

MEDIA KIT

OFFTHESTRIP.COM



ONTHESTRIP.COM

ABOUT US

OTS Media is a local, independent digital media company focusing on entertainment and lifestyle stories, profiles and features delivering fast, innovative, interactive content customized for how readers prefer to consume information today. OTS Media serves Las Vegas locals and lovers through its social media channels and websites **OffTheStrip.com** and **OnTheStrip.com**.

OUR MISSION

Redefine local digital media with socially engaging, hyper-personalized content that uncovers the true essence of what makes a city great

OUR VISION

Enrich lives by delivering engaging content that enhance local experiences

WE VALUE

Fun, Fast, Inclusive, Authentic

WE ARE

Tech-Forward and Data-Driven

WE OFFER

Locally-Focused and
Hyper-Personalized Content

All the news, good chews and great views from the Las Vegas Valley.

YOUR CITY. ENGAGED.

OFFTHESTRIP.COM • ONTHESTRIP.COM

WHY US?

CONTENT FOR TODAY

People are busier than ever.
The Digital Revolution has changed the world. Why are our competitors still serving up Old School content? We deliver fun, innovative, custom content the way people want it – fast.

– SOCIAL – IS OUR JAM!

We have a social first philosophy.
That means we engage with our followers on their preferred platform.
And, you can ensure your messages are being delivered where it matters most.

WE'RE GROWING FAST

OTS Media is one Las Vegas' fastest growing tech startups. We've increased our follower engagement 60% in the last three years.



JENNA NYE
FOUNDER & CEO



MELINDA SHECKELLS
EDITORIAL DIRECTOR



JESSE SUTHERLAND
CREATIVE DIRECTOR

DEMOGRAPHICS

YOUNG PROFESSIONALS

MILLENNIALS

OLDER GEN Z



Age Range

18-24 = 13%
25-34 = 34%
35-44 = 30%
45-54 = 13%
55+ = 10%



Geographic Mix

82% Las Vegas locals
18% Visitors



Gender Mix

48% Male
52% Female



HHI

\$75K+ annually



STATS

OