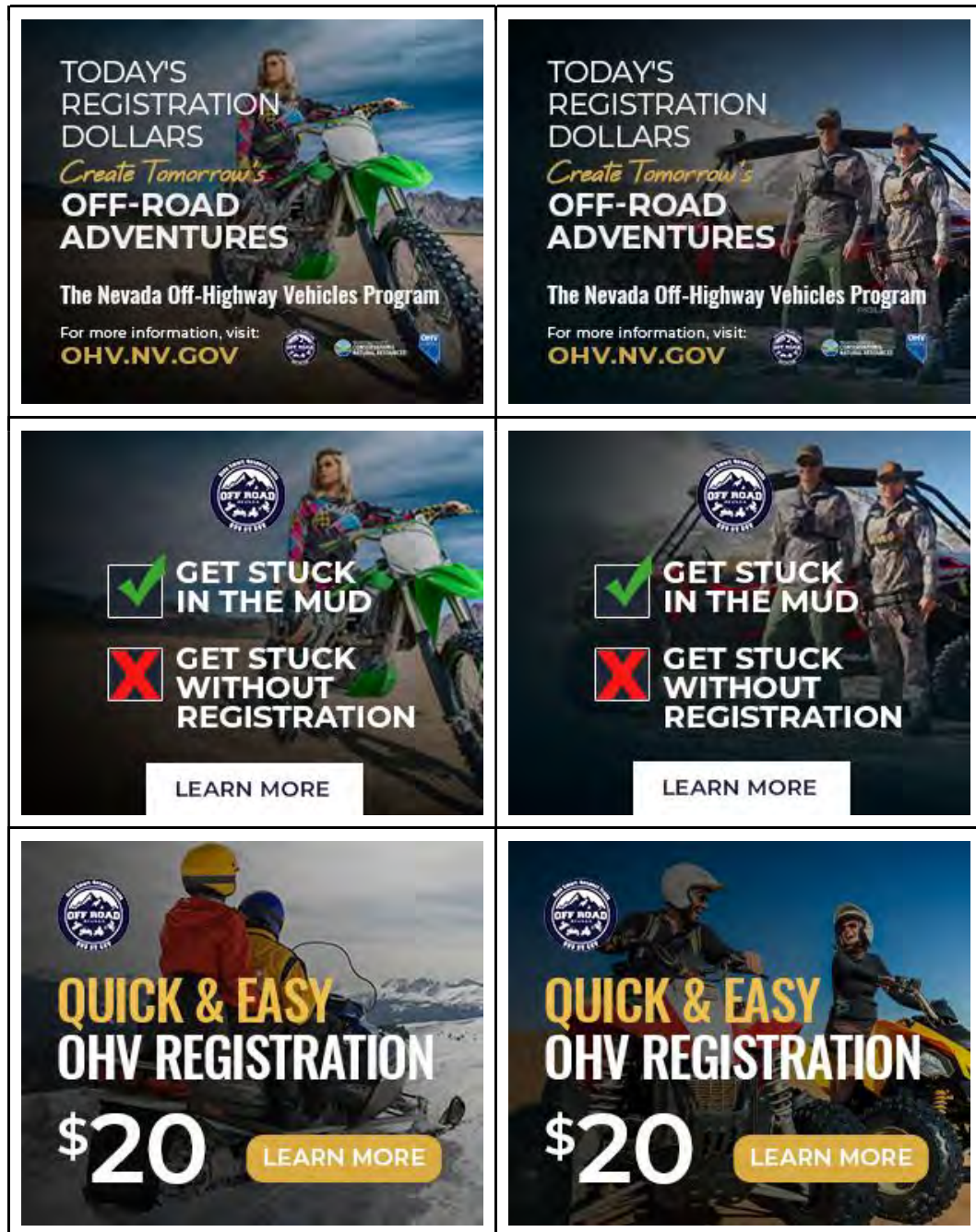
MXT Media collaborated with Beasley Media Group to create a multi-media advertising campaign which included Streaming Audio, Video & Visual Graphics. Individuals were targeted on their desktop and mobile devices if a user expressed interest in off-road related topics. The campaign then retargeted users by redelivering the message and encouraging a user 'click' on a button to 'learn more' and would be redirected to the State of Nevada Off-Highway Vehicles Website Registration Page where they could download a Registration form.

The **key performance indicators** were the number of Off-Highway Vehicle Registration Form downloads which totaled **1,185 total form downloads** and generated an estimated **\$23,700 worth of revenue** in 2021. In 2022, the number of Off-Highway Vehicle Registration Form downloads which totaled **725 total form downloads** and generated an estimated **\$14,500 worth of revenue**

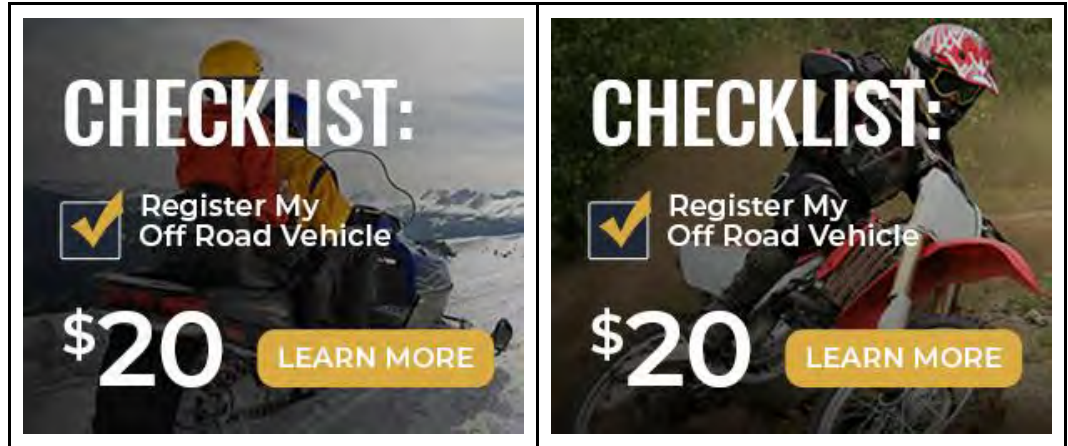
OHV Registration Form	2021			2022		
Purchase Before 2012	120	\$ 20.00	\$ 2,400.00	83	\$ 20.00	\$ 1,660.00
Dealer	129	\$ 20.00	\$ 2,580.00	98	\$ 20.00	\$ 1,960.00
Out of State	229	\$ 20.00	\$ 4,580.00	97	\$ 20.00	\$ 1,940.00
Private Party	689	\$ 20.00	\$13,780.00	437	\$ 20.00	\$ 8,740.00
Homemade OHV	18	\$ 20.00	\$ 360.00	10	\$ 20.00	\$ 200.00
Totals	1,185		\$23,700.00	725		\$ 14,500.00

**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program

**Visual Graphics Created for Digital Media Campaign**



**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program



## MXT Media Grant Application- Appendix & Project Summary

### 2023-2024-2025 State of Nevada Off-Highway Vehicles Program

#### d. Radio Ads

**Statewide Radio Advertisers - \$5,000 - 2024; \$5,000 - 2025**

Radio is an effective advertising medium that allows the delivery of messages and communications to Off-Road enthusiasts. Past campaigns have focused on Registration, Registration events, Safety and Trail Maps.

#### e. Social Media Advertising - Facebook, Instagram, YouTube

**Facebook, Instagram, YouTube - \$1,500 - 2023; \$2,500 - 2024; \$2,500 - 2025**

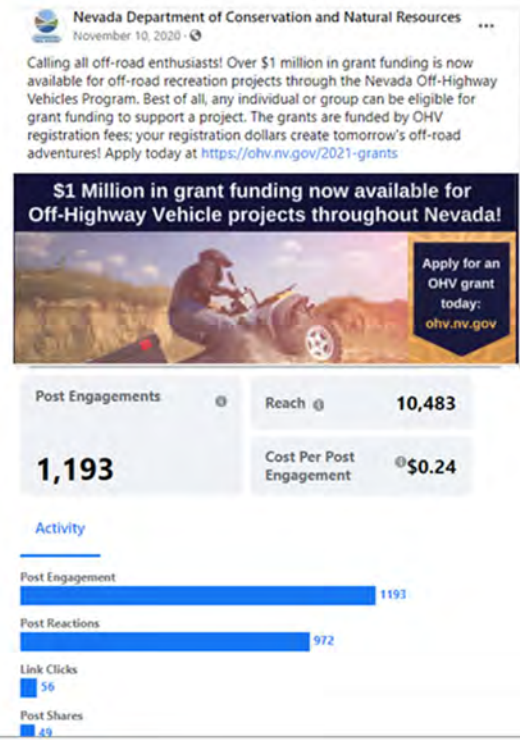
##### i. Publishing & Boosting Posts from the Content Library

ORN Social Media Post Library				
TYPE	TOPIC	POST COPY/TEXT	LINK	GRAPHIC?
Video Link	Dawn Fisher	Meet Southern Nevada Off-Road Enthusiasts, Dawn Fisher from Jean, Nevada	<a href="#">LINK</a>	Video preview will auto di
Video Link	NVOHV Program Music Video	Check out our first ever Nevada Off-Highway Vehicle Program Music Video! We're going off road!	<a href="#">LINK</a>	Video preview will auto di
Video Link + In copy link	GRANTS Trail Mapping System	Did you know that the ORV Trail Map system we enjoy today was the product of a team of hard working land managers and partners along with an NVOHV Program Grant funded by NDOV registration dollars. Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="#">https://dphs.nv.gov/orn/programs</a>	<a href="#">LINK</a>	Video preview will auto di
Video Link + In copy link	GRANTS Logandale Trails	With their NVOHV Program Grant funds, our friends at Logandale in Conservation were able to complete the construction of two new restrooms at the main trailheads followed by the upgrade of the trailhead to include shade structures, tables, concrete work for accessibility and other trailhead amenities at Logandale trails. Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="#">https://dphs.nv.gov/orn/programs</a>	<a href="#">LINK</a>	Video preview will auto di
Video Link + In copy link	GRANTS Boulder City ORV	Over at the Boulder City ORV program, their NVOHV Program Grant funds were used to enhance ORV opportunities by hosting community rides, and providing education of ORV legal routes and riding areas. It's all about education! Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="#">https://dphs.nv.gov/orn/programs</a>	<a href="#">LINK</a>	Video preview will auto di
Video Link + In copy link	GRANTS Sierra Avalanche Center	To ensure the safety of all of our Nevada Snowmobiles, the Sierra Avalanche Center used their NVOHV Program Grant funds for the creation of an avalanche safety training program as well as class curriculum and safety book. To make your ORV preference, safety is always at in our book! Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="#">https://dphs.nv.gov/orn/programs</a>	<a href="#">LINK</a>	Video preview will auto di
Video Link + In copy link	GRANTS USFS Ranger Trail Ely	Out in Ely, Nevada, our friends at the U.S. Forest Service used their NVOHV Program Grant funds to widen the trails to accommodate Side-by-Sides and mitigate safety issues. Now that is putting your registration dollars to work for you! Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="#">https://dphs.nv.gov/orn/programs</a>	<a href="#">LINK</a>	Video preview will auto di
Video Link + In copy link	GRANTS Sierra Trail Works/Peavine	With an NVOHV Program Grant funded by your registration dollars, Sierra Trail Works was able to complete the the Peavine Mountain Road Maintenance Off-Highway Vehicle project, with 29.3 miles of road maintenance and 3.0 miles of route restoration within the southern portion of the Peavine network of dirt roads and ORV trails. This crucial road maintenance promotes safety and drainage thanks to helping keep our trails safe! Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="#">https://dphs.nv.gov/orn/programs</a>	<a href="#">LINK</a>	Video preview will auto di
Video Link + In copy link	GRANTS National Off-Highway Vehicle Conservation Council/Shoshone	Utilizing their NVOHV Program Grant, our friends at the National ORV Conservation Council to move forward with their project, which included the acquisition of 40.8 miles of existing Shoshone system trails and the planning for three new trail connections between the trail creek campground and the Shoshone trail. New trails! Yes please! Check out all of our grant recipients and see all the ways they are improving our trails here in Nevada! <a href="#">https://dphs.nv.gov/orn/programs</a>	<a href="#">LINK</a>	Video preview will auto di



## MXT Media Grant Application- Appendix & Project Summary

### 2023-2024-2025 State of Nevada Off-Highway Vehicles Program



ii. Create & Run Social Media Ads



## MXT Media Grant Application- Appendix & Project Summary

### 2023-2024-2025 State of Nevada Off-Highway Vehicles Program

- f. **Vertical Scope** - Online Magazine Ads (ATV.com, Snowmobile.com, Off-Road.com)

**\$5,000 - 2023; \$5,000 - 2024**

- ATV, UTV, Snowmobile and Dirt Bike sites
- Nevada geo-targeted
- Content in conjunction with a display buy

300x600



orn\_vs\_bannerad\_300x600\_v1.jpg  
[Download File](#)



320x50



orn\_vs\_bannerad\_320x50\_v1.jpg  
[Download File](#)



300x250



orn\_vs\_bannerad\_300x250\_v1.jpg  
[Download File](#)



**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program

**OPTION #1 - Headline Only**



vs\_orn\_image\_650x433\_2022\_v1.jpg  
[Download File](#)

**IMAGE ADDRESS:**

[https://www.krevichconsulting.com/uploads/1/1/4/0/11/401557/vs-orn-image-650x433-2022-v1\\_orig.jpg](https://www.krevichconsulting.com/uploads/1/1/4/0/11/401557/vs-orn-image-650x433-2022-v1_orig.jpg)



**OPTION #2 - Full Ad Content**



vs\_orn\_image\_650x433\_2022\_v2.jpg  
[Download File](#)

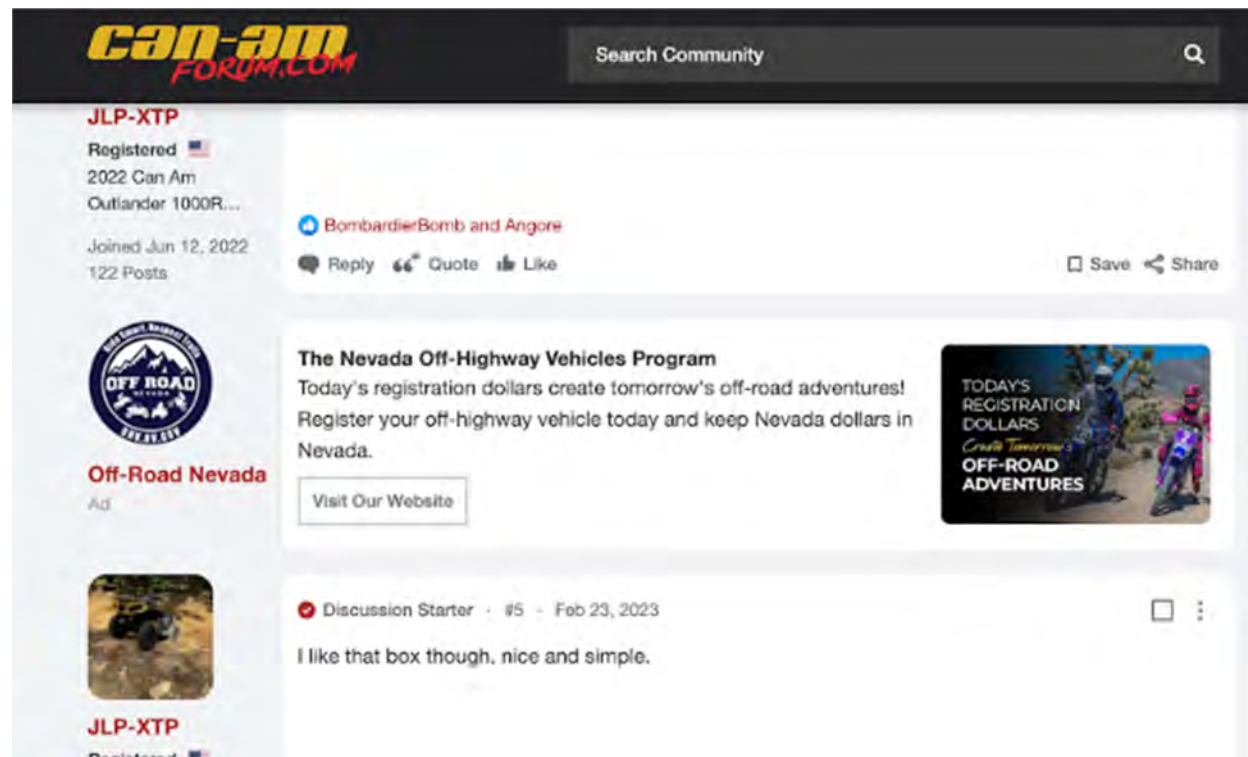
**IMAGE ADDRESS:**

[https://www.krevichconsulting.com/uploads/1/1/4/0/11/401557/vs-orn-image-650x433-2022-v2\\_orig.jpg](https://www.krevichconsulting.com/uploads/1/1/4/0/11/401557/vs-orn-image-650x433-2022-v2_orig.jpg)



## MXT Media Grant Application- Appendix & Project Summary

### 2023-2024-2025 State of Nevada Off-Highway Vehicles Program



*Screenshot of OHV Ads on Can-AmForum.com*

## 7. Law Enforcement – Rural Advertising

### Various Statewide Advertisers & Rural Advertising - \$7,500/Year

MXT Media worked with the **Mesquite Police Department** to create, design and redesign Off-Highway Vehicle marketing assets. MXT Media would like to replicate this collaboration throughout the State of Nevada by reaching out to assist Police & Sheriff Departments & Federal, State, and Local Government Agencies identify, create and place Off-Highway Vehicle advertising and marketing campaigns that are consistent with the State of Nevada Off-Highway Vehicles Program Branding.

Below are examples of materials created for the Mesquite Police Department and the United State Forest Service.

- a. Redesigned Mesquite Police Department Off-Highway Vehicle Travel Map & Guidelines **Handout** - 1,500 Handouts Ordered
- b. Designed Off-Highway Vehicle **Webpage** for Mesquite Police Department
- c. **Mesquite Police Department Off-Highway Vehicle Advertisements**
  - i. View on Mesquite Publication (Print Ad)
  - ii. Mesquite Monthly Publication (Print Ad)
  - iii. Moapa Valley Progress (Print Ad)

## **MXT Media Grant Application- Appendix & Project Summary**

2023-2024-2025 State of Nevada Off-Highway Vehicles Program

- iv. Mesquite Citizen Journal Publication (Online Ad)
- d. Off-Highway Vehicle Registration Event **Marketing Materials**
  - i. Event Flyer
  - ii. Social Media Ads
  - iii. Web asset for OHV.NV.GOV Homepage
- e. United States Forest Service - Off-Highway Vehicle **Posters**



# MXT Media Grant Application- Appendix & Project Summary

## 2023-2024-2025 State of Nevada Off-Highway Vehicles Program

### a. Old Mesquite Police Department Off-Highway Vehicle Handout

- General Operational Requirements**  
(Additional City, County or State laws may apply)
1. All OHV over 70cc (NRS 490.082.3) operated in the City of Mesquite and State of Nevada must be registered. NRS 490.082; MMC 6-7-3.
  2. The operation of an OHV inside the City of Mesquite is required to be 16 years of age or older and possess a valid motor vehicle operators license. MMC 6-7-3; NRS 490.110; MMC 6-7-5-G.
  3. Traffic Laws Applicable: To the fullest extent practicable, the traffic laws of the state of Nevada and of the City of Mesquite municipal code are applicable to the operation of OHVs on any designated public streets, roads, and/or highways of the city. NRS 490.110; MMC 6-7-5-G.
  4. OHV shall only be used and operated within the city of Mesquite over the public streets, roads, or highways that are designated by resolution of the city council. The use of an OHV for general transportation is prohibited. MMC 6-7-5-E.
  5. No person may operate an OHV on a designated public street, road, or highway for any purpose other than to travel to or from a private or public area that is open for use by OHV. Use of an OHV for general transportation is prohibited. MMC 6-7-5-E.
  6. Parent/Adult Responsibility: In addition to any juvenile culpability which may be imposed due to violations of Mesquite municipal code, the responsibility for complying with the provisions of Mesquite municipal code shall rest upon the adult owner or custodian of any OHV or the head of household where any OHV is kept, whether or not ownership of the OHV is claimed by any other person residing in said household. A husband or wife, or two (2) or more adults living together, who jointly or separately be charged as heads of the household where an OHV is kept. MMC 6-7-5-A.

#### OFF-HIGHWAY VEHICLE OPERATION INSIDE THE CITY OF MESQUITE

The State of Nevada and City of Mesquite has established guidelines to allow OHV operators access to areas open for OHV use. Use of an OHV for general transportation or travel for purpose other than access to recreational areas is prohibited.

An Off-Highway Vehicle (OHV) is a motor vehicle that is designed primarily for off-highway and all-terrain use. All OHV operated in Nevada are required to be registered, unless exempt by NRS 490.082.3. A person may operate a registered off-highway vehicle on any public land, trail, way or unpaved county road unless prohibited by the governmental entity which has jurisdiction over the public land, trail, way or unpaved county road.

All OHV operated by government agencies or operated for work conducted by or at the direction of a public or private utility are exempt from registration. NRS 490.082.

Operation of OHV inside the City of Mesquite is limited to use set in Mesquite Municipal Code (MMC) 6-7-6. "OHV shall be used and operated within the city of Mesquite only over such public streets, roads, or highways that are designated by resolution of the city council as open to such OHV use and operation. All streets, roads, or highways that are not open for OHV use in the city of Mesquite shall be posted with signs indicating that OHV use is not permitted."



## MXT Media Grant Application- Appendix & Project Summary

### 2023-2024-2025 State of Nevada Off-Highway Vehicles Program

#### a. New Mesquite Police Department Off-Highway Vehicle Handout



**Legend**

- Non-OHV/Golf Cart Roads
- Virgin River
- Mesquite City Limits

### Off-Highway Vehicle (OHV) Travel Map

Off-Highway Vehicle (OHV) is prohibited on the following streets, roads, or highways within the City of Mesquite:

- Any State Highway
- Interstate 15
- Any city roadway shown colored in **RED** in the map above

### Off Highway Vehicle Operation in The City of Mesquite

The State of Nevada and City of Mesquite has established guidelines to allow OHV operators access to areas open for OHV use. Use of an OHV for general transportation or travel for purpose other than access to recreational areas is prohibited.

An Off-Highway Vehicle (OHV) is a motor vehicle that is designed primarily for off-highway and all-terrain use. All OHV operated in Nevada are required to be registered, unless exempt by NRS 490.082.3. A person may operate a registered off-highway vehicle on any public land, trail, way or unpaved county road unless prohibited by the governmental entity which has jurisdiction over the public land, trail, way or unpaved county road.

All OHV operated by government agencies or operated for work conducted by or at the direction of a public or private utility are exempt from registration. NRS 490.082.

Operation of OHV inside the City of Mesquite is limited to use set in Mesquite Municipal Code (MMC) 6-7-6. "OHV shall be used and operated within the city of Mesquite only over such public streets, roads, or highways that are designated by resolution of the city council as open to such OHV use and operation. All streets, roads, or highways that are not open for OHV use in the city of Mesquite shall be posted with signs indicating that OHV use is not permitted."

### General Operational Requirements

(additional City, County or State laws may apply)

- All OHV over 70cc (NRS 490.082.3) operated in the City of Mesquite and State of Nevada must be registered. NRS 490.082, MMC 6-7-3
- The operator of an OHV inside the City of Mesquite is required to be 16 years of age or older and possess a valid motor vehicle operators license. MMC 6-7-3, NRS 490.110.1.
- Traffic Laws Applicable: To the fullest extent practicable, the traffic laws of the state of Nevada, and of the City of Mesquite municipal code are applicable to the operation of OHVs on any designated public streets, roads, and/or highways of the city. NRS 490.130, MMC 6-7-5-G
- OHV shall only be used and operated within the city of Mesquite over such public streets, roads, or highways that are designated by resolution of the city council as open to such OHV use and operation. MMC 6-7-6-A. **Mesquite Boulevard, Sandhill Boulevard, Pioneer Boulevard from Oasis Boulevard to Sandhill Boulevard, Falcon Ridge Boulevard from Pioneer Boulevard to Mesquite Boulevard are closed to OHV traffic.**
- No person may operate an OHV on a designated public street, road, or highway for any purpose other than to travel to or from a private or public area that is open for use by OHV. **Use of an OHV for general transportation is prohibited.** MMC 6-7-3-E
- Parent/Adult Responsibility: In addition to any juvenile culpability which may be imposed due to violations of Mesquite municipal code, the responsibility for complying with the provisions of Mesquite municipal code shall rest upon the adult owner or custodian of any OHV or the head of household where any OHV is kept, whether or not ownership of the OHV is claimed by any other person residing in said household. A husband or wife, or two (2) or more adults living together, may jointly or separately be charged as heads of the household where an OHV is kept. MMC 6-7-7-A.

# MXT Media Grant Application- Appendix & Project Summary

## 2023-2024-2025 State of Nevada Off-Highway Vehicles Program

### b. Mesquite Police Department Webpage Design





**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program

- c. Mesquite Police Department Off-Highway Vehicle Advertisements
  - i. View On Mesquite Print Advertisement



**RESIDENTIAL  
OHV VIN INSPECTIONS  
ARE NOW AVAILABLE**

---

**Mondays & Wednesdays  
8:00am to 12:00pm**

Mesquite Police Departments will provide VIN inspections within the City of Mesquite based on officer availability. Register your OHV. **It's the Law!**



**CALL 702-346-6911  
FOR MORE INFORMATION**

Advertisement funded through a grant by the State of Nevada Off-Highway Vehicles Program



ii. **Mesquite Monthly Print Advertisement**



The advertisement features a top banner with three images: a green dune buggy, a blue and yellow ATV, and a person on a motorcycle. Below the banner, the text 'OFF-HIGHWAY VEHICLE REGISTRATION EVENT' is displayed in large, bold, white letters on a dark background. Underneath, 'EVERY SATURDAY IN OCTOBER' is written in white, followed by 'OCT. 3, 10, 17, 24 | 9AM - 12PM' in yellow. A white box contains the text 'MESQUITE JUSTICE FACILITY' and '500 HILLSIDE DRIVE | MESQUITE, NV 89027'. At the bottom left, there are five logos: the Off-Road Recreation logo, the Mesquite Justice Facility logo, the Nevada State Parks logo, the Nevada State Sheriff's Office logo, and the OHV logo. To the right of these logos, the text 'WHAT TO BRING' is written in bold, followed by a list of items to bring.

**OFF-HIGHWAY VEHICLE  
REGISTRATION EVENT**

**EVERY SATURDAY IN OCTOBER**  
**OCT. 3, 10, 17, 24 | 9AM - 12PM**

**MESQUITE JUSTICE FACILITY**  
**500 HILLSIDE DRIVE | MESQUITE, NV 89027**

**WHAT TO BRING**

- YOUR OHV
- YOUR OHV'S PAPERWORK
- YOUR ID
- YOUR OHV'S TITLE
- \$21 CHECK TO NEVADA DMV (PER VEHICLE)
- INSURANCE INFORMATION FOR LARGE ATV REGISTRATION (ONLY)

**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program

iii. **Moapa Valley Progress Advertisement**

# REGISTER YOUR OFF-HIGHWAY VEHICLE

ATV, LARGE ATV, DIRT BIKE, SIDE-BY-SIDE, DUNE BUGGY



## OFF-HIGHWAY VEHICLE REGISTRATION EVENT

### EVERY SATURDAY IN OCTOBER

OCT. 3, 10, 17, 24 | 9AM - 11AM

### MESQUITE JUSTICE FACILITY

500 HILLSIDE DRIVE | MESQUITE, NV 89027

#### WHAT TO BRING

- YOUR OHV
- YOUR OHV'S PAPERWORK
- YOUR ID
- YOUR OHV'S TITLE
- \$21 CHECK TO **NEVADA DMV**  
(PER VEHICLE)
- **INSURANCE INFORMATION**  
FOR LARGE ATV REGISTRATION (ONLY)

#### WHY REGISTER?

Funding for the Commission's Off-Highway Vehicle Grant Program relies on revenues generated by the Off-Highway Vehicle Registration Program. Your registration fees benefit the Off-Highway Vehicle community and Nevada as a whole in many ways: Improve trails and facilities, Protect the land through education and enforcement, Protect your vehicles against theft, Keep Nevada dollars in Nevada, and encourage tourism.



**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program

iv. **Mesquite Citizen Journal Advertisement**



d. **Mesquite Police Department Off-Highway Vehicle Registration Event  
Marketing Materials**



**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program

i. **Event Flyer**



The flyer is a vertical poster with a dark blue background. At the top, a black banner contains the text "REGISTER YOUR OFF-HIGHWAY VEHICLE" in white, with "ATV, LARGE ATV, DIRT BIKE, SIDE-BY-SIDE, DUNE BUGGY" in yellow below it. Below the banner are three images: a green dune buggy, a blue and yellow side-by-side, and a rider on a dirt bike. A large, semi-transparent yellow box in the center contains the text "OFF-HIGHWAY VEHICLE REGISTRATION EVENT" in white. Below this, the text "EVERY SATURDAY IN OCTOBER" is in white, and "OCT. 3, 10, 17, 24 | 9AM - 11AM" is in yellow. A white-bordered box contains the text "MESQUITE JUSTICE FACILITY" in white, with "500 HILLSIDE DRIVE | MESQUITE, NV 89027" in yellow below it. The bottom section is divided into three columns. The left column, titled "WHY REGISTER?", explains that registration fees benefit the OHV community and Nevada's trails. The middle column, titled "SPONSORED BY", features logos for the Nevada Off-Highway Vehicle Association, Mesquite Police Department, and other local organizations. The right column, titled "WHAT TO BRING", lists items to bring: your OHV, paperwork, title, ID, a \$21 check to the Nevada DMV, and insurance information for large ATVs.

**REGISTER YOUR OFF-HIGHWAY VEHICLE**  
ATV, LARGE ATV, DIRT BIKE, SIDE-BY-SIDE, DUNE BUGGY

**OFF-HIGHWAY VEHICLE  
REGISTRATION EVENT**

**EVERY SATURDAY IN OCTOBER**  
OCT. 3, 10, 17, 24 | 9AM - 11AM

**MESQUITE JUSTICE FACILITY**  
500 HILLSIDE DRIVE | MESQUITE, NV 89027

**WHY REGISTER?**

Funding for the Commission's Off-Highway Vehicle Grant Program relies on revenues generated by the Off-Highway Vehicle Registration Program. Your registration fees benefit the Off-Highway Vehicle community and Nevada as a whole in many ways: improve trails and facilities, protect the land through education and enforcement, protect your vehicles against theft, keep Nevada dollars in Nevada, and encourage tourism.

**SPONSORED BY**

**WHAT TO BRING**

- > YOUR OHV
- > YOUR OHV'S PAPERWORK
- > YOUR OHV'S TITLE
- > YOUR ID
- > \$21 CHECK TO NEVADA DMV (PER VEHICLE)
- > INSURANCE INFORMATION FOR LARGE ATV REGISTRATION (ONLY)

ii. **Mesquite Police Department Off-Highway Vehicle Registration Event  
Marketing Materials - Social Media Ad**

**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program



iii. **Mesquite Police Department Off-Highway Vehicle Registration Event Marketing Materials - OHV.NV.GOV Website Asset**

## REGISTER YOUR OFF-HIGHWAY VEHICLE

ATV, LARGE ATV, DIRT BIKE, SIDE-BY-SIDE, DUNE BUGGY

### OFF-HIGHWAY VEHICLE REGISTRATION EVENT

OHV VIN INSPECTIONS BY LAW ENFORCEMENT & OHV REGISTRATION EVENT

**EVERY SATURDAY IN OCTOBER**  
OCT. 3, 10, 17, 24 | 9AM - 11AM  
**MESQUITE JUSTICE FACILITY**  
500 HILLSIDE DRIVE | MESQUITE, NV 89027

**WHAT TO BRING**

- YOUR OHV
- YOUR OHV'S PAPERWORK
- YOUR ID
- YOUR OHV'S TITLE
- \$21 CHECK TO NEVADA DMV (PER VEHICLE)
- INSURANCE INFORMATION FOR LARGE ATV REGISTRATION (ONLY)

#### WHY REGISTER?

It's the law. In addition, funding for the Commission's Off-Highway Vehicle Grant Program relies on revenues generated by the Off-Highway Vehicle Registration Program. Your registration fees benefit the Off-Highway Vehicle community and Nevada as a whole in many ways:

- Improve trails and facilities
- Protect the land through education and enforcement
- Protect your vehicles against theft
- Keep Nevada dollars in Nevada
- Encourage tourism

SPONSORED BY



e. United States Forest Service - Off-Highway Vehicles "It's the Law" Posters



# REGISTER YOUR OFF-HIGHWAY VEHICLE

## IT'S THE LAW

Funding for the Commission's off-highway vehicle grant program relies on revenues generated by the Off-Highway Vehicle Registration Program. Your registration fees benefit the Off-Highway Vehicle community and Nevada as a whole in many ways:

- Improve trails and facilities
- Protect the land through education and enforcement
- Protect your vehicles against theft
- Keep Nevada dollars in Nevada
- Encourage tourism
- Registration is now the law in all western states
- Funding for the Commission's off-highway vehicle grant program relies on revenues generated by the registration of off-highway vehicles in Nevada

**WWW.OFFROADNEVADA.ORG**

This work was supported in part by the Clark County Desert Conservation Program using Section 10 funds, as project #2017-MXT-1775A, to further implement or develop the Clark County Multiple Species Habitat Conservation Plan.



**MXT Media Grant Application- Appendix & Project Summary**  
2023-2024-2025 State of Nevada Off-Highway Vehicles Program

**United States Forest Service - Kiosk at Spring Mountains National  
Recreation Area**



8. Travel - Statewide Travel to and from Project Locations for Photography, Video and other project related activities

**MXT Media - \$2,500 - 2024; \$1,500 - 2025**



# United States Department of the Interior



## BUREAU OF LAND MANAGEMENT

Southern Nevada District Office  
Las Vegas Field Office  
4701 N. Torrey Pines Drive  
Las Vegas, Nevada 89130  
<http://www.blm.gov/nevada>

**MAY 19 2023**

In Reply Refer To:  
9268 (LLNVS01000)

Nevada Off-Highway Vehicles Program  
Department of Conservation and Natural Resources  
901 S. Stewart Street, Ste 1003  
Carson City, Nevada 89701

Re: MXT Media Marketing & Education Project

Dear Commissioners:

The above stated project has the support of the Bureau of Land Management (BLM) Las Vegas Field Office. The location for the proposed project is within lands managed by the BLM. If approved, the grant would allow MXT Media to provide updated off-highway vehicle (OHV) trail maps, trail information, public outreach, and safety videos. This would be beneficial to OHV users on public lands.

The proposed project is consistent with land use allocations described in the approved Las Vegas Resource Management Plan (1998) and in compliance with applicable federal, state, and local laws and regulations. The project will be reviewed for potential environmental impacts and if necessary, BLM will provide the appropriate National Environmental Policy Act (NEPA) documents.

We have reviewed the grant application and, if approved, will comply with those terms that are applicable to the BLM. If you have any questions or concerns, please contact Braden Yardley, Outdoor Recreation Planner, at (702) 515-5089 or [byardley@blm.gov](mailto:byardley@blm.gov).

Sincerely,

Stephen Leslie  
Assistant Field Manager  
Las Vegas Field Office

**INTERIOR REGION 8 • LOWER COLORADO BASIN**

ARIZONA, CALIFORNIA\*, NEVADA\*

\* PARTIAL





June 1, 2023

Nevada Off-Highway Vehicles Program  
Department of Conservation and Natural Resources  
901 S. Stewart Street, Ste. 1003  
Carson City, NV 89701

Re: The Nevada Off-Highway Vehicles Program – Marketing & Education Project  
(Applicant: MXT Media)

Dear Commissioners:

This letter serves as a commitment from the Clark County Desert Conservation Program for the amount of, not-to-exceed, \$5,000. This will provide matching funds for the referenced grant submittal and is intended to specifically support the outreach efforts of MXT Media to educate residents of Clark County, Nevada about the NV OHV program.

If you have any questions, please feel free to contact me at (702) 455-2705.

Sincerely,

*Audrie Locke*

Audrie Locke

Clark County Desert Conservation Program  
Project Manager and Public Outreach Coordinator

**BUILD**TO THE**MAX** **SHRED**TO THE**MAX** **EXPLORE**TO THE**MAX** **LEARN**TO THE**MAX**

STREAMLINING DEVELOPMENT • PROTECTING SPECIES • PRESERVING OUR FUTURE

4701 W Russell Road, Suite 200, Las Vegas, NV 89118 • Phone 702.455.3536 • FAX 702.366.8580



## MXT Media

This is to serve as a letter of appreciation and support for MXT Media, specifically Lora Hendrickson. As a supervisor for the Las Vegas Metropolitan Police Department, for the Northeast portion of Clark County, we have worked with Lora Hendrickson on several events to educate, promote and facilitate the safe handling of OHVs in his area. Many residents of Moapa Valley are OHV enthusiasts but have a hard time completing the necessary registration process due to our location and distance from the nearest DMV. Lora has assisted us and the citizens of Moapa Valley with several quick and easy OHV registration events. This has allowed locals to be in easy compliance of NRS 490. Along with this, Lora has completed several social media fliers for our Facebook page. Lora Hendrickson, at MXT Media, has our full support and appreciation due to the great working relationship we have been able to foster over several months and multiple events.

A handwritten signature in black ink, appearing to be "K Doty", is written over a horizontal line. Below the signature, the number "1413358" is handwritten.

LVMPD Sergeant Keegan Doty



ONCE INTERACTIVE

# WEB DEVELOPMENT PROPOSAL



# Website Maintenance

Our website maintenance proposal includes the following services:

## **1. Regular Updates:**

- Content updates (text, images, videos, etc.)
- Software updates (CMS, plugins, themes, etc.)
- Security updates (patches, vulnerability fixes, etc.)

## **2. Performance Optimization:**

- Page load speed improvements
- Mobile responsiveness improvements
- Browser compatibility checks

## **3. Security Monitoring & Protection:**

- Regular security scans
- Malware removal and prevention
- SSL certificate management

## **4. Backups & Disaster Recovery:**

- Regular website backups
- Backup storage on secure off-site servers
- Quick disaster recovery in case of data loss or website downtime

## **5. Technical Support:**

- Email and phone support
- Issue resolution within 24 hours

Sincerely,

**Bjorn Wallman**

Founder & CEO

Once Interactive Inc.

# Your Investment

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, please leave a comment and let us know.

## CORE BUDGET

Description	Price
<b>Website Maintenance (2024)</b> See the scope of work above.	\$6,000
<b>Website Maintenance (2025)</b> See the scope of work above.	\$6,000
Total	\$12,000





# Krevich Consulting sent you an estimate

For review.

**Customer**

MXT Media

[lora@mxtmedia.org](mailto:lora@mxtmedia.org)

**Estimate #2022196**

May 15, 2023

Hide full details ^

**NVOHV Program | 2023-2025 Design Estimate**

**2023 - August, September, October, November**

**\$1,900.00**

(\$475.00 ea.) × 4	
<b>2024 - January - November</b>	\$5,225.00
(\$475.00 ea.) × 11	
<b>2025 - January - June</b>	\$2,850.00
(\$475.00 ea.) × 6	
<b>Subtotal</b>	\$9,975.00
<b>Total</b>	<b>\$9,975.00</b>

**Krevich Consulting**  
samantha@krevichconsulting.com  
+1 (708) 717-2471

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**Square Privacy Policy | Security**





# Advertising Contract

## Quote

**Your Personal Contact:** Scott Fowler, sfowler@jfgriffin.com

**Date:** June 7, 2023

<b>Contact Information:</b>	Lora Hendrickson	<b>Bill To Contact Information:</b>	
<b>Fax:</b>		<b>MXT Media/Off Road Nevada</b>	
<b>Phone:</b>	702-235-2140	<b>5481 Castle Vista Court</b>	
<b>Email:</b>	lora@mxtmedia.org	<b>Las Vegas, NV. 89118</b>	
<b>Web Site:</b>	Offroadnevada.org		

Quote

Schedule: 2024/2025

Issue	Ad Size	Material Due	Circulation	Open Rate	Your Net	Invoice Due
Nevada Big Game Application Guide	Full page	2-10-24	80,000		\$2235.30	
Nevada Big Game Hunting regulations guide	Full page	5-25-24	60,000		\$2000.00	

						<b>Package Price(Net)</b>
<b>Totals</b>						

### Print Copies Requested:

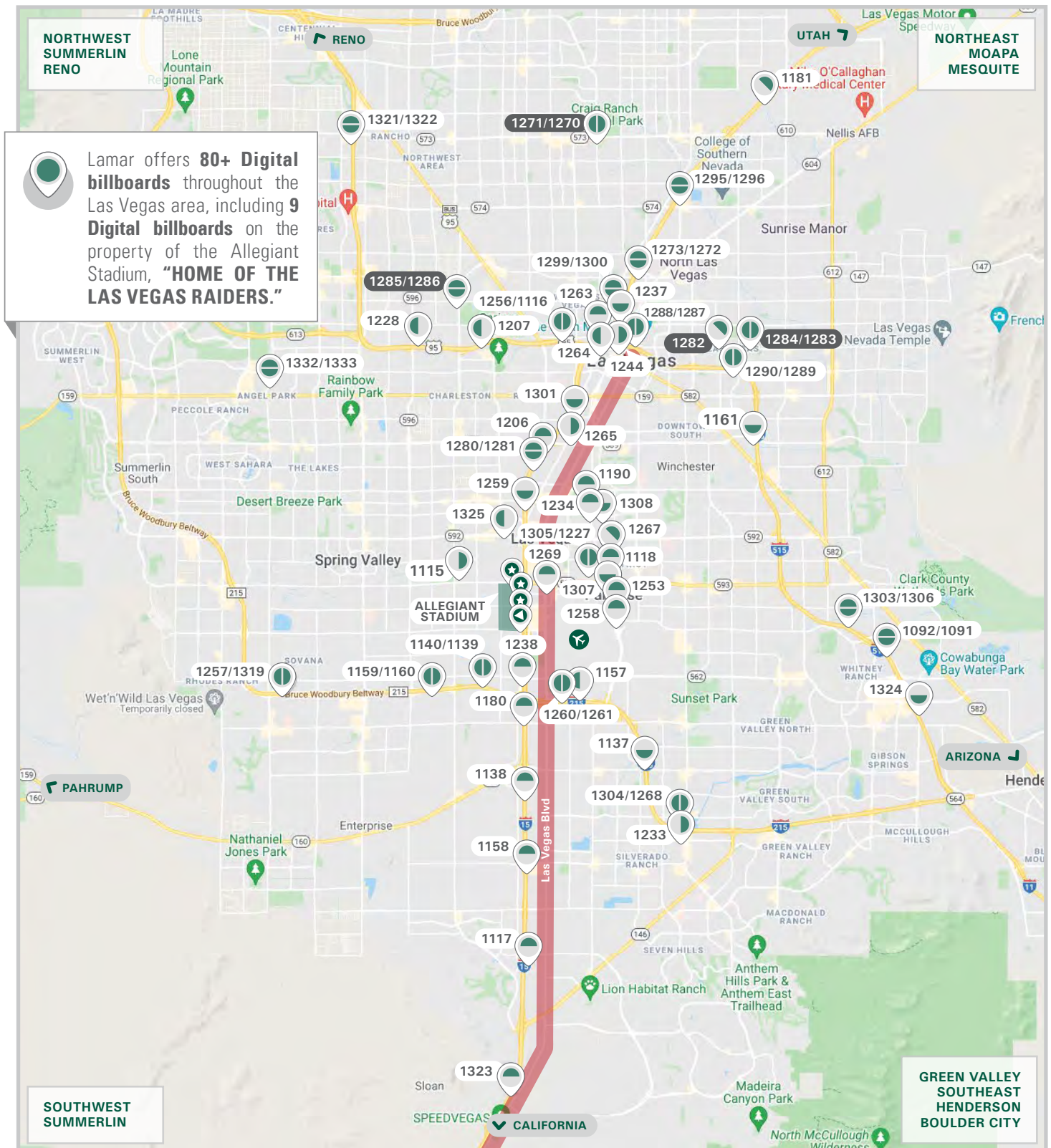
Please send \_\_\_\_\_ tear sheets to us with \_\_\_\_\_ copies of the publication upon printing.






Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# DIGITAL LOCATION MAP



<div>  <div>ALL DIGITAL LOCATIONS</div> </div>						
PANEL #	LOCATION	STIPULATIONS	Geopath ID	WEEKLY IMPRESSIONS	RATE	
					1427+	714+
1323	I-15 EL .8MI N/O Sloan Rd. SF		NA	192,918	\$8,850	\$6,750
1117	I-15 EL N/O ST. Rose SF		623499	149,091	\$8,850	\$6,750
1158	I-15 EL @ South Point SF	SOLD OUT	30448630	267,309	SOLD OUT	SOLD OUT
1138	I-15 EL .75MI S/O Blue Diamond SF S/O Raiders Stadium		7403623	313,754	\$7,500	\$6,000
1180	I-15 EL .42MI S/O I-215 Interchange SF S/O Raiders Stadium		30448637	509,188	\$10,500	\$8,500
1238	I-15 WL .9MI N/O I-215 Interchange SF S/O Raiders Stadium		30587829	248,160	\$10,500	\$8,500
1259	I-15 WL .6mi N/O Flamingo (X38)NF		30747182	613,845	\$7,500	\$6,500
1301	I-15 WL .6 MI N/O CHARLESTON NF		30889954	433,718	\$7,500	\$6,500
1281**	I-15 EL .6mi S/O Sahara SF		30844444	682,149	\$6,250	\$4,750
1280**	I-15 EL .6mi S/O Sahara NF		30844443	480,653	\$6,250	\$4,750
1206**	I-15 EL .35 S/O Sahara SF	No Adult	30496978	720,718	\$6,750	\$5,250
1263	I-15 EL .4 mi N/O I-515/95 S/F		30768795	305,787	\$6,000	\$4,500
1237**	I-15 EL .4 S/O Washington NF		30571663	308,089	\$4,000	\$3,000
1272**	I-15 EL .25 N/O Washington NF		30844460	308,115	\$4,000	\$3,000
1273**	I-15 EL .25mi N/O Washington SF		30844461	309,658	\$4,000	\$3,000
1296	I-15 EL .25 S/O Cheyenne SF	No Adult	30874070	208,653	\$4,750	\$3,750
1295	I-15 EL .25 S/O Cheyenne NF	No Adult	30874069	289,913	\$4,500	\$3,500
1181	I-15 S/O I-215/Alante SF		30448638	99,340	\$6,250	\$4,500
1116	I-15 OFRMP/US95 NL .4mi E/O Rancho EF		478834	611,846	\$7,750	\$6,000
1299**	I-15 WL .7 N/O SpBowl NF	No Adult, Political	30920698	482,156	\$4,500	\$3,000
1300**	I-15 WL .7 N/O SpBowl SF	No Adult, Political	30920697	341,861	\$4,000	\$3,000
1256	US 95 NL E/O Rancho WF	SOLD OUT	7403648	712,966	SOLD OUT	SOLD OUT
1207**	US95 @ Meadows Mall SL E/O Decatur EF	No Department Stores/Malls (unless specified)	30496975	340,514	\$5,500	\$4,000
1228**	US95 NL E/O Jones EF		30571664	783,992	\$7,500	\$5,750
1264	I-515/95 NL .15 mi E/O I-15 E/F		30768796	335,145	\$6,000	\$4,500
1244**	I-515/95 SL E/O I-15 @ Downtown Merge WF		46407	393,158	\$9,500	\$7,000
1288**	US95 NL 750' W/O Las Vegas BLVD. WF	No Adult, Political Avail. In Tourist prog. only	30844451	276,237	SOLD OUT	SOLD OUT
1287**	US95 NL 750' W/O Las Vegas BLVD. EF	No Adult, Political	30844450	385,041	\$9,500	\$7,000
1321	US95 WL 1000' S/O Craig Rd. NF		31058243	304,599	\$7,500	\$5,500
1322	US95 WL 1000' S/O Craig Rd. SF		31058242	193,952	\$7,500	\$5,500
1290**	US95 SL @ Pecos WF	No Adult, Political	30844453	295,344	\$5,250	\$4,000
1289**	US95 SL @ Pecos EF	No Adult, Political	30844452	477,826	\$5,250	\$4,000
1303	I-515 WL .5 MI N/O Russell NF		30892522	243,710	\$5,500	\$4,000
1306	I-515 WL .1.6MI N/O Sunset (X65) SF		30910981	232,688	\$5,000	\$4,000
1161	I-515/95 @ Sahara /Boulder NF		30448633	259,205	\$6,500	\$4,500
1091	I-515/95 N/O Sunset SF	No Adult	7403639	240,460	\$6,000	\$4,750
1092	I-515/95 EL N/O Sunset NF	No Adult	7403640	241,851	\$6,000	\$4,750
1324	I-515 EL .25MI S/O Sunset NF		31057161	84,915	\$7,000	\$5,500
1233	I-215 SL @ Eastern WF		30587830	519,667	\$13,500	\$10,500
1268**	I-215 NL 50' E/O Eastern EF		30833265	645,297	\$10,500	\$8,000
1304**	I-215 NL 50' E/O Eastern WF		30892523	540,644	\$9,000	\$7,000
1137	I-215 EL W/O Eastern NWF (Henderson)	No Cannabis, Banks, Nicotine, Adult, Alcohol	478789	222,096	\$6,500	\$5,000
1157	I-215 NL W/O Airport Tunnel EF South Exit		30448629	419,287	\$7,500	\$5,250
1260**	I-215 NL .3mi E/O Las Vegas Blvd E/F		30755033	472,597	\$7,500	\$5,250
1261**	I-215 NL .38mi E/O Las Vegas Blvd WF		30755034	314,334	\$6,500	\$5,250
1139	I-215 NL E/O Decatur/I-15 Interchange EF		7403642	304,924	\$5,500	\$4,500
1140	I-215 NL E/O I-15 Interchange/Decatur WF	SOLD OUT	7403643	242,908	SOLD OUT	SOLD OUT
1159	I-215 SL E/O Jones - EF		30448631	216,487	\$5,750	\$4,500
1160	I-215 SL E/O Jones - WF		30448632	273,444	\$5,750	\$4,500
1319	I-215 SL 2076' E/O Durango WF		31019110	219,871	\$6,750	\$5,000
1257	I-215 SL 2076' E/O Durango EF		7403627	121,913	\$6,750	\$5,000
1118	Airport Exit N WL S/O Tropicana SF		46370	621,839	\$13,500	\$10,000
1253	Airport Connector Exit North EL .7mi S/O Tropicana SF		478346	384,982	\$11,000	\$8,750
1258	Airport Connector Exit N EL .6mi S/O Tropicana SF		30755032	351,670	\$10,000	\$8,500
1269	Las Vegas Blvd. "The Strip" EL 130 S/O Reno SF		30846991	317,022	\$15,500	\$11,500
1234	Paradise/Flamingo E/O LVBld S/O Convention Ctr. SWF		30587831	874,088	\$12,500	\$10,000
1190**	Paradise EL N/O Flamingo S/O Convention Ctr. SF		30571685	651,076	\$9,500	\$7,500
1308	Paradise EL 200' N/O Flamingo NF		30976000	661,709	\$7,500	\$6,000
1307	Paradise EL 500' S/O Tropicana NF		30974426	488,367	\$7,750	\$6,000
1265**	Sahara NL .3mi W/O LVBld W/F	SOLD OUT (until 7/2023)	30770111	165,532	\$7,500	\$5,500
1267	Swenson EL N/O Naples WF		30845690	120,347	\$7,750	\$6,000
1115	Tropicana NL E/O Decatur WF		478410	106,614	\$7,750	\$6,000
1305	TROPICANA NL .5MI W/O PARADISE W/F		30893498	258,770	\$10,500	\$7,850
1227	Tropicana NL E/O Las Vegas Blvd EF		30571658	351,642	\$13,500	\$11,000
1325**	Flamingo SL @ RR Tracks EF		50459024	689,475	\$11,550	\$8,950
Allegiant Stadium - Home of the "RAIDERS" - 9 Digital Faces on Property						
PANEL #	LOCATION	STIPULATIONS	Geopath ID	Sold As Package Only		
1309	I-15 WL 2340' N/O Russell NF (Raiders BB1)	Nicotine, Cannabis, Vape, Adult, Airlines	30990658	536,645		
1310	I-15 WL 2340' N/O Russell SF (Raiders BB1)	Nicotine, Cannabis, Vape, Adult, Airlines	30990809	561,114		
1311	I-15 WL 1680' N/O Russell NF (Raiders BB2)	Nicotine, Cannabis, Vape, Adult, Airlines	30990812	499,730		
1312	I-15 WL 1680' N/O Russell SF (Raiders BB2)	Nicotine, Cannabis, Vape, Adult, Airlines	30990806	515,044		
1313	I-15 WL 970' N/O Russell NF (Raiders BB3)	Nicotine, Cannabis, Vape, Adult, Airlines	30990808	347,367		
1314	I-15 WL 970' N/O Russell SF (Raiders BB3)	Nicotine, Cannabis, Vape, Adult, Airlines	30990807	165,693		
1315	I-15 WL 130' N/O Russell NF (Raiders BB4)	Nicotine, Cannabis, Vape, Adult, Airlines	30990805	421,442		
1316	I-15 WL 130' N/O Russell SF (Raiders BB4)	Nicotine, Cannabis, Vape, Adult, Airlines	30990811	48,724		
1317	Russell NL 620' W/O I-15 (Raiders BB4)	Nicotine, Cannabis, Vape, Adult, Airlines	30990810	42,584		
DIGITAL POSTERS		STIPULATIONS				
1282**	Bonanza NL @ Majave SWF	No Adult, Political or Cannabis	30844445	43,345	\$3,500	\$2,500
1283**	Bonanza SL 600' W/O Sandhill EF	No Adult, Political or Cannabis	30844446	51,359	\$3,500	\$2,500
1284**	Bonanza SL 600' W/O Sandhill WF	No Adult, Political or Cannabis	30844447	52,337	\$3,500	\$2,500
1285**	Decatur EL 880' S/O Vegas Dr. NF	No Adult, Political or Cannabis	30844448	65,046	\$3,500	\$2,500
1286**	Decatur EL 880' S/O Vegas Dr. SF	No Adult, Political or Cannabis	30844449	65,616	\$3,500	\$2,500
1270**	Craig NL .52 E/O Camino EL Norte EF (Craig Ranch Park)	No Adult, Political or Cannabis	30844462	142,086	\$3,500	\$2,750
1271**	Craig NL .52 E/O Camino EL Norte WF (Craig Ranch Park)	No Adult, Political or Cannabis	30844463	94,124	\$3,500	\$2,750
1332**	Durango EL 900' N/O Charleston SF	No Adult, Political or Cannabis	TBD	TBD	\$4,000	\$2,500
1333**	Durango EL 900' N/O Charleston NF	No Adult, Political or Cannabis	TBD	TBD	\$4,000	\$2,500

All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement. Impression counts shown reflect the most recent Geopath audit. \*\*Designates a percentage lease location and cannot accept PSA, Bonus, or Zero Dollar contracts and/or in digital program. Stadium Boards: Vendor Restrictions APPLY. Updated 11/2/22



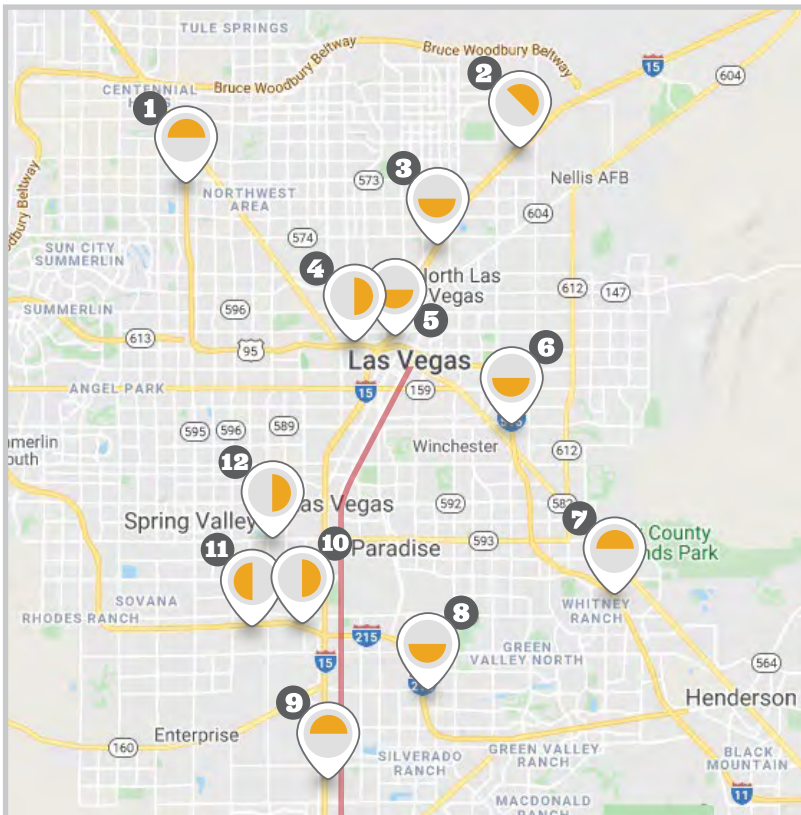
# FASTRACK DIGITAL PROGRAM

**Fastrack** is a general market digital program that displays your message in all areas of the city throughout the day. Your copy is continuously displayed on **12 locations**, and you choose the level of exposure:

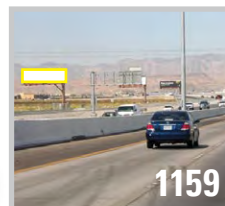
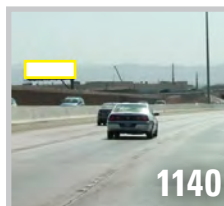
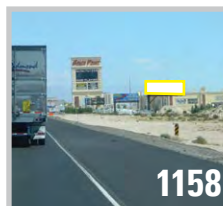
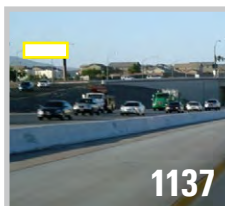
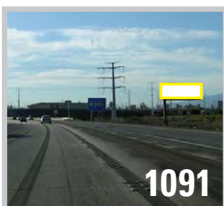
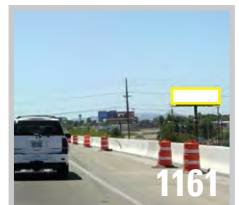
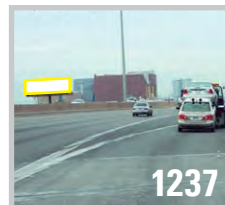
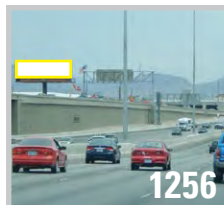
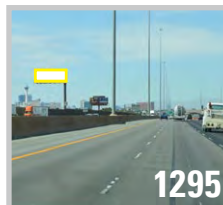
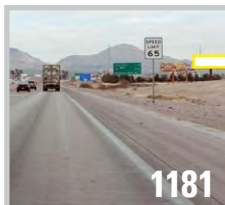
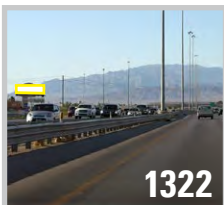
**1713+**  
SPOTS PER DAY

**2854+**  
SPOTS PER DAY

**5708+**  
SPOTS PER DAY



- 1 1322**  
US 95 WL 1000' S/O Craig Rd., *Facing South*
- 2 1181**  
I-15 S/O I-215 Aliante, *Facing South*
- 3 1295\*** *(No Adult)*  
I-15 EL .25 S/O Cheyenne, *Facing North*
- 4 1256**  
US 95/I-15 Off Ramp NL E/O Rancho, *Facing West*
- 5 1237**  
I-15 EL S/O Washington, *Facing North*
- 6 1161**  
I-515 WL @ Sahara, *Facing North*
- 7 1091\*** *(No Adult)*  
I-515 EL N/O Sunset, *Facing South*
- 8 1137\*** *(No Cannabis, Banks, Nicotine, Adult, or Alcohol)*  
I-215 EL S/O Windmill (Henderson), *Facing North*
- 9 1158**  
I-15 EL @ South Point Casino, *Facing South*
- 10 1140**  
I-215 NL E/O I-15 Interchange, *Facing West*
- 11 1159**  
I-215 SL E/O Jones, *Facing East*
- 12 1115**  
Tropicana NL E/O Decatur, *Facing West*

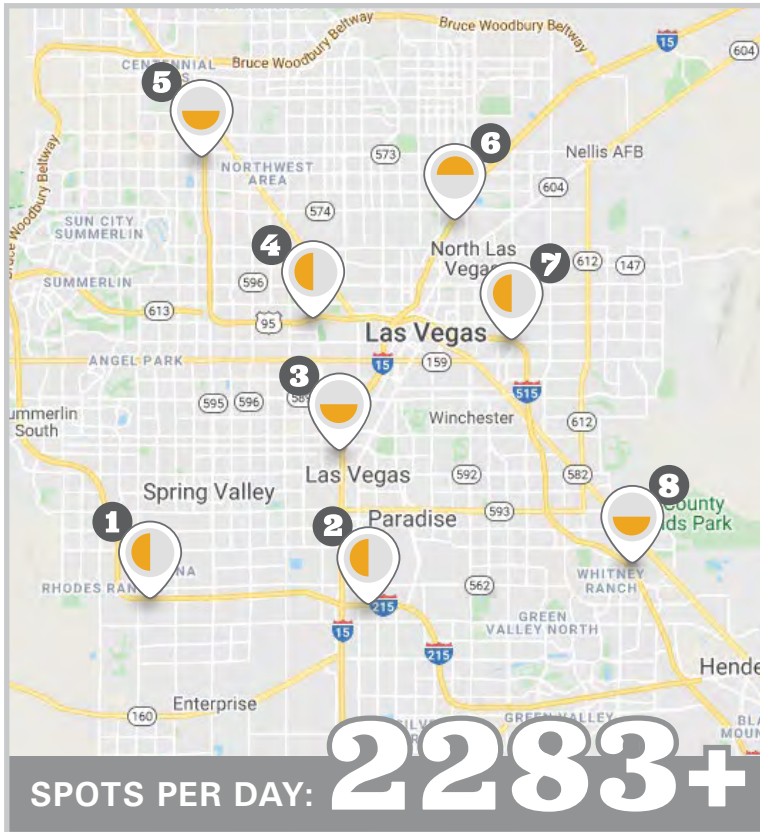


\*Copy conflict applies: Cannabis, Banks, Nicotine, Adult, and Alcohol- Location excluded from schedule and will affect total spot delivery.  
All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.



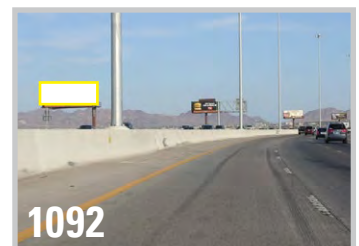
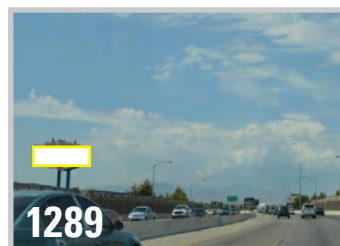
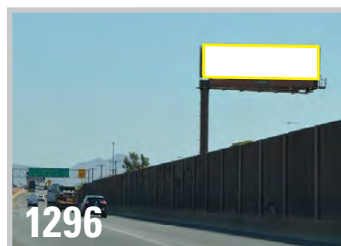
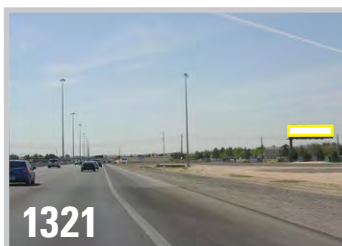
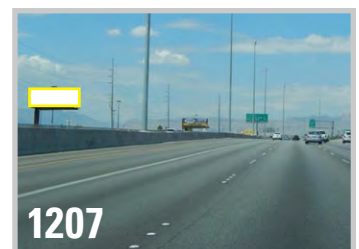
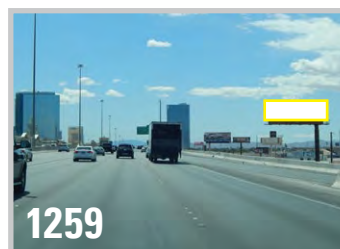
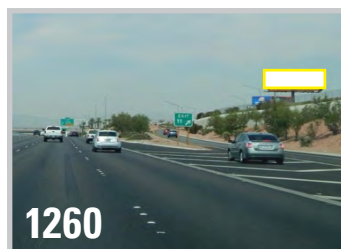
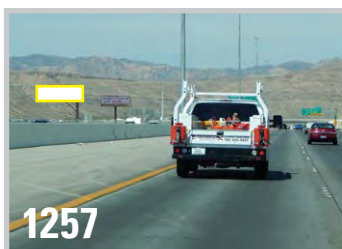
# ALL POINTS DIGITAL PROGRAM

The **All Points Digital Program** displays your message in all areas of the Las Vegas Valley throughout the day.



Creative is continuously displayed on 8 locations:

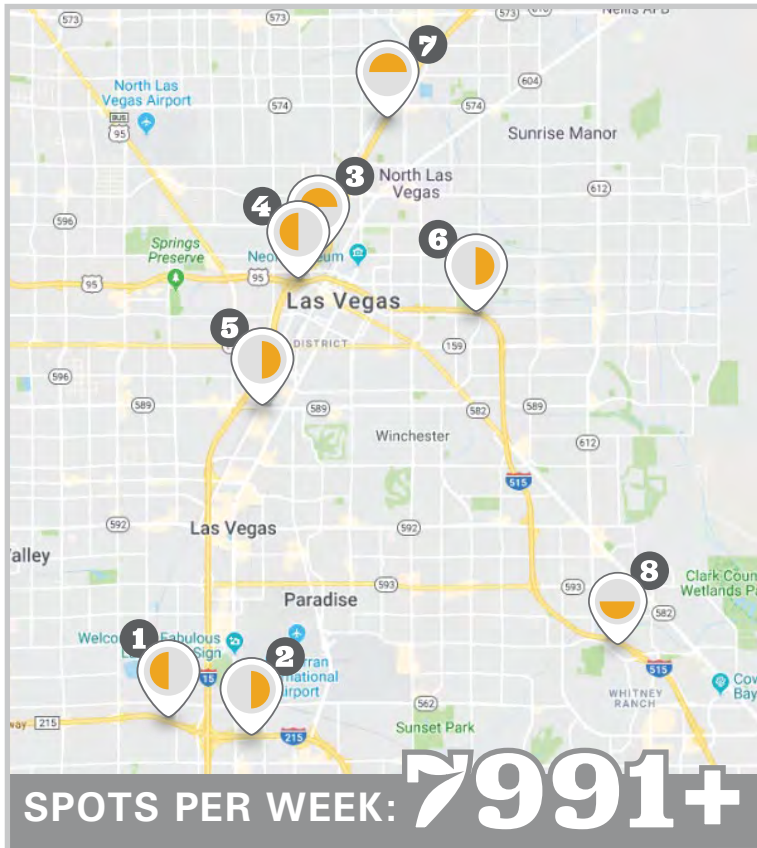
- 1 1257**  
I-215 SL E/O Durango, *Facing East*
- 2 1260**  
I-215 NL .3 MI E/O Las Vegas Blvd, *Facing East*
- 3 1259**  
I-15 WL N/O Flamingo (X38), *Facing North*
- 4 1207\*** *(No Department Stores or Malls)*  
US 95 SL E/O Decatur, *Facing East*
- 5 1321**  
US-95 WL 1000' S/O Craig Rd., *Facing North*
- 6 1296\*** *(No Adult)*  
I-15 EL .25 MI S/O Cheyenne, *Facing South*
- 7 1289\*** *(No Political or Adult)*  
US-95 SL @ Pecos, *Facing East*
- 8 1092\*** *(No Adult)*  
I-15 EL N/O Sunset, *Facing North*



\*Copy conflict applies: Political, Adult, Department Stores, and Malls - Location excluded from schedule and will affect total spot delivery.  
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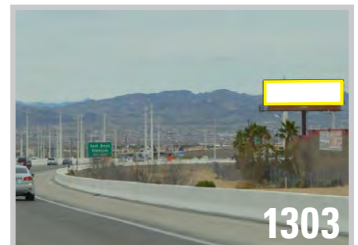
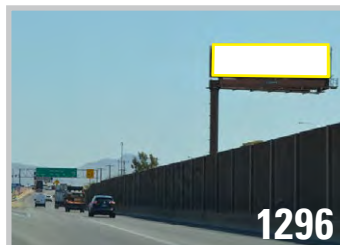
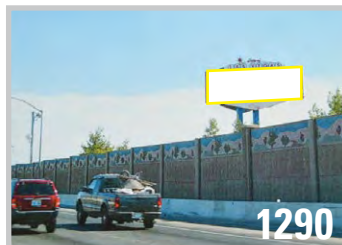
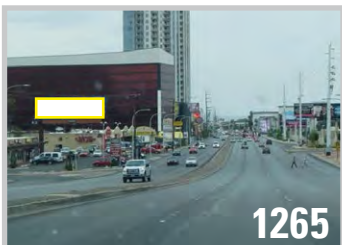
# PIONEER DIGITAL PROGRAM

Limited budget? **Pioneer** is the digital program for you! Your message shows in all areas of the Las Vegas valley throughout the day.



Creative is continuously displayed on 8 locations:

- 1 1139**  
I-215 NL E/O Decatur I-15 Interchange, *Facing East*
- 2 1261**  
I-215 NL .38 MI E/O Las Vegas Blvd, *Facing West*
- 3 1263**  
I-15 EL .4 MI N/O I-515/95, *Facing South*
- 4 1264**  
I-515/95 NL .15 MI E/O I-15, *Facing East*
- 5 1265**  
Sahara NL .3 MI W/O Las Vegas Blvd, *Facing West*
- 6 1290\*** (No Political or Adult)  
US-95 SL @ Pecos, *Facing West*
- 7 1296\*** (No Adult)  
I-15 EL .25 S/O Cheyenne, *Facing South*
- 8 1303**  
I-515 WL .5MI N/O Russell, *Facing North*

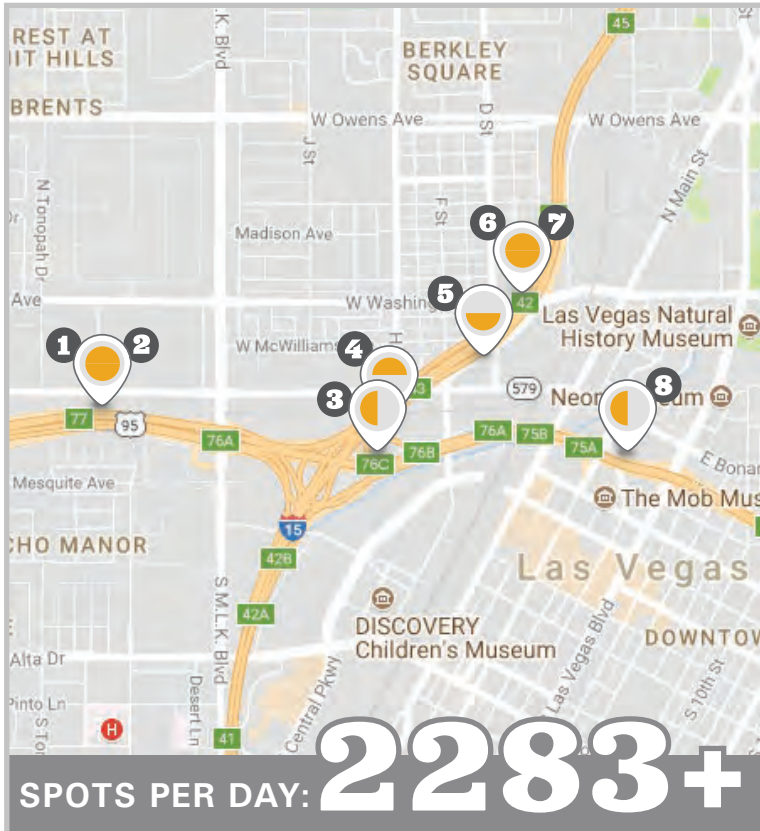


\*Copy conflict applies: Political and Adult - Location excluded from schedule and will affect total spot delivery.  
All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.



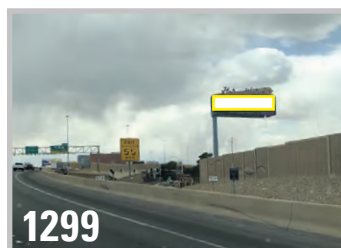
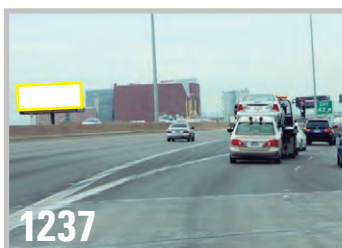
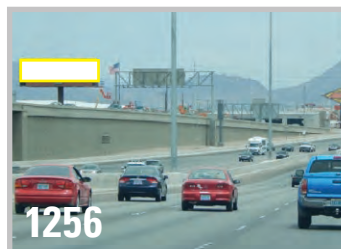
# SPAGHETTI BOWL DIGITAL PROGRAM

The **Spaghetti Bowl Digital Program** displays your message in all areas of downtown Las Vegas throughout the day.



Creative is continuously displayed on 8 locations:

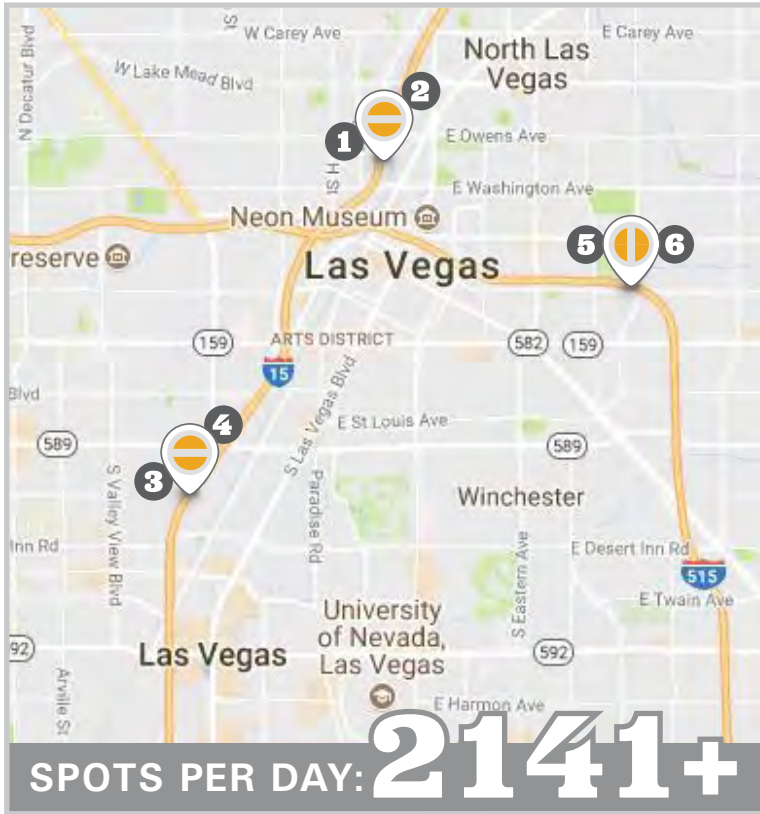
- 1 1116**  
I-15 Off Ramp/US 95 E/O Rancho, *Facing East*
- 2 1256**  
US 95 NL E/L Rancho, *Facing West*
- 3 1264**  
I-515 NL .15 MI E/O I-15, *Facing East*
- 4 1263**  
I-15 EL .4 MI N/O I-515, *Facing South*
- 5 1237**  
I-15 EL S/O Washington, *Facing North*
- 6 1299\*** *(No Political or Adult)*  
1-15 WL .7 MI N/O Spaghetti Bowl, *Facing North*
- 7 1300\*** *(No Political or Adult)*  
I-15 WL .7 MI N/O Spaghetti Bowl, *Facing South*
- 8 1287\*** *(No Political or Adult)*  
515/95 NL 750' W/O LV BLVD, *Facing East*



\*Copy conflict applies: Political and Adult - Location excluded from schedule and will affect total spot delivery.  
All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.

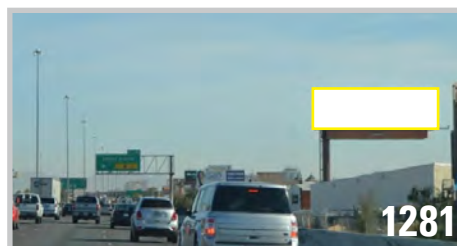
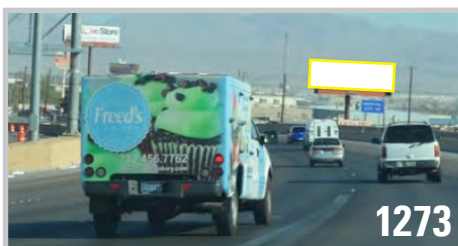
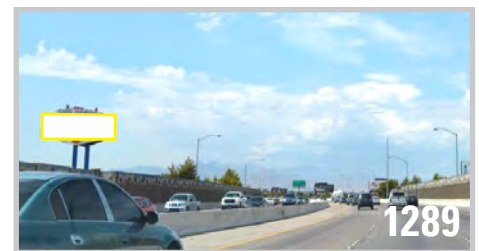
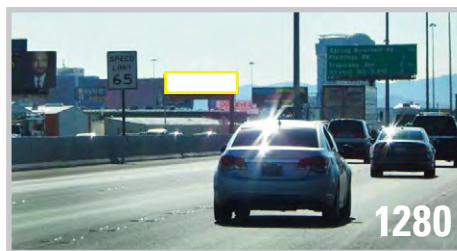
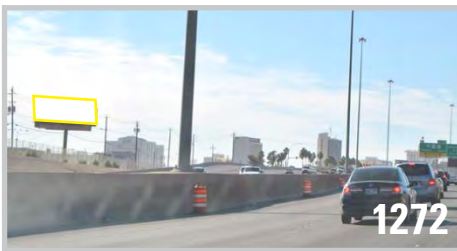
# METRO BOWL DIGITAL PROGRAM

The **Metro Bowl Digital Program** displays your message to motorists traveling throughout city.



Creative is continuously displayed on 6 locations:

- 1 1272**  
I-15 EL .25 MI N/O Washington, *Facing North*
- 2 1273**  
I-15 EL .25 MI N/O Washington, *Facing South*
- 3 1280**  
I-15 EL .6 MI S/O Sahara, *Facing North*
- 4 1281**  
I-15 EL .6 MI S/O Sahara, *Facing South*
- 5 1289\*** *(No Political or Adult)*  
US-95 SL @ Pecos, *Facing East*
- 6 1290\*** *(No Political or Adult)*  
US-95 SL @ Pecos, *Facing West*

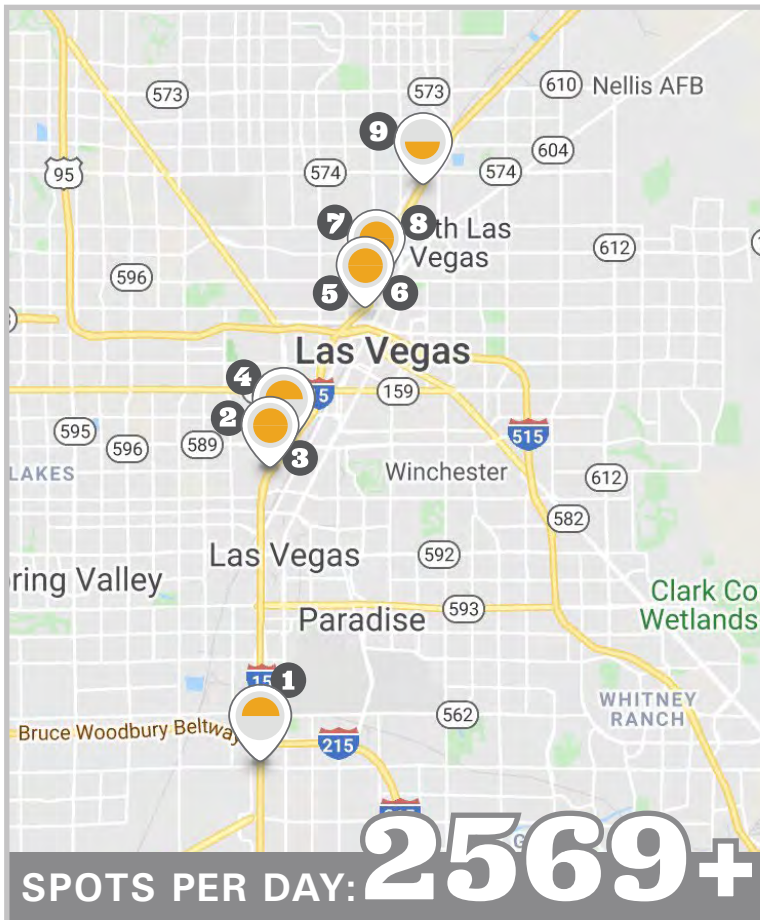


\*Copy conflict applies: Political and Adult - Location excluded from schedule and will affect total spot delivery.  
All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.



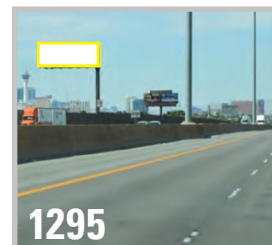
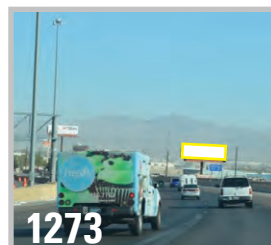
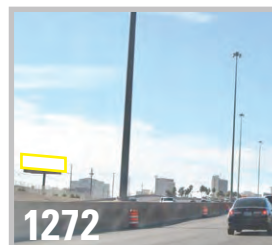
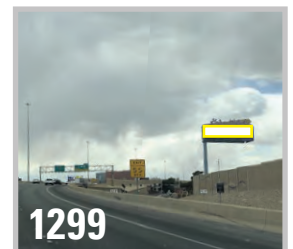
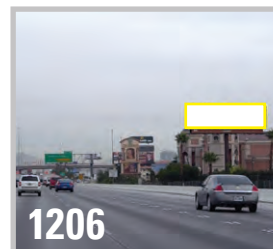
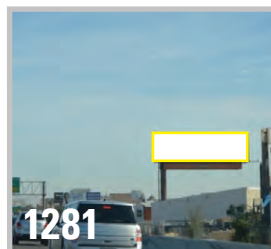
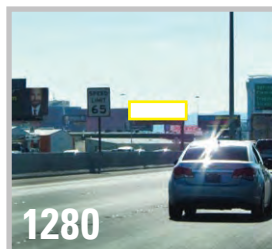
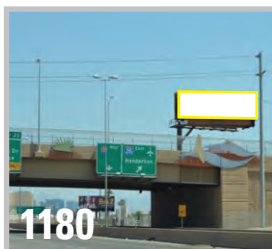
# I-15 CITY CENTRAL DIGITAL PROGRAM

The **I-15 City Central Digital Program** displays your message along Interstate 15.



Creative is continuously displayed on 9 locations:

- 1 1180**  
I-15 EL 100' N/O Warm Springs, *Facing South*
- 2 1280**  
I-15 EL .6 MI S/O Sahara, *Facing North*
- 3 1281**  
I-15 EL .6 MI S/O Sahara, *Facing South*
- 4 1206\*** *(No Adult)*  
I-15 EL .35 MI S/O Sahara, *Facing South*
- 5 1299\*** *(No Political or Adult)*  
I-15 WL .7 MI N/O Spaghetti Bowl, *Facing North*
- 6 1300\*** *(No Political or Adult)*  
I-15 WL .7 MI N/O Spaghetti Bowl, *Facing South*
- 7 1272**  
I-15 EL .25 MI N/O Washington, *Facing North*
- 8 1273**  
I-15 EL .25 MI N/O Washington, *Facing South*
- 9 1295\*** *(No Adult)*  
I-15 EL .25 MI S/O Cheyenne, *Facing North*

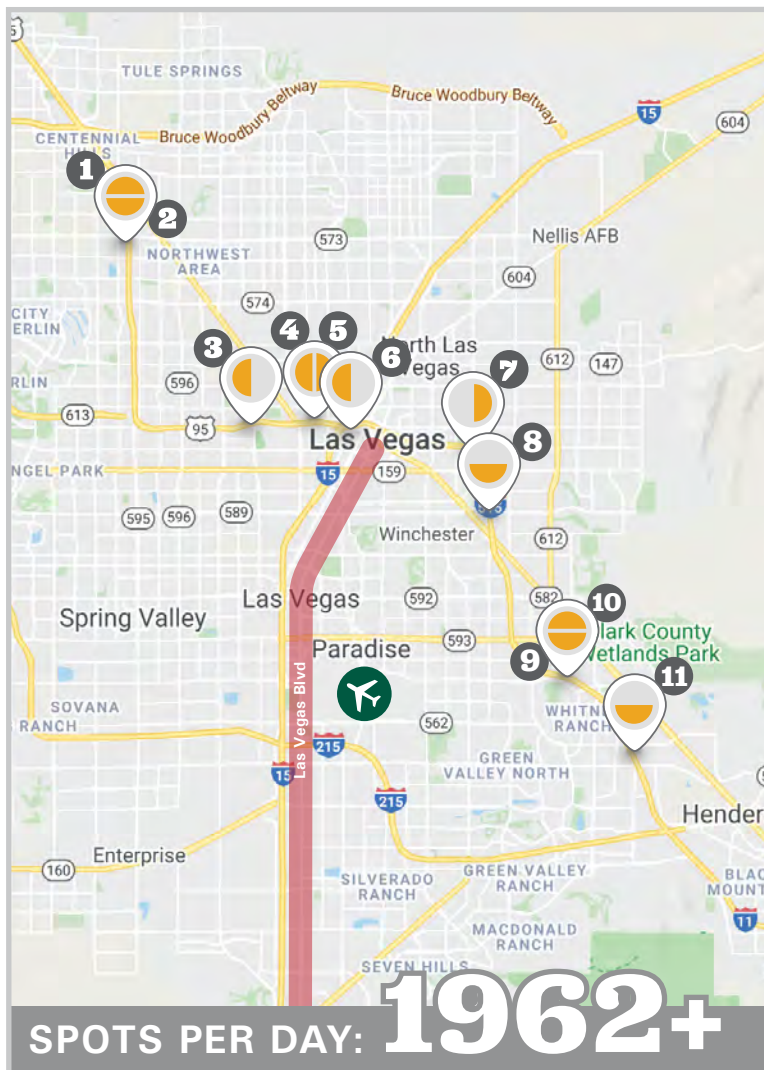


\*Copy conflict applies: Political and Adult - Location excluded from schedule and will affect total spot delivery.  
All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.



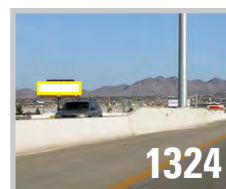
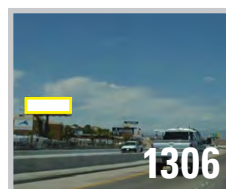
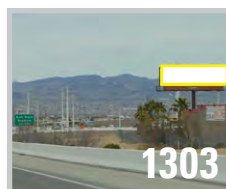
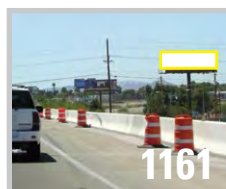
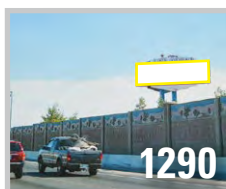
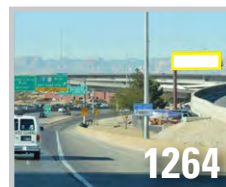
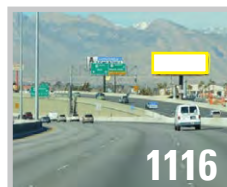
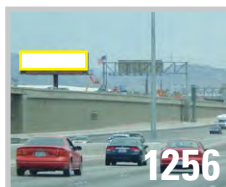
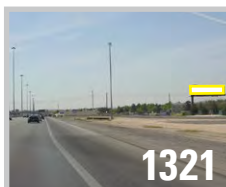
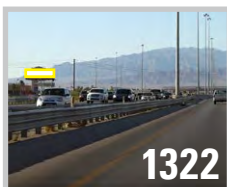
# I-515/95 BELTWAY DIGITAL PROGRAM

The **I-515/95 Beltway Digital Program** displays your message to target commuters traveling to and from Northwest and Southeast areas throughout the day.



Creative is continuously displayed on 11 locations:

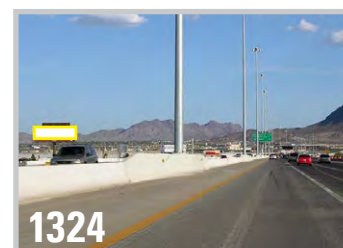
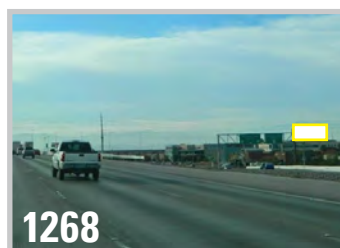
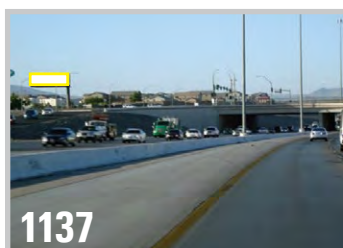
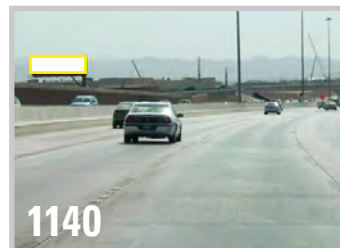
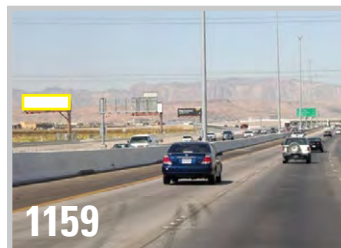
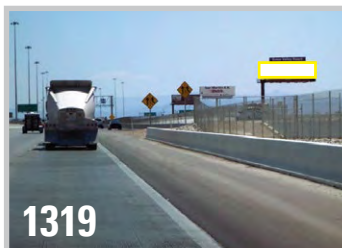
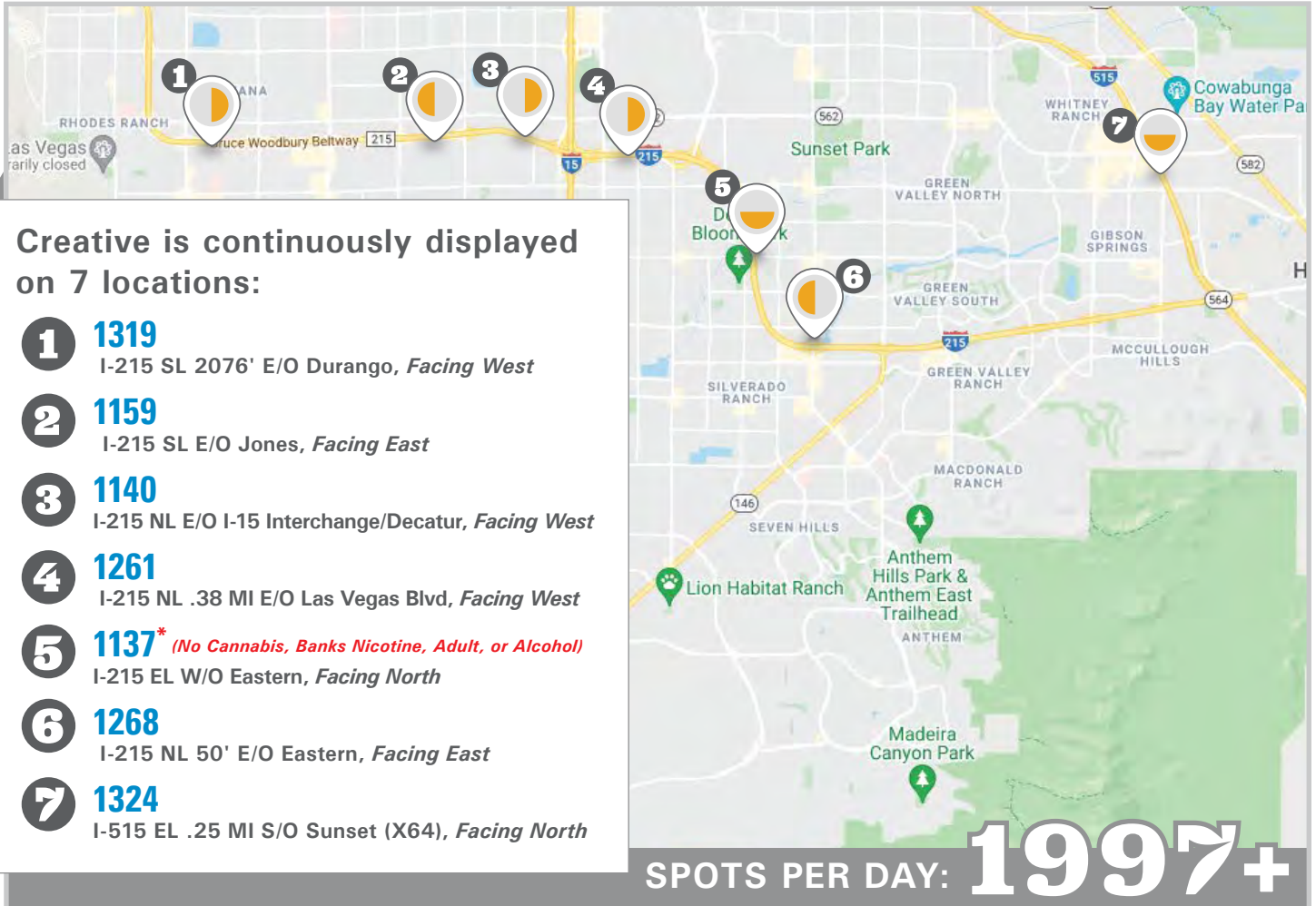
- 1 1322**  
US 95 WL 1000' S/O Craig Rd., *Facing South*
- 2 1321**  
US 95 WL 1000' S/O Craig Rd., *Facing North*
- 3 1207\*** *(No Department Stores or Malls)*  
US-95 @ Meadows Mall SL E/O Decatur, *Facing East*
- 4 1256**  
US 95 NL E/O Rancho, *Facing West*
- 5 1116**  
I-15 Off Ramp/US-95 NL .4 Mi E/O Rancho, *Facing East*
- 6 1264**  
I-515/95 NL .15 Mi E/O I-15, *Facing East*
- 7 1290\*** *(No Political or Adult)*  
I-515/95 SL @ Pecos, *Facing West*
- 8 1161**  
I-515/95 @ Sahara/Boulder, *Facing North*
- 9 1303**  
I-515 WL .5 Mi N/O Russell, *Facing North*
- 10 1306**  
I-515 WL 1.6 Mi N/O Sunset (X65), *Facing South*
- 11 1324**  
I-515 EL .25 Mi S/O Sunset (X64), *Facing North*



\*Copy conflict applies: Political, Adult, Department Stores, and Malls - Location excluded from schedule and will affect total spot delivery.  
All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.

# I-215 BELTWAY DIGITAL PROGRAM

The **I-215 Beltway Digital Program** displays your message to target commuters traveling along the entire I-215 east & I-215 west corridor throughout the day.

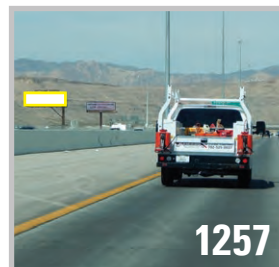
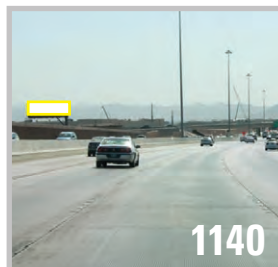
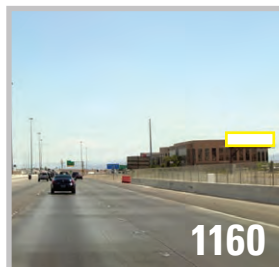
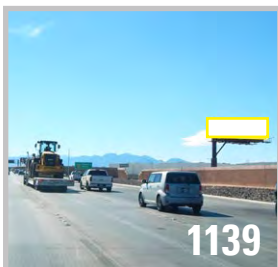
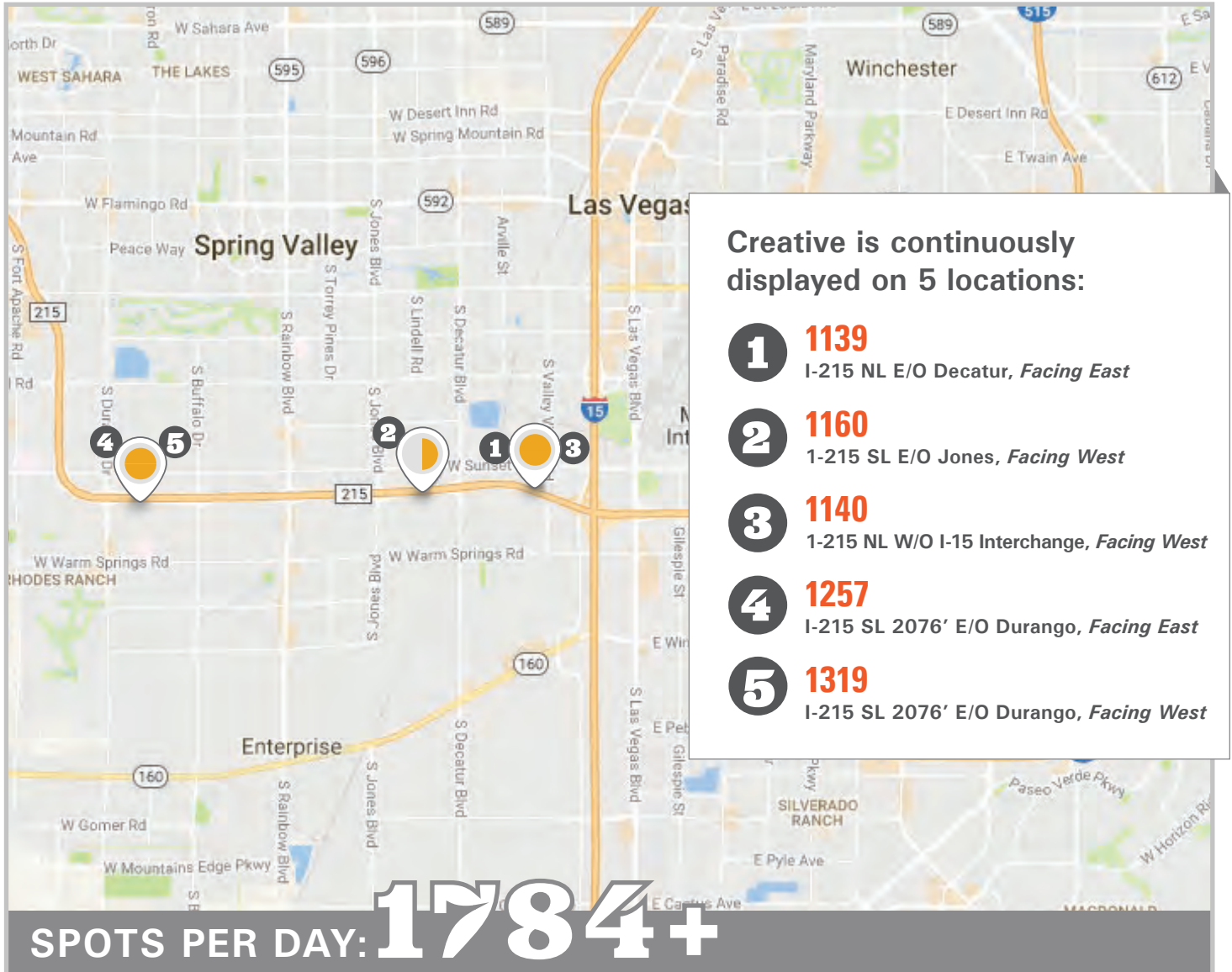


\*Copy conflict applies: Cannabis, Banks, Nicotine, Adult, and Alcohol - Location excluded from schedule and will affect total spot delivery.  
All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.



# SOUTHWEST DIGITAL PROGRAM

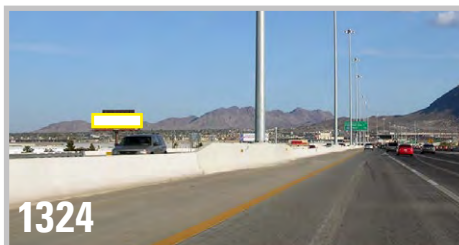
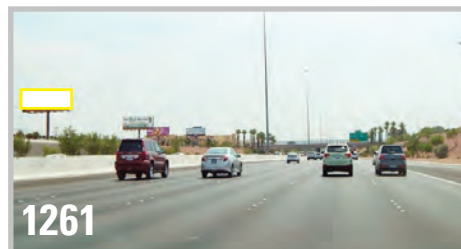
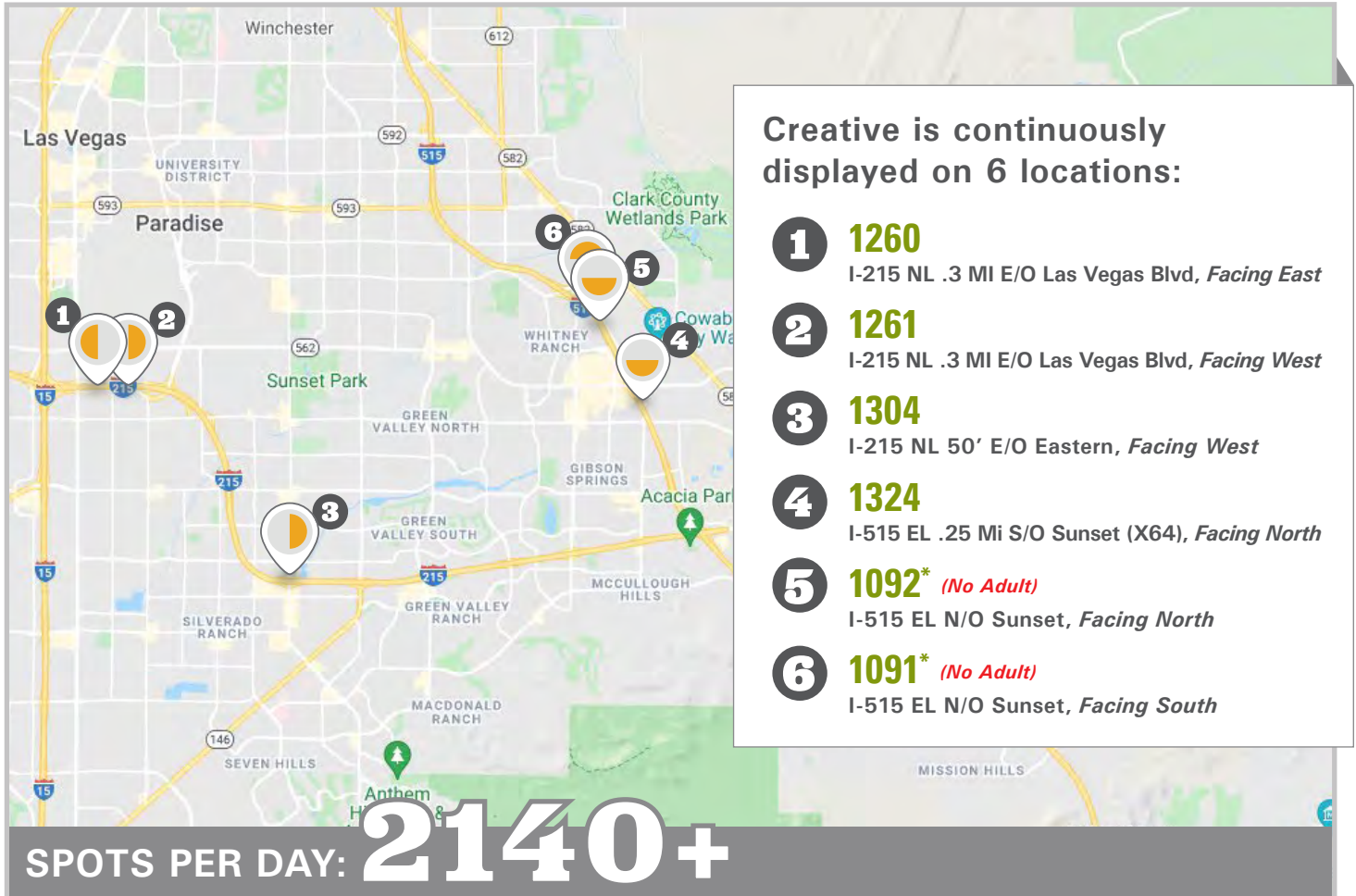
The **Southwest Digital Program** displays your message in Southwest Las Vegas along I-15 and I-215 throughout the day.



All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.

# SOUTHEAST DIGITAL PROGRAM

The **Southeast Digital Program** displays your message in all areas of Green Valley throughout the day.

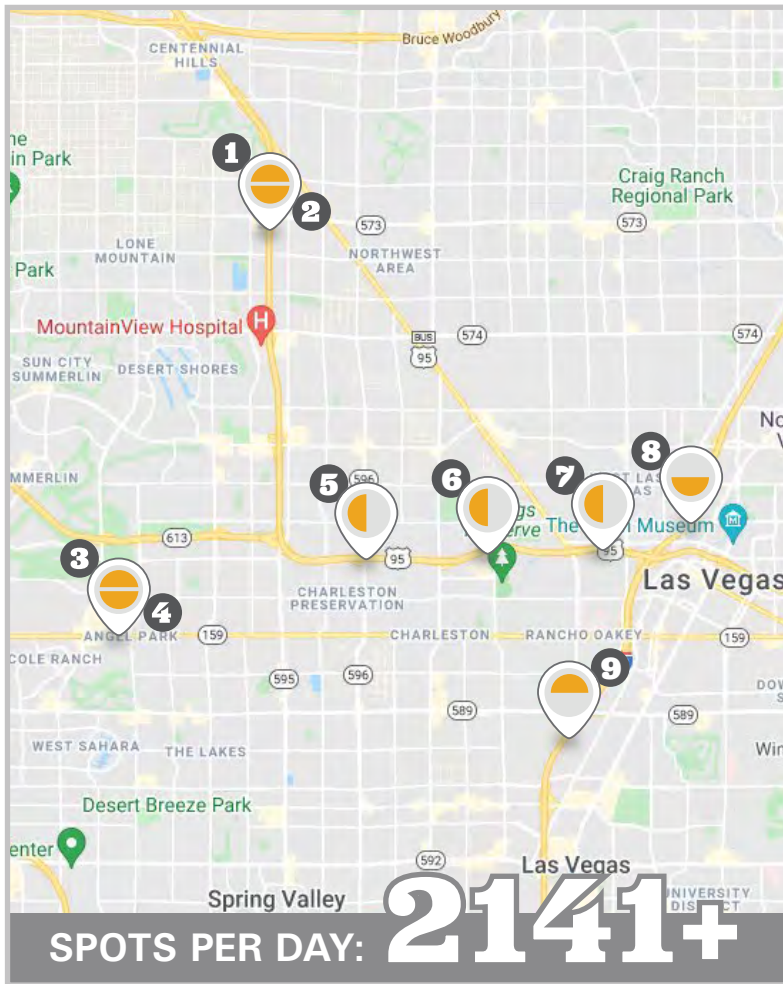


\*Copy conflict applies: Political, Cannabis, Nicotine, Adult, Vape, and Alcohol - Location excluded from schedule and will affect total spot delivery.  
All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.



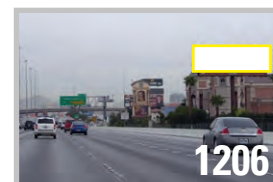
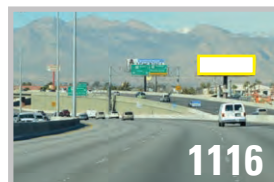
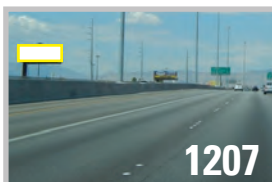
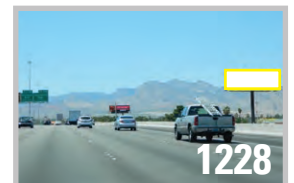
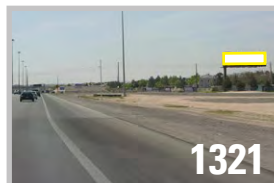
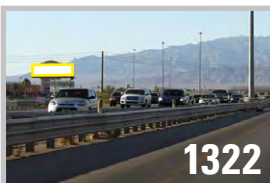
# NORTHWEST SUMMERLIN DIGITAL PROGRAM

The **Northwest Summerlin Digital Program** displays your message to motorists commuting from the Northwest and Summerlin throughout the day.



Creative is continuously displayed on 9 locations:

- 1 1322**  
US-95 WL 1000' S/O Craig Rd, *Facing South*
- 2 1321**  
US-95 WL 1000' S/O Craig Rd, *Facing North*
- 3 1332\*** *(No Political or Adult)*  
Durango EL 900' N/O Charleston, *Facing South*
- 4 1333\*** *(No Political or Adult)*  
Durango EL 900' N/O Charleston, *Facing North*
- 5 1228**  
US-95 NL E/O Jones, *Facing East*
- 6 1207**  
US-95 @ Meadows Mall SL E/O Decatur, *Facing East*
- 7 1116**  
I-15 Off-Ramp/US-95 NL .4 MI E/O Rancho, *Facing East*
- 8 1299\*** *(No Political or Adult)*  
I-15 WL .7 N/O Spaghetti Bowl, *Facing North*
- 9 1206\*** *(No Adult)*  
I-15 EL .35 S/O Sahara, *Facing South*

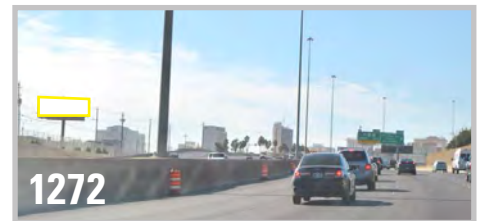
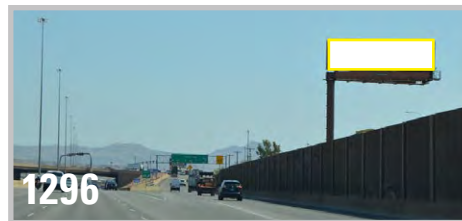
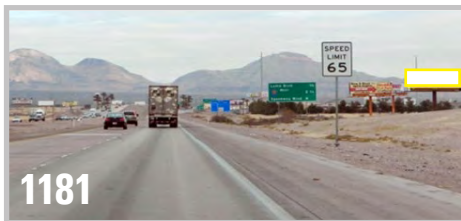
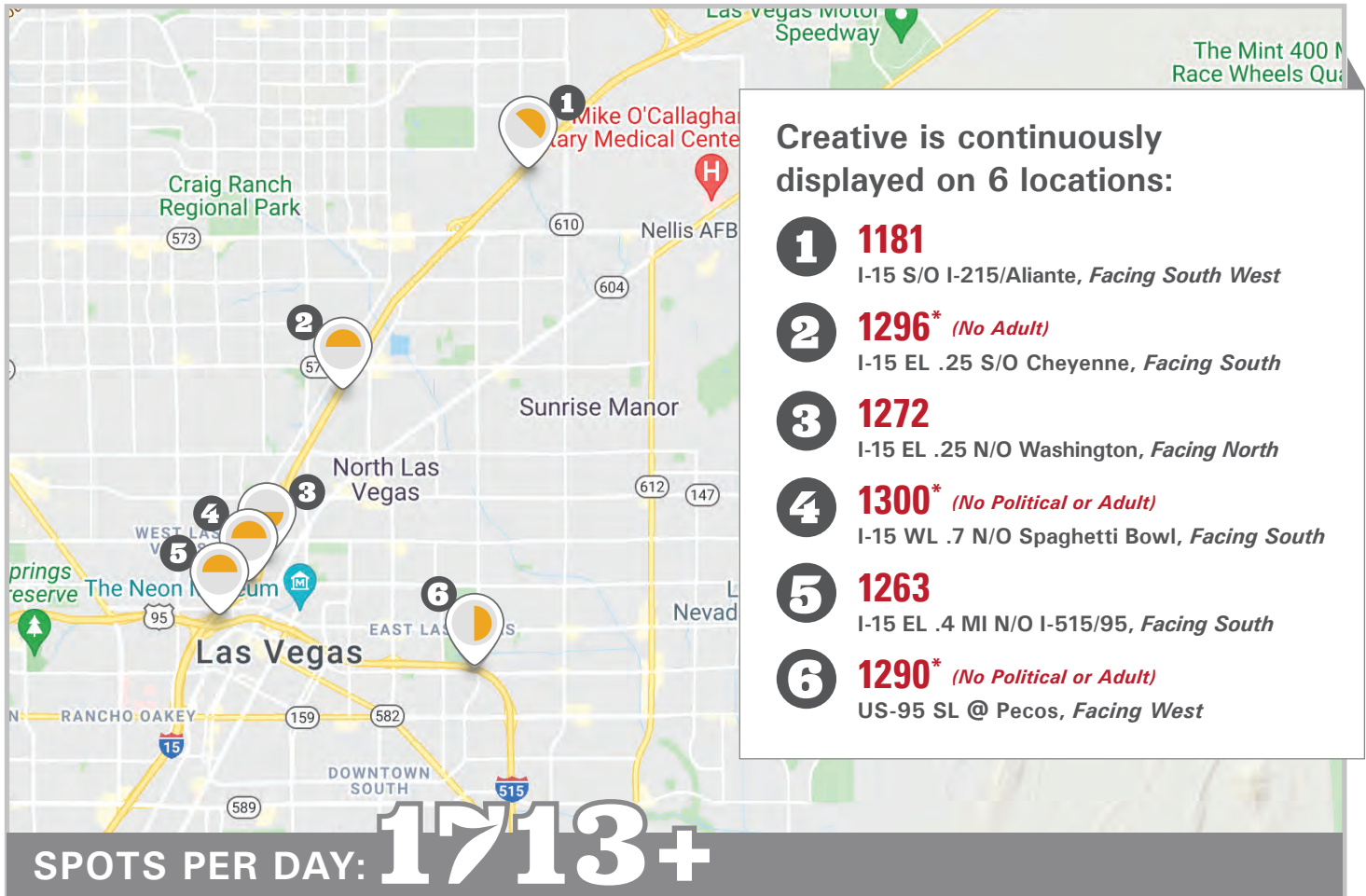


\*Copy conflict applies: Political, Cannabis, Nicotine, Adult, Vape - Location excluded from schedule and will affect total spot delivery.  
All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.



# NORTHEAST DIGITAL PROGRAM

The **Northeast Digital Program** displays your message to motorists commuting to the North and Northeast areas.

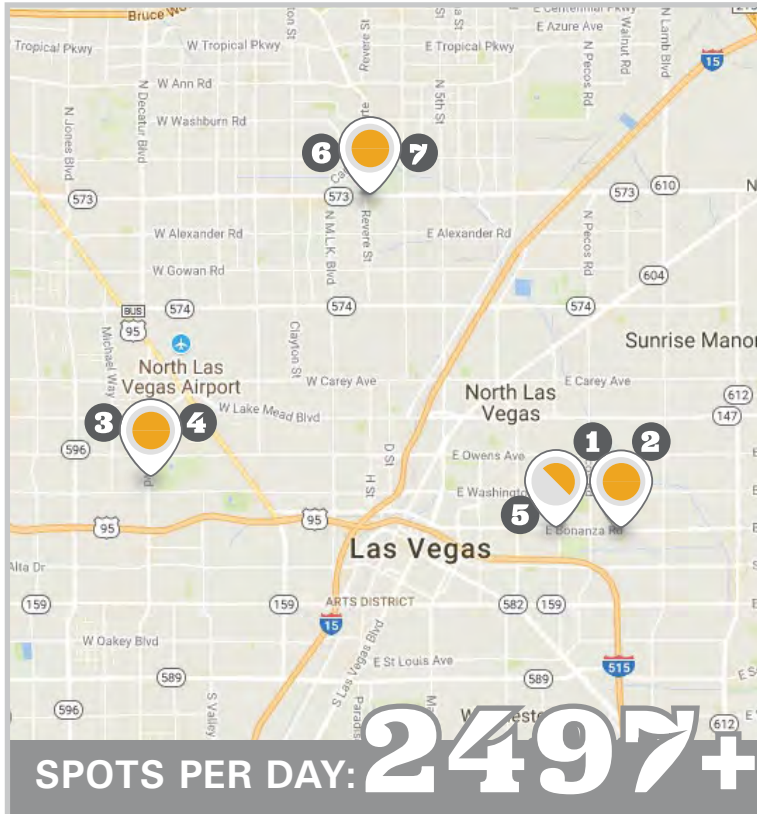


\*Copy conflict applies: Political and Adult - Location excluded from schedule and will affect total spot delivery.

All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.

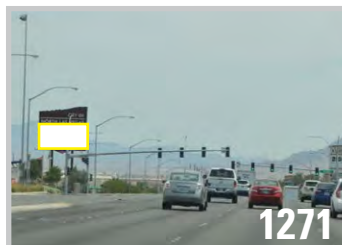
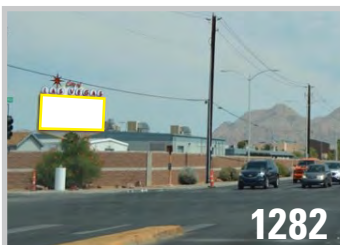
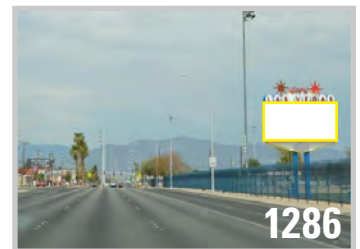
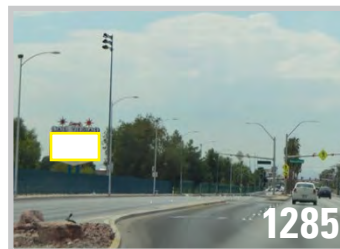
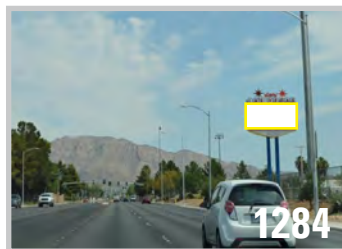
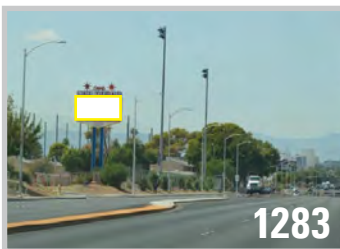
# NORTH DIGITAL POSTER PROGRAM

The **North Digital Poster Program** displays your message in the North Metro area throughout the day.



Creative is continuously displayed on 7 locations:

- 1 1283**  
Bonanza SL 600' E/O Pecos, *EF*
- 2 1284**  
Bonanza SL 600' E/O Pecos, *WF*
- 3 1285**  
North Decatur S/O West Vegas, *NF*
- 4 1286**  
North Decatur S/O Vegas Drive, *SF*
- 5 1282**  
East Bonanza Rd @ North Mojave, *SF*
- 6 1271**  
W Craig Rd N Martin Luther King, *WF*
- 7 1270**  
W Craig Rd N Martin Luther King, *EF*



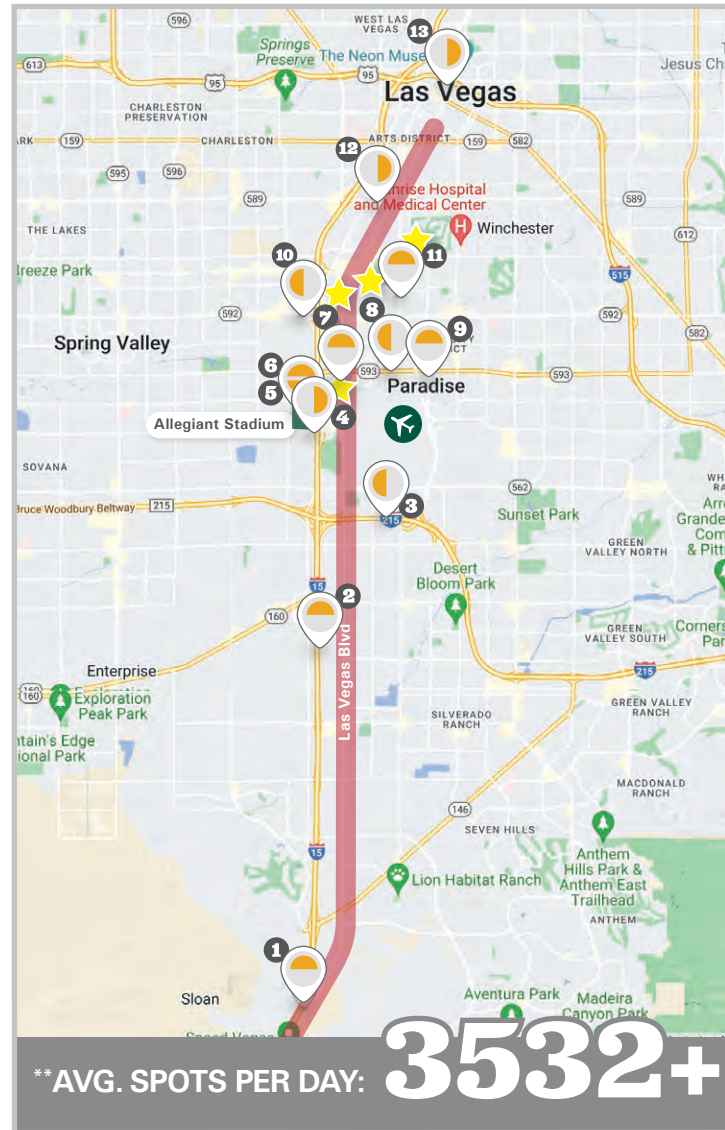
Rotation time in this program may vary depending on available status.

All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement.



# TOURIST DIGITAL PROGRAM

The **Tourist Digital Program** displays your message in the highly traveled tourist corridor throughout the day.



Creative is continuously displayed on 13 locations:



**Most Frequented Convention, Expo, & Event Venues**

- 1 1323**  
I-15 EL .8 Mi N/O Sloan Rd., *Facing South*
- 2 1138**  
I-15 EL S/O Blue Diamond, *Facing South*
- 3 1157**  
I-215 NL W/O Airport Tunnel, *Facing East*
- 4 1317\*** *(No Cannabis, Nicotine, Adult, Vape or Airlines)*  
ALLEGiant STADIUM: Russell NL W/O I-15, *Facing West*
- 5 1315\*** *(No Cannabis, Nicotine, Adult, Vape or Airlines)*  
ALLEGiant STADIUM: I-15 WL 130' N/O Russell, *Facing North*
- 6 1316\*** *(No Cannabis, Nicotine, Adult, Vape or Airlines)*  
ALLEGiant STADIUM: I-15 WL 130' N/O Russell, *Facing South*
- 7 1269**  
LVBS EL 130' S/O Reno, *Facing South*
- 8 1227**  
Tropicana NL E/O Las Vegas Blvd, *Facing East*
- 9 1118**  
Airport Exit North S/O Tropicana, *Facing South*
- 10 1325**  
Flamingo SL @ RR Tracks W/O I-15, *Facing East*
- 11 1190**  
Paradise EL N/O Flamingo @ Convention Ctr, *Facing South*
- 12 1265**  
Sahara NL .3 Mi W/O Las Vegas Blvd, *Facing West*
- 13 1288\*** *(No Political or Adult)*  
US-95/515 NL 750' W/O Las Vegas Blvd, *Facing West*



\*Copy conflict applies: Political, Cannabis, Nicotine, Adult, Vape or North/South American Airlines - Location excluded from schedule and will affect total spot delivery. \*\*Guaranteed minimum spot delivery accounts for tourist program's copy not scheduled on 1315-1316-1317 during selective TBD stadium events. Additional locations may be added or changed at any time at Lamar's discretion without client prior notice. Daily spot delivery may fluctuate. All Inventory sold pending availability at time of placement. Program(s) sold as is, cannot be modified with art receipt 5 working days prior to start. Short Term, Convention, and Events require prepayment at time of signed contract receipt, contract cannot be canceled.

# A.C.E. DIGITAL PROGRAM (Airport/Convention/Event)

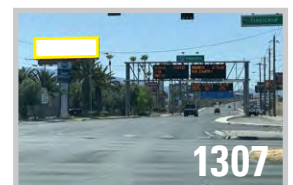
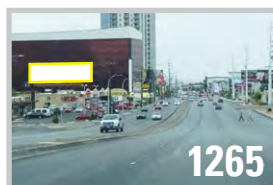
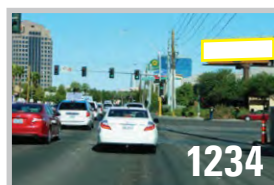
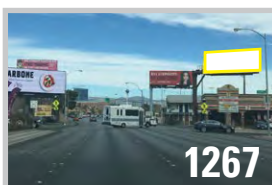
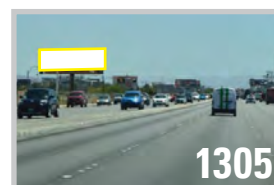
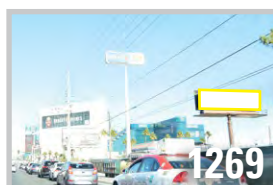
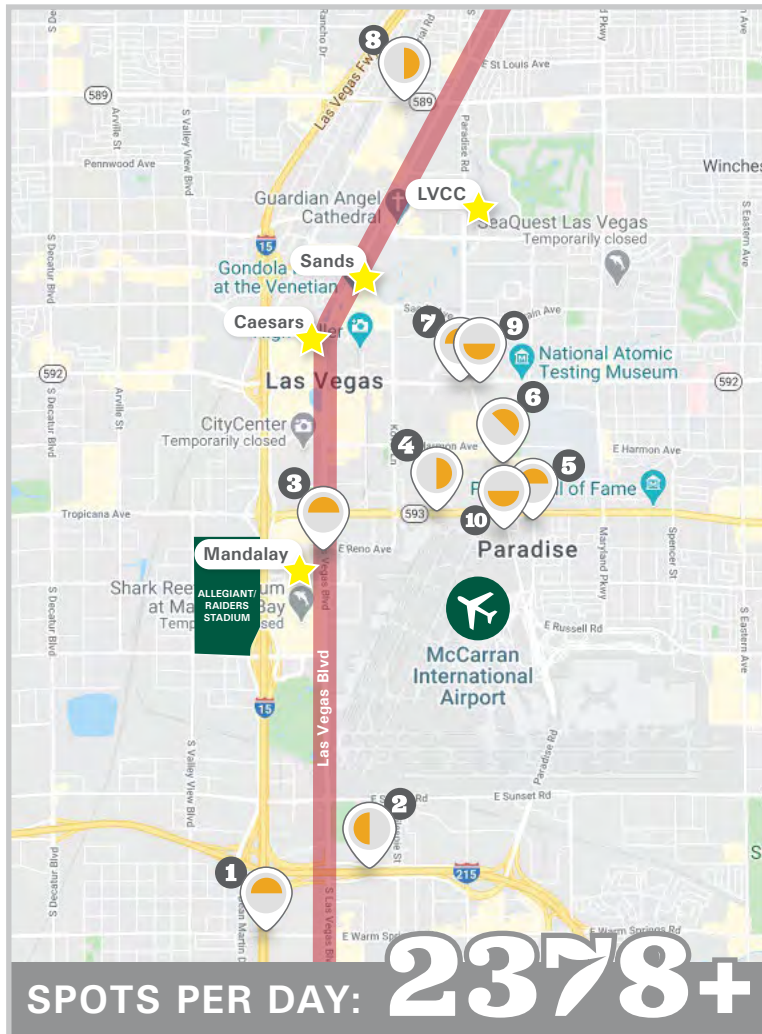
The **A.C.E Digital Program** displays your message all day 24/7, leading to and from the most traveled commuter airport/convention/event routes including the airport, Las Vegas Strip/Tourist Corridor, T-Mobile Arena, Raider's Allegiant Stadium, and all convention and event venues. Las Vegas hosts over 42+ million visitors a year, 6.6+ million are convention attendees.

Creative is continuously displayed on 10 locations:



**Most Frequented Convention, Expo, and Event Venues**

- 1 1238**  
I-15 WL .9 MI N/O I-215 Interchange, *Facing South*
- 2 1260**  
I-215 NL .3 MI E/O Las Vegas Blvd, *Facing East*
- 3 1269**  
LVBS EL 130' S/O Reno, *Facing South*
- 4 1305**  
Tropicana NL .5 MI W/O Paradise, *Facing West*
- 5 1118**  
Airport Exit N WL S/O Tropicana, *Facing South*
- 6 1267**  
Swenson EL N/O Naples, *Facing Southwest*
- 7 1234**  
Paradise/Flamingo E/O LV Blvd S/O Convention Center, *Facing Southwest*
- 8 1265**  
Sahara NL .3 MI W/O LV Blvd, *Facing West*
- 9 1308**  
Paradise EL 200' N/O Flamingo, *Facing North*
- 10 1307**  
Paradise EL 500' S/O Tropicana, *Facing North*



Limit of one creative per client. Rotation time in this program may vary depending on available status. All program locations and rates are subject to change any time at Lamar's discretion without prior client notice. All inventory sold pending availability at the time of placement. Convention Program requires payment at the time the signed contract is received.



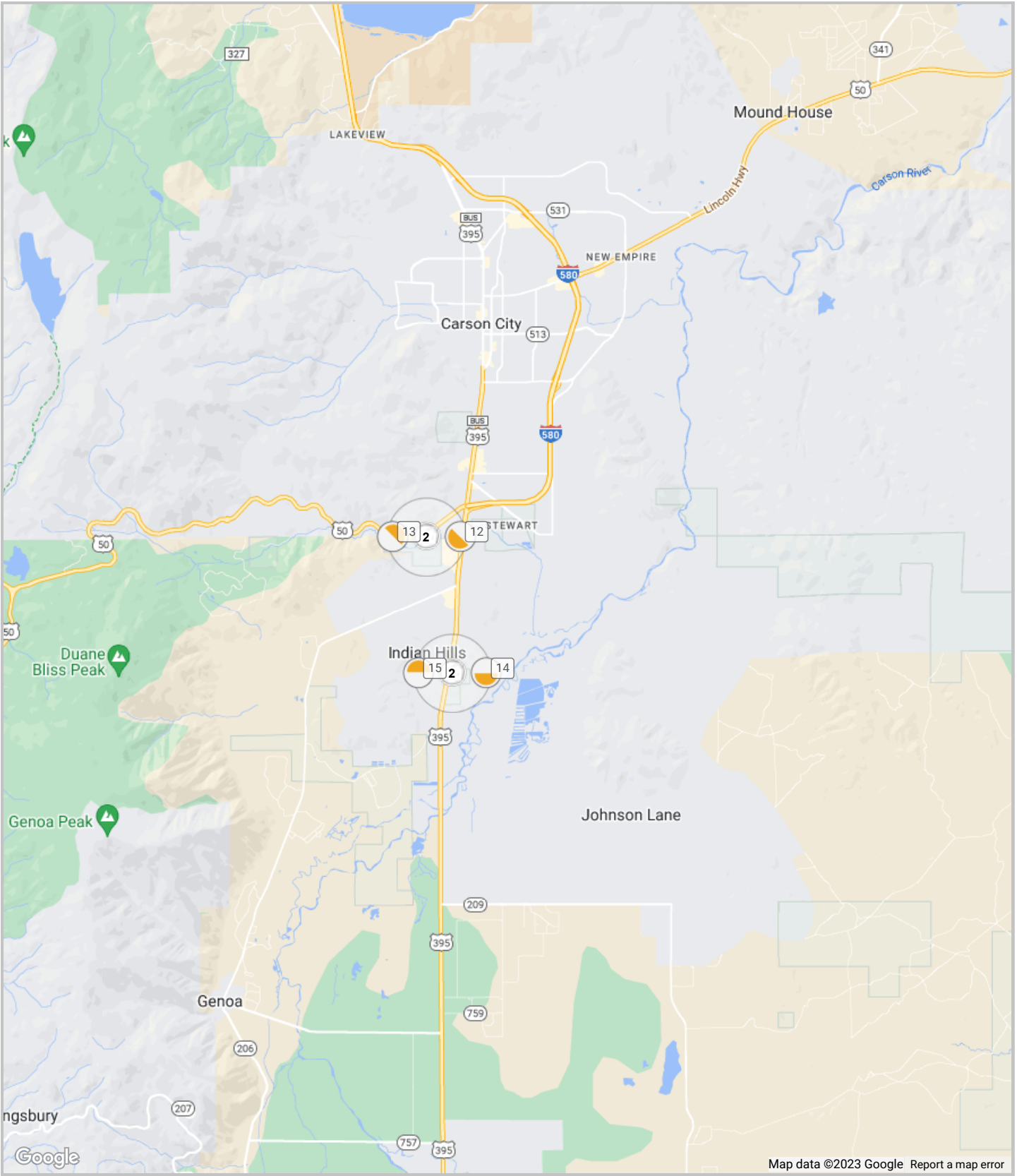
# RENO / SPARKS

ALL RENO DIGITAL



# CARSON CITY

ALL RENO DIGITAL









Map data ©2023 Google Report a map error

# LOCATION LIST

## ALL RENO DIGITAL







\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	32012	30458415	Permanent Bulletin / Digital	South	14' 0" x 48' 0"	469,642 <i>per spot</i>	YES
<b>Location:</b> I 580 ES 0.2mi N/O Glendale Av F/S <b>Current Advertiser:</b> RENOWN HEALTH <b>Rate:</b> \$5,000.00								
	2	22212	30479400	Permanent Bulletin / Digital	North West	14' 0" x 48' 0"	359,187 <i>per spot</i>	YES
<b>Location:</b> I 580 ES 0.2mi N/O Glendale Av F/N <b>Current Advertiser:</b> NISSAN <b>Rate:</b> \$4,000.00								
	3	510055	30655158	Permanent Bulletin / Digital	East	14' 0" x 48' 0"	340,422 <i>per spot</i>	YES
<b>Location:</b> I 80 NS .5mi E/O I 580 F/E <b>Current Advertiser:</b> ATRIO HEALTH CARE <b>Rate:</b> \$3,500.00								
	4	510052	30655159	Permanent Bulletin / Digital	West	14' 0" x 48' 0"	214,786 <i>per spot</i>	YES
<b>Location:</b> I 80 NS .5mi E/O I 580 F/W <b>Current Advertiser:</b> ADAM & EVE <b>Rate:</b> \$3,500.00								
	5	26042	25523	Permanent Bulletin / Digital	West	14' 0" x 48' 0"	387,687 <i>per spot</i>	YES
<b>Location:</b> I 80 E SS 1mi W/O McCarran Blvd F/W <b>Current Advertiser:</b> HEALTH PLAN OF NEVADA - UNITED HEALTHCARE <b>Rate:</b> \$3,500.00								
	6	26032	25525	Permanent Bulletin / Digital	East	14' 0" x 48' 0"	219,869 <i>per spot</i>	YES
<b>Location:</b> I 80 E SS 1mi W/O McCarran Blvd F/E <b>Current Advertiser:</b> THE CHILDREN'S CABINET <b>Rate:</b> \$3,500.00								

# LOCATION LIST

## ALL RENO DIGITAL

\*Impression values based on: Total Population




Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	7	37212	30549900	Permanent Bulletin / Digital	South	14' 0" x 48' 0"	170,781 <i>per spot</i>	YES
<b>Location:</b> Vista Blvd WS 0.2mi N/O I 80 F/S <b>Current Advertiser:</b> VIRGINIA CITY TOURISM <b>Rate:</b> \$2,750.00								
	8	37202	30808292	Permanent Bulletin / Digital	North	14' 0" x 48' 0"	157,128 <i>per spot</i>	YES
<b>Location:</b> Vista Blvd WS 0.2mi N/O I 80 F/N <b>Current Advertiser:</b> GREATER NEVADA CREDIT UNION <b>Rate:</b> \$2,750.00								
	9	37412	50423402	Permanent Bulletin / Digital	South	14' 0" x 48' 0"	201,680 <i>per spot</i>	YES
<b>Location:</b> Vista Blvd ES .5mi S/O Prater Wy F/S <b>Current Advertiser:</b> NEVADA DEPARTMENT OF MOTOR VEHICLES <b>Rate:</b> \$2,750.00								
	10	10052	591081	Permanent Bulletin / Digital	South	14' 0" x 48' 0"	127,940 <i>per spot</i>	YES
<b>Location:</b> I 580 WS 2.5mi S/O S Meadows Pkwy F/S <b>Current Advertiser:</b> JCPENNY <b>Rate:</b> \$4,000.00								
	11	10062	591083	Permanent Bulletin / Digital	North	14' 0" x 48' 0"	148,122 <i>per spot</i>	NO
<b>Location:</b> I 580 WS 2.5mi S/O S Meadows Pkwy F/N <b>Current Advertiser:</b> NORTHERN NEVADA SPECIAL OLYMPICS <b>Rate:</b> \$4,000.00								
	12	22022	598095	Permanent Bulletin / Digital	North East	14' 0" x 48' 0"	44,085 <i>per spot</i>	YES
<b>Location:</b> US 50 SS 1mi W/O US 395 F/E <b>Current Advertiser:</b> CATHOLIC CHARITIES OF NORTHERN NEVADA <b>Rate:</b> \$2,000.00								



# LOCATION LIST

## ALL RENO DIGITAL

\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	13	22032	598096	Permanent Bulletin / Digital	South West	14' 0" x 48' 0"	77,056 <i>per spot</i>	YES
<b>Location:</b> US 50 SS 1mi W/O US 395 F/W <b>Current Advertiser:</b> BATES HOMES <b>Rate:</b> \$3,000.00								
	14	22082	25406	Permanent Bulletin / Digital	North	14' 0" x 48' 0"	57,372 <i>per spot</i>	YES
<b>Location:</b> US 395 ES 2.7mi S/O US 50 F/N <b>Current Advertiser:</b> EVERY MAN JACK <b>Rate:</b> \$2,500.00								
	15	22092	25405	Permanent Bulletin / Digital	South	14' 0" x 48' 0"	71,440 <i>per spot</i>	YES
<b>Location:</b> US 395 ES 2.7mi S/O US 50 F/S <b>Current Advertiser:</b> GREATER NEVADA CREDIT UNION <b>Rate:</b> \$3,000.00								
<b>Total Weekly Impressions: 3,047,197</b>								

# PANEL #32012

I 580 ES 0.2mi N/O Glendale Av F/S



## LOCATION #1

WEEKLY IMPRESSIONS:	469,642 <i>per spot*</i>
MEDIA TYPE/STYLE:	Permanent Bulletin - Digital
LAT/LONG:	<a href="#">39.52985</a> / <a href="#">-119.78386</a>
MARKET:	WASHOE
GEOPATH ID:	30458415
PANEL SIZE:	14' 0" x 48' 0" <a href="#">View Spec Sheet</a>
FACING/READ:	South / Right
SLOTS/DWELL:	8 slots / 8 seconds
RATE:	\$5,000.00



\*Impression values based on: Total Population

# PANEL #22212

I 580 ES 0.2mi N/O Glendale Av F/N



## LOCATION #2

**ADVERTISING STRENGTHS:** Major freeway bulletin located on the "Spaghetti Bowl" delivering to very heavy commuters traveling southbound from, NW Reno, Downtown Reno and the ever expanding North Valleys.

**WEEKLY IMPRESSIONS:** 359,187 *per spot\**

**MEDIA TYPE/STYLE:** Permanent Bulletin - Digital

**LAT/LONG:** [39.52985 / -119.78386](#)

**MARKET:** WASHOE

**GEOPATH ID:** 30479400

**PANEL SIZE:** 14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:** North West / Left

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$4,000.00



\*Impression values based on: Total Population

# PANEL #510055

I 80 NS .5mi E/O I 580 F/E



## LOCATION #3

**ADVERTISING STRENGTHS:** Major freeway digital bulletin delivering to all Westbound I-80 traffic near the "Spaghetti Bowl", traveling towards downtown Reno, home of University of Nevada Reno.

**WEEKLY IMPRESSIONS:** 340,422 *per spot\**

**MEDIA TYPE/STYLE:** Permanent Bulletin - Digital

**LAT/LONG:** [39.53602 / -119.778118](#)

**MARKET:** WASHOE

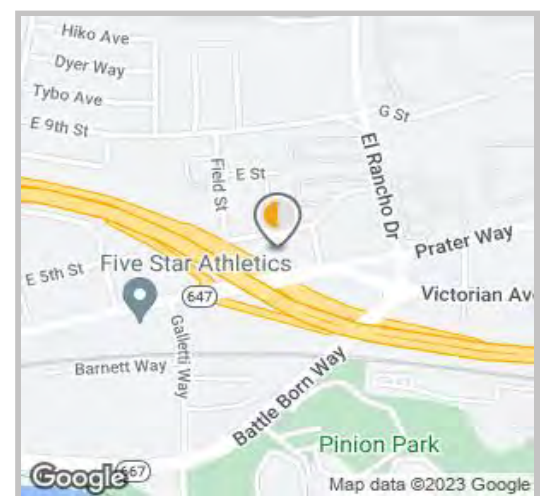
**GEOGRAPHIC ID:** 30655158

**PANEL SIZE:** 14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:** East / Right

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$3,500.00



\*Impression values based on: Total Population



# PANEL #510052

I 80 NS .5mi E/O I 580 F/W



LOCATION #4

**ADVERTISING STRENGTHS:** Major freeway digital bulletin delivering to all Eastbound I-80 traffic near the "Spaghetti Bowl", traveling from downtown Reno to all areas of Sparks, NV or traveling through.

**WEEKLY IMPRESSIONS:** 214,786 *per spot\**

**MEDIA TYPE/STYLE:** Permanent Bulletin - Digital

**LAT/LONG:** [39.53602 / -119.778118](#)

**MARKET:** WASHOE

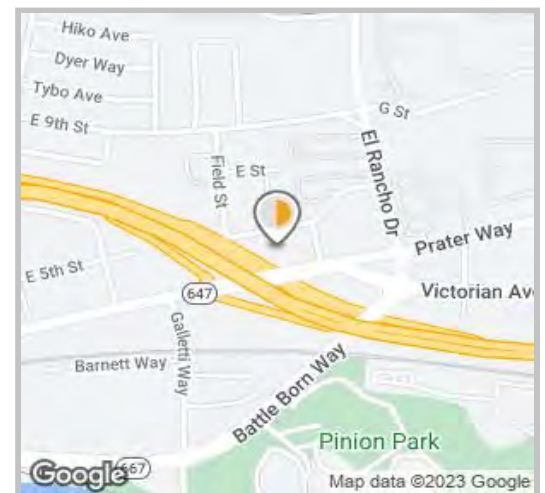
**GEOPATH ID:** 30655159

**PANEL SIZE:** 14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:** West / Left

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$3,500.00



\*Impression values based on: Total Population

# PANEL #26042

I 80 E SS 1mi W/O McCarran Blvd F/W



## LOCATION #5

**ADVERTISING STRENGTHS:** Interstate digital bulletin targets those Eastbound on I-80 traveling to all areas of Sparks, NV or onto some of our rural areas, including USA Parkway, home to the Nations largest Industrial Park.

**WEEKLY IMPRESSIONS:** 387,687 *per spot*\*

**MEDIA TYPE/STYLE:** Permanent Bulletin - Digital

**LAT/LONG:** [39.53402 / -119.7491](#)

**MARKET:** WASHOE

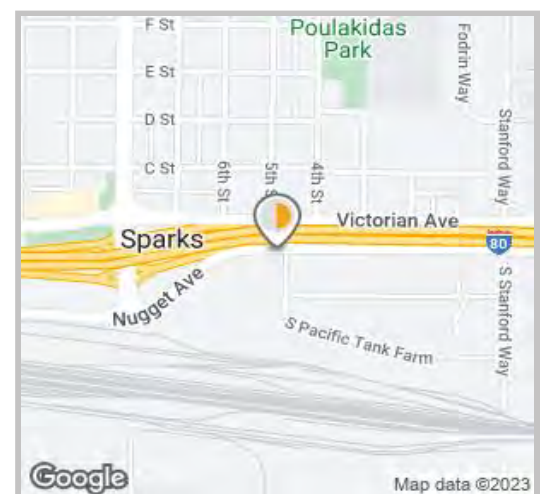
**GEOPATH ID:** 25523

**PANEL SIZE:** 14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:** West / Right

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$3,500.00



\*Impression values based on: Total Population

# PANEL #26032

I 80 E SS 1mi W/O McCarran Blvd F/E



LOCATION #6

**ADVERTISING STRENGTHS:** Interstate digital bulletin that targets Westbound traffic on I-80 from Sparks traveling towards the I-80/I-580 interchange, Downtown Reno and NW Reno.

**WEEKLY IMPRESSIONS:** 219,869 *per spot\**

**MEDIA TYPE/STYLE:** Permanent Bulletin - Digital

**LAT/LONG:** [39.53402 / -119.7491](#)

**MARKET:** WASHOE

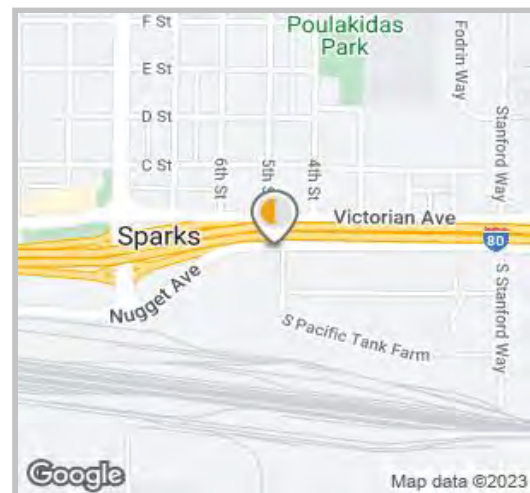
**GEOPATH ID:** 25525

**PANEL SIZE:** 14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:** East / Left

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$3,500.00



\*Impression values based on: Total Population



# PANEL #37212

Vista Blvd WS 0.2mi N/O I 80 F/S



## LOCATION #7

WEEKLY IMPRESSIONS:	170,781 <i>per spot</i> *
MEDIA TYPE/STYLE:	Permanent Bulletin - Digital
LAT/LONG:	<a href="#">39.529049</a> / <a href="#">-119.70201</a>
MARKET:	WASHOE
GEOPATH ID:	30549900
PANEL SIZE:	14' 0" x 48' 0" <a href="#">View Spec Sheet</a>
FACING/READ:	South / Left
SLOTS/DWELL:	8 slots / 8 seconds
RATE:	\$2,750.00



\*Impression values based on: Total Population



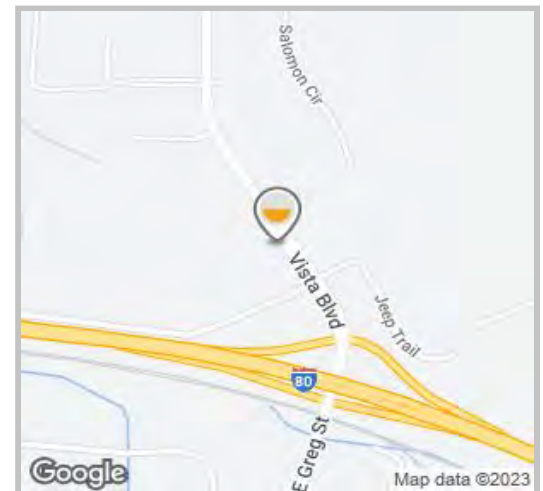
# PANEL #37202

Vista Blvd WS 0.2mi N/O I 80 F/N



## LOCATION #8

WEEKLY IMPRESSIONS:	157,128 <i>per spot</i> *
MEDIA TYPE/STYLE:	Permanent Bulletin - Digital
LAT/LONG:	<a href="#">39.529049</a> / <a href="#">-119.70201</a>
MARKET:	WASHOE
GEOPATH ID:	30808292
PANEL SIZE:	14' 0" x 48' 0" <a href="#">View Spec Sheet</a>
FACING/READ:	North / Right
SLOTS/DWELL:	8 slots / 8 seconds
RATE:	\$2,750.00



\*Impression values based on: Total Population

# PANEL #37412

Vista Blvd ES .5mi S/O Prater Wy F/S



## LOCATION #9

WEEKLY IMPRESSIONS:	201,680 per spot*
MEDIA TYPE/STYLE:	Permanent Bulletin - Digital
LAT/LONG:	<a href="#">39.534193</a> / <a href="#">-119.703605</a>
MARKET:	SPARKS
GEOPATH ID:	50423402
PANEL SIZE:	14' 0" x 48' 0" <a href="#">View Spec Sheet</a>
FACING/READ:	South / Right
SLOTS/DWELL:	8 slots / 8 seconds
RATE:	\$2,750.00



\*Impression values based on: Total Population



# PANEL #10052

I 580 WS 2.5mi S/O S Meadows Pkwy F/S



LOCATION #10

**ADVERTISING STRENGTHS:** Located in ever expanding South Reno. This freeway digital delivers to all Northbound between the So Meadows Pkwy and Damonte Ranch Exits. Heavy residential homes 3 major High Schools. Nearby businesses include auto dealerships (Tesla, Mercedes, Infiniti), Shopping (WalMart, Kohls, Marshalls) and the Summit Mall.

**WEEKLY IMPRESSIONS:** 127,940 *per spot\**

**MEDIA TYPE/STYLE:** Permanent Bulletin - Digital

**LAT/LONG:** [39.428269 / -119.758307](#)

**MARKET:** WASHOE

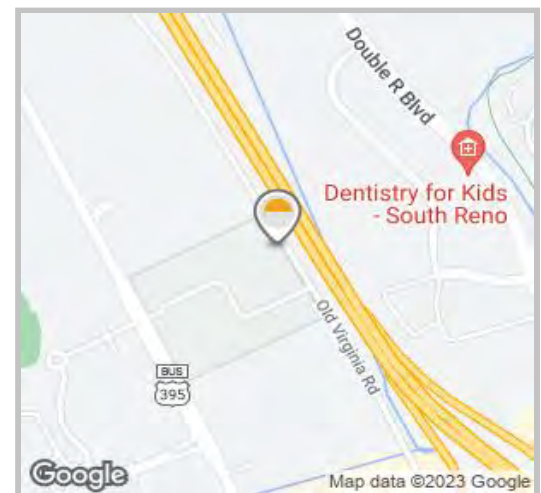
**GEOPATH ID:** 591081

**PANEL SIZE:** 14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:** South / Left

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$4,000.00



\*Impression values based on: Total Population

# PANEL #10062

I 580 WS 2.5mi S/O S Meadows Pkwy F/N



LOCATION #11

**ADVERTISING STRENGTHS:** Located in ever expanding South Reno. This freeway digital delivers to all Southbound between the So Meadows Pkwy and Damonte Ranch Exits. Nearby High School audience includes Bishop Manogue, Damonte Ranch and Galena High Schools. Nearby businesses include auto dealerships (Tesla, Mercedes, Infiniti), Shopping (WalMart, Kohls, Marshalls) and the Summit Mall.

**WEEKLY IMPRESSIONS:** 148,122 *per spot\**

**MEDIA TYPE/STYLE:** Permanent Bulletin - Digital

**LAT/LONG:** [39.428269](#) / [-119.758307](#)

**MARKET:** WASHOE

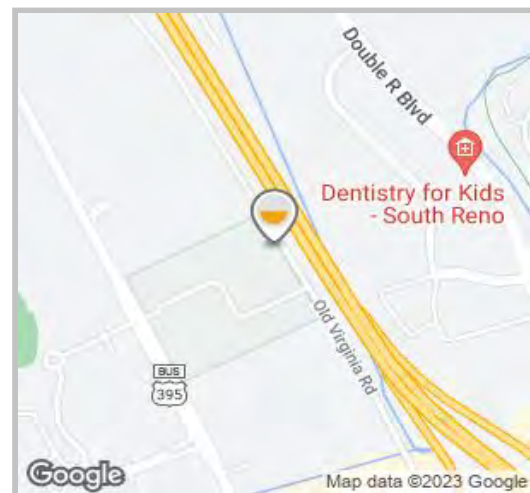
**GEOPATH ID:** 591083

**PANEL SIZE:** 14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:** North / Right

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$4,000.00



\*Impression values based on: Total Population



# PANEL #22022

US 50 SS 1mi W/O US 395 F/E



LOCATION #12

**ADVERTISING STRENGTHS:** Impressive Digital Bulletin directly target those traveling to Lake Tahoe from Carson, Reno via Hwy 50

**WEEKLY IMPRESSIONS:** 44,085 *per spot\**

**MEDIA TYPE/STYLE:** Permanent Bulletin - Digital

**LAT/LONG:** [39.11359 / -119.784369](#)

**MARKET:** CARSON CITY

**GEOPATH ID:** 598095

**PANEL SIZE:** 14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:** North East / Left

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$2,000.00



*\*Impression values based on: Total Population*

# PANEL #22032

US 50 SS 1mi W/O US 395 F/W



## LOCATION #13

**ADVERTISING STRENGTHS:** Delivering to Eastbound commuters from Lake Tahoe entering to the Carson Valley, our State Capital Carson City. Hwy 50 drops into I-580 to Reno.

**WEEKLY IMPRESSIONS:** 77,056 per spot\*

**MEDIA TYPE/STYLE:** Permanent Bulletin - Digital

**LAT/LONG:** [39.11359 / -119.784369](#)

**MARKET:** CARSON CITY

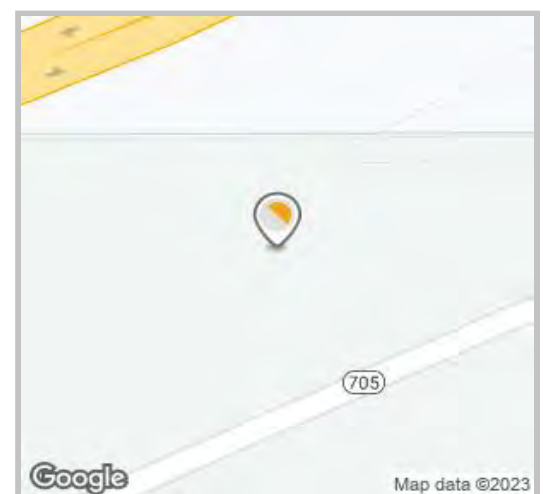
**GEOPATH ID:** 598096

**PANEL SIZE:** 14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:** South West / Right

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$3,000.00



\*Impression values based on: Total Population

# PANEL #22082

US 395 ES 2.7mi S/O US 50 F/N



LOCATION #14

**ADVERTISING STRENGTHS:** Delivering to Southbound traffic between Carson City and Minden/Gardnerville. This digital unit targets those traveling to Lake Tahoe via scenic Kingsbury Grade, near Genoa.

**WEEKLY IMPRESSIONS:** 57,372 per spot\*

**MEDIA TYPE/STYLE:** Permanent Bulletin - Digital

**LAT/LONG:** [39.081318 / -119.776521](#)

**MARKET:** CARSON CITY

**GEOPATH ID:** 25406

**PANEL SIZE:** 14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:** North / Left

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$2,500.00



\*Impression values based on: Total Population



# PANEL #22092

US 395 ES 2.7mi S/O US 50 F/S



## LOCATION #15

**ADVERTISING STRENGTHS:** Highly requested digital bulletin delivers to Northbound traffic from Minden/Gardnerville to Carson City, Tahoe and Reno

**WEEKLY IMPRESSIONS:** 71,440 *per spot\**

**MEDIA TYPE/STYLE:** Permanent Bulletin - Digital

**LAT/LONG:** [39.081318 / -119.776521](#)

**MARKET:** CARSON CITY

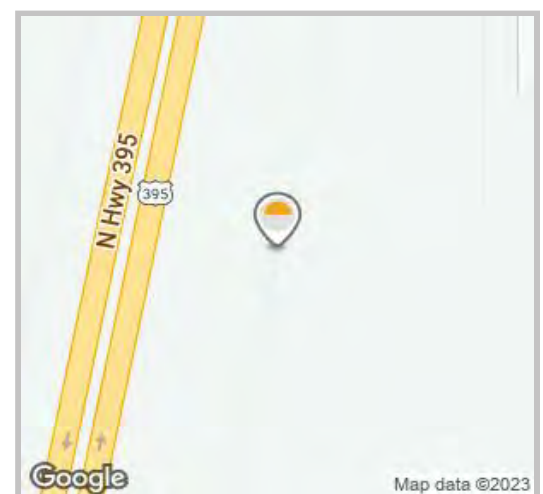
**GEOPATH ID:** 25405

**PANEL SIZE:** 14' 0" x 48' 0" [View Spec Sheet](#)

**FACING/READ:** South / Right

**SLOTS/DWELL:** 8 slots / 8 seconds

**RATE:** \$3,000.00



\*Impression values based on: Total Population



# Let's Do This Together!

Today's Registration Dollars  
*Create Tomorrow's*

## Off-Road Adventures!

The Nevada Off-Highway  
Vehicles Program

For More Info visit: [Ohv.nv.gov](http://Ohv.nv.gov)



# OHV.NV.GOV – Off Road 2024-2025 Campaign



The 2024-25 campaign will methodically deliver over 66,000 monthly impressions to the targeted audience monthly, running March through August.

The strategy will use the cost effective and impactful programmatic display banners & video channels such as YouTube, as well as pre-roll positions on the sites this audience is consuming.

By including streaming audio, we will be able to reach this audience while they listen to their podcasts and music as well. (This occurs frequently while this audience is enjoying the outdoors)

The overall efforts will drive traffic to the site and engage users to download needed forms for certain registrations.

Based on seasonal engagement, Beasley will optimize the campaign to conserve impressions in off periods and bolster impressions during active seasons. This is a natural action item as our operations team will be monitoring the flight monthly.



# OHV.NV.GOV – Off Road EXPANDED - All of Nevada

## Let's Do This Together!

Today's Registration Dollars  
*Create Tomorrow's*

## Off-Road Adventures!



The 24-25  
Campaign will  
reach 66,000 off  
road vehicle  
owners monthly.



# OHV.NV.GOV – Off Road 2024-25 Sample Site List

Results:  
Dealer Form: 129

<b>Comscore 2000 Site List</b>			
google.com		1.00	
facebook.com		1.00	
yahoo.com		1.00	
youtube.com		1.00	
msn.com		1.00	
bing.com		1.00	
blogger.com		1.00	
craigslist.org		1.00	
ebay.com		1.00	
ask.com		1.00	
apple.com		1.00	
microsoft.com		1.00	
yelp.com		1.00	
about.com		1.00	
cnn.com		1.00	
imdb.com		1.00	

Beasley is adept in locating your audience, we will be utilizing a top Comscore site list to launch your campaign.

Once active devices have been targeted, we will continue to deliver your message to these people on other sites they visit.

Your campaign will deliver to both desktop and mobile devices.

A List of prior sites is provided in the current dashboard.

The KPI's for this campaign are to reach the rural areas in Nevada in order to promote Offroad Vehicle Registration and create an engaged audience that will convert to form downloads.

# OHV.NV.GOV Off Road 2024 – 2025 Proposed Campaign

6 Month Flights in High  
Season:  
MARCH THROUGH AUGUST.

Annual Campaign: \$9,996

2024-25 Campaign:  
\$19,992

CLIENT:

CONTACT:

ADDRESS:

EMAIL:

PHONE:

APPROVED BY:

FLIGHT DATES:

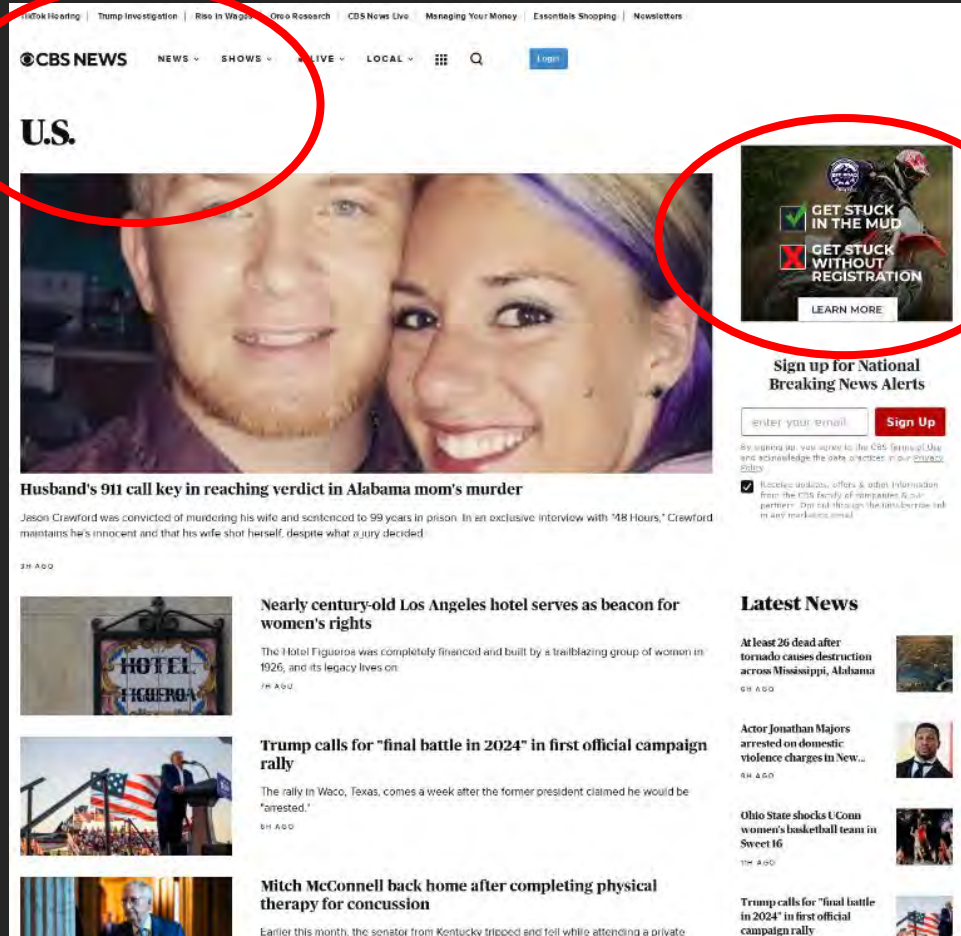
DATE:

MEDIA REP:



PLATFORM	DESCRIPTION	NOTES	MONTHLY MARCH - AUGUST	MONTHLY INVOICE
15 AND 30 SECOND PRE ROLL VIDEO	CATEGORY AND CONTENT TARGETED	PRE-ROLL STRATEGY EXPANDING TO THE ENTIRE STATE WIDE AUDIENCE	35,000	\$ 1,015.00
STREAMING AUDIO	INCLUDES SPOTIFY, GIMLET, PANDORA,	ALL CHANNELS WITHIN THE AUDIENCE PARAMETERS - 30 SECOND SPOTS.	21,700	\$ 651.00
VALUE ADDED	TARGETED BANNERS	BASED ON ANNUAL CAMPAIGN	10,000	\$ -
MONTHLY FLIGHT			66,700	\$ 1,666
2024			66,700	\$ 9,996
2025			66,700	\$ 9,996

# REVIEW



The campaign used the cost effective and impactful programmatic display and video channels on the sites that this audience is consuming across the state. Supporting channels are streaming audio and retargeting.

We utilized a smaller budget for some tactics as we launched Q1 and suggested that we revive the creatives.

Here is a summary of the current metrics for the campaign. As described as 2023 Q1, please note the campaign metrics for Jan.1 – March 31, 2023 in a new format on the following pages.

As the campaign continues, Beasley is/will continue optimizing each channel in order to maximize your results.



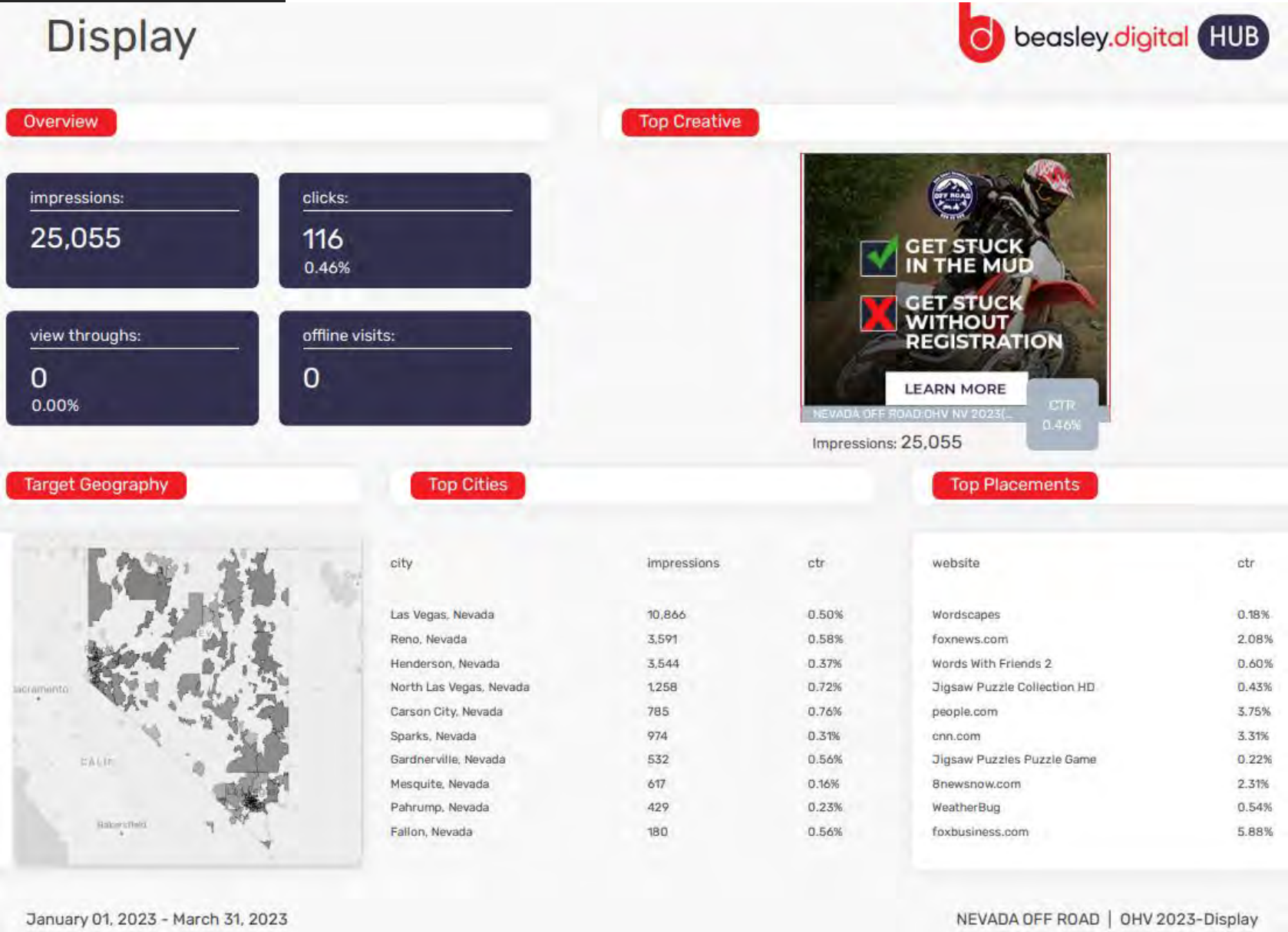


# Display Channel Delivery

Describes the display creative assets performance in Q1.

Banners were delivered to a highly targeted audience in Nevada.

This audience is narrow. We delivered 25,000+ impressions with a .46% CTR.



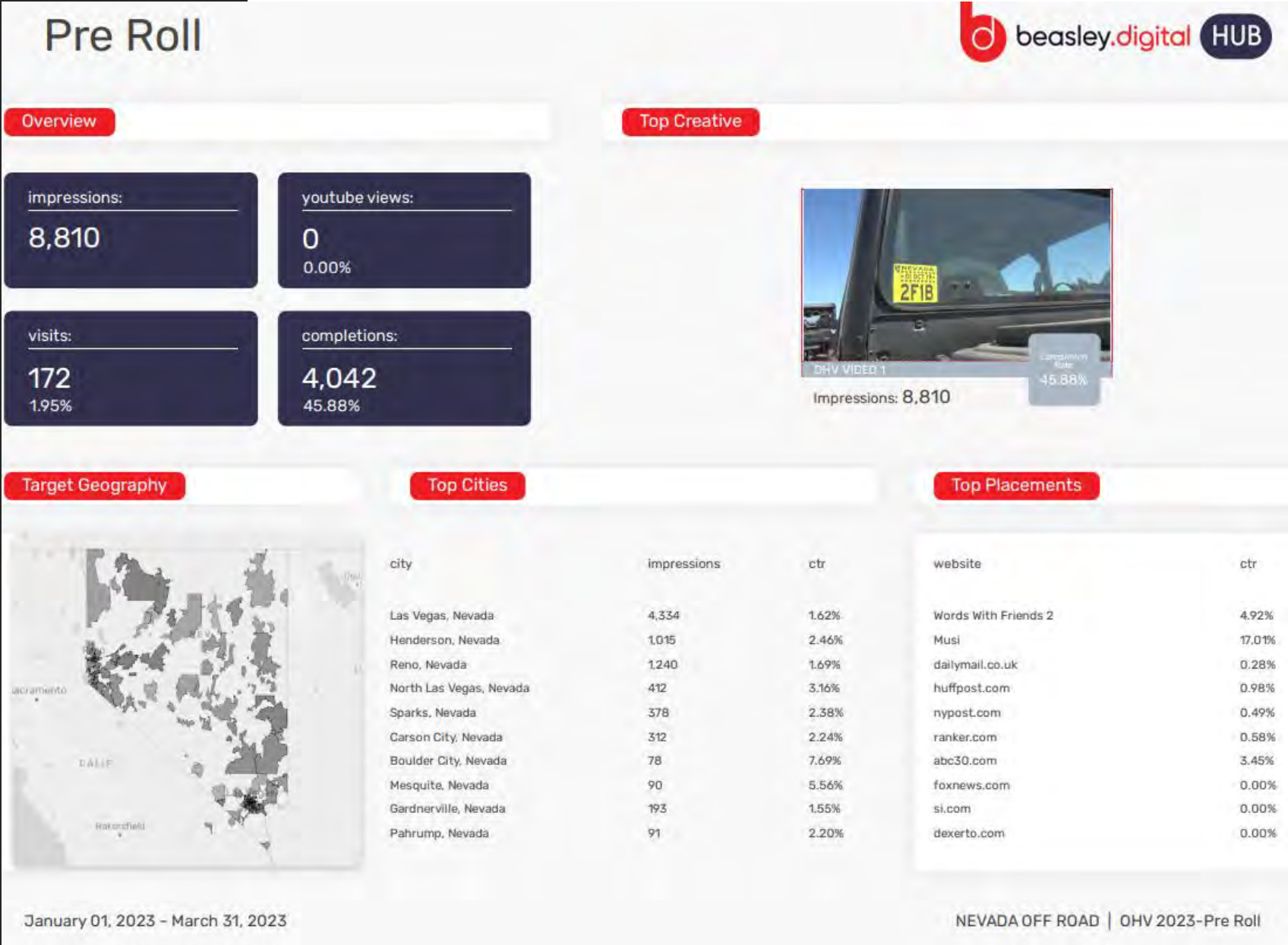
# Video Channel Delivery

Describes the Video creative asset performance in Q1.

Video was delivered to a highly targeted audience in Nevada.

While 8,810 videos were delivered, there were 4,042 views of the videos. This metric indicates that almost half of the users viewed the video.

We can see 172 conversions from the video flights.

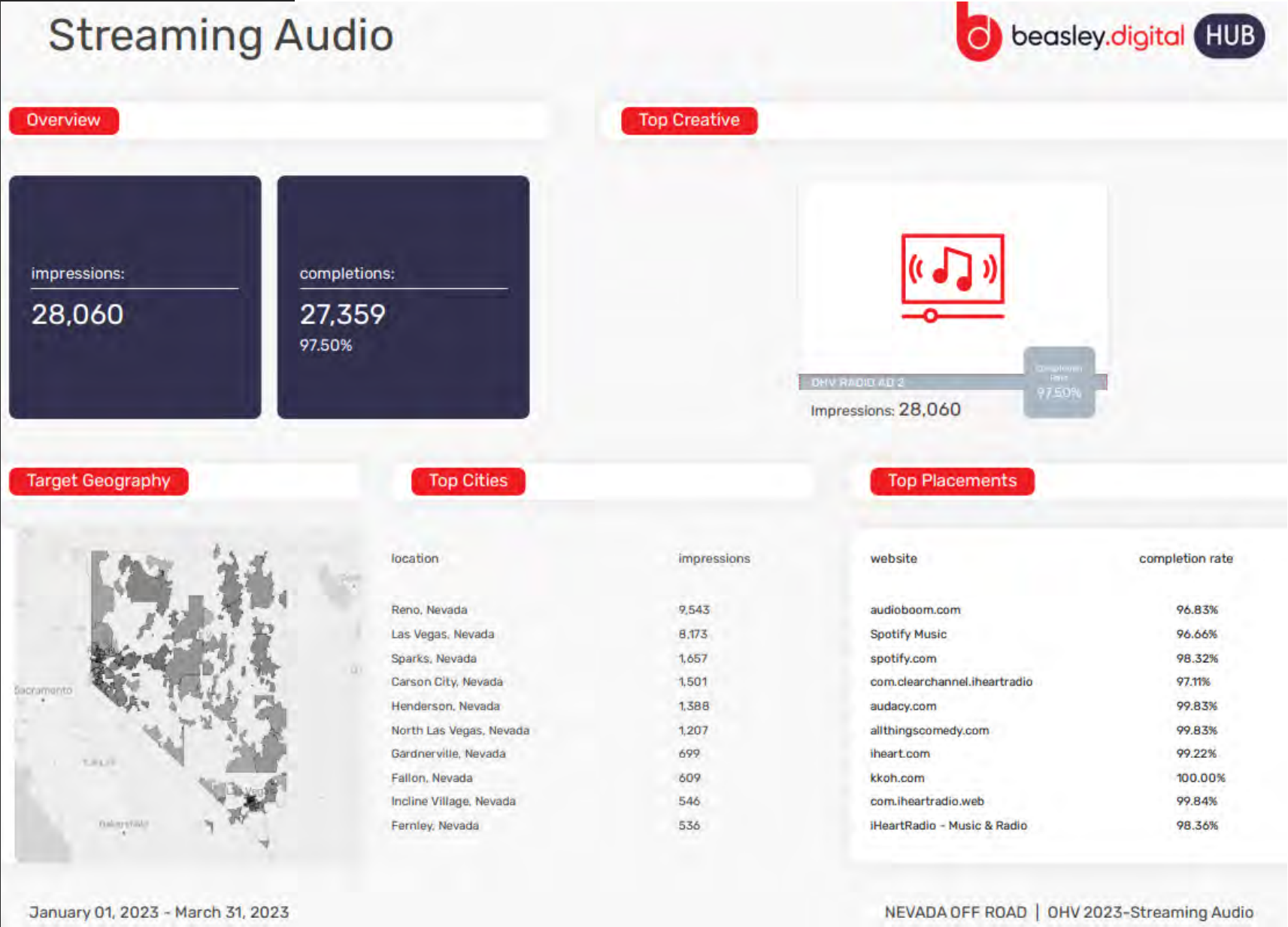


# Audio Channel Delivery

We delivered over 28,000 streaming audio spots to the same individuals who received other OHV advertising during the flight.

These spots were designed to remind the audience to renew their registration.

97% of the users listened to the entire spot.





# Year Over Year Metrics

The campaign is doing very well in all areas.

As mentioned in the previous slides, we have updated our reporting dashboard, which is fabulous.

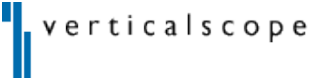
However the new technology (dashboard) will require the implementation of new conversion pixels.

You will notice 'pending data feed' listed in the chart to the right.

Our operations staff will reach out with these new pixels that we will ask you to place in your GTM container.



CAMPAIGN TRAFFIC	2021	2022	Q1 '23	ROLLUP
DISPLAY	2241	8686	116	11043
VIDEO	792	606	172	1570
AUDIO	57	315	13	385
FORM FILL RESULTS	2021	2022	Q1 '23	ROLLUP
PURCHASE/RENEWALS	120	83	pending data feed	203
DEALER	129	98	pending data feed	227
OUT OF STATE	229	97	pending data feed	326
PRIVATE PARTY	689	437	pending data feed	1126
HOME MADE	18	10	pending data feed	28



Insertion Order

VerticalScope IO#	P30032420
Advertiser PO#	

<b>Advertiser</b> MXT Media c/o Off-Road Nevada		<b>Agency</b> 		<b>VerticalScope Contact Info:</b>	
<b>Campaign Name:</b> MXT Media c/o Off-Road Nevada - Nevada Campaign 2023-2025				<b>Mailing Address:</b> 111 Peter St, Suite 600, Toronto, Ontario, Canada, M5V2H1	
<b>Campaign Currency:</b> USD				<b>Phone:</b> (416) 341-8950 <b>Fax:</b> (416) 341-8959	
				<b>extension</b> <b>e-mail</b>	
				<b>Sales:</b> Anthony Bhagwandin      Ext. 489      anthonyb@autoguide.com	
				<b>Creative:</b> <a href="mailto:customerservice@verticalscope.com">customerservice@verticalscope.com</a>	
				<b>Acct Rec:</b> <a href="mailto:billing@verticalscope.com">billing@verticalscope.com</a>	
<b>Billing Address:</b> 3909 S. Maryland Parkway Ste 206 Las Vegas, Nevada, 89119 United States					
<b>Primary Contact:</b>		<b>Billing Contact:</b> Lora Hendrickson			
<b>Phone:</b>		<b>Phone:</b> (702) 235-2140			
<b>Fax:</b>		<b>Fax:</b>			
<b>e-mail:</b>		<b>e-mail:</b> lora@mxtmedia.org			

#	Product – Vertical – Size - Placement	Description/Other Details	Payment Terms	Start Date	End Date	Expiry Date / Completion Date	Promoted Product Term (Months)	Rate Type	Rate	Discount % / Discount Amount	Rate After Discount	Quantity/ Impressions	Total
1	In Thread - - Native - - arcticchat.com maverickforums.net polarisatvforums.com teryxforums.net suzuki-forums.net wolverineforums.com yxztalk.com kodiakowners.com pirate4x4.com grizzlycentral.com grizzlyriders.com ADVRider.com atv.com snowmobile.com dootalk.com	NV geo-targeted - - -	Net 30 Monthly	1-Jul-2023	30-Jun-2025			CPM	10.00 USD	0.00% 0.00 USD	10.00 USD	1,000,000.00	10,000.00 USD

Total	1,000,000.00
Impressions:	
Subtotal: \$	10,000.00 USD
Canadian Tax #894089127(w here applicable) %: \$	0.00 USD
Total: \$	10,000.00 USD

**We thank you for your business. Please direct all concerns regarding your campaign to your Sales Associate and reference your IO# in all correspondence**

It is the advertiser's responsibility to ensure that creative and content is received 2 days prior to the campaign start date (Rich Media - 3 days prior). VerticalScope Inc (VSI) will track delivery through its ad server DoubleClick for Publishers (DFP). The Advertiser, and or its Agency, (Advertiser) may also track delivery through its 3rd party Ad Server. All discrepancies shall be resolved as per the IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less. All vendor placement campaigns require a minimum 30 days cancellation notice as per the IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less as per section V. (a) iii.

Comments:

Your signature below indicates full and complete acceptance of the terms as outlined in this Insertion Order, including the attached VerticalScope Inc. Advertising Contract:

MXT Media c/o Off-Road Nevada

Company Name

Signature

Lora Hendrickson

Name

President , MXT Media

Position

Date

VerticalScope Inc.

Company Name



Signature

Neil Rosenzweig

Name

SVP, Sales

Position

19-May-2023

Date





## VERTICALSCOPE INC. ADVERTISING TERMS AND CONDITIONS

1. These advertising terms and conditions, including the insertion order (the "Insertion Order") (collectively, the "Agreement"), constitutes the entire agreement between VerticalScope Inc. ("VerticalScope") and the Advertiser whose authorization appears on the Insertion Order with respect to the subject matter set forth herein. Terms or conditions contained in any communication from either party which are in addition to or which conflict with the terms set forth in this Agreement shall be of no force or effect. Advertiser agrees to be bound by the terms and conditions of this Agreement.
2. Notwithstanding the provisions of Section 1 above, this Agreement incorporates by reference the then current *Standard Terms And Conditions For Internet Advertising For Media Buys One Year Or Less* (the "IAB Standard Terms") as published by the Interactive Advertising Bureau (the "IAB") within the IAB's website at <http://www.iab.net/>. To the extent there is conflict between the IAB Standard Terms and the terms and conditions otherwise set out in this Agreement (the "VerticalScope Terms"), the VerticalScope Terms shall govern.
3. VerticalScope agrees to publish at its sole discretion the advertisements submitted by Advertiser (each an "Advertisement") in accordance with the terms and conditions of the Insertion Order.
4. Advertisements are accepted upon the representation that Advertiser and/or its agency have the right to publish and display the contents thereof. In consideration of such publication and display of Advertisements, Advertiser and its agency jointly and severally agree to indemnify and hold VerticalScope harmless against any expense or loss to the extent incurred by reason of any third party claims, suits or proceedings alleging that the Advertisements (i) misappropriate such third party's name, contain libelous or defamatory content or violate such third party's right of privacy or publicity, (ii) infringe upon such third party's copyright, trademark or other intellectual property right, or (iii) violate any Canadian or US federal, state/provincial or local law, statute, ordinance, rule or regulation. Advertiser hereby represents and warrants to VerticalScope that:
  - a. Advertiser has, or shall obtain, at its sole cost and expense, all rights, licenses, waivers, permissions, credits or attribution necessary for use of the Advertisement as contemplated herein;
  - b. The advertisement shall contain accurate information which does not defame any person or constitute an actual or alleged violation of the rights of privacy or publicity of any person; and
  - c. The advertisement and the publication, distribution and transmission thereof will not infringe any copyright, patent, trademark, trade secret or any other right of any third party.
5. VerticalScope shall not be liable for any costs or damages if for any reason it fails to publish and display an advertisement. In no event shall VerticalScope be liable for any damages, consequential or otherwise, in excess of the amount paid by Advertiser for the Advertisement hereunder, as a result of any mistake in the Advertisement, omission from or error in any index, or for any other reason. This section shall survive the expiration or termination of this Agreement for any reason.
6. VerticalScope reserves the right to hold Advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to VerticalScope for advertising which Advertiser or its authorized agent ordered and which advertising was published and displayed in accordance with the terms hereof.
7. Advertiser grants to VerticalScope the limited right to use Advertiser's trade name, trademark and/or logo to identify Advertiser as a customer within VerticalScope's corporate disclosure materials. Upon writing request to VerticalScope, VerticalScope will agree to limit any future use of such trade name, trademark and/or logo in its marketing and advertising corporate disclosure materials.
8. This Agreement will be construed as having been made in, and will be governed in accordance with the laws of, the Province of Ontario, Canada, excluding any applicable conflict of law provisions.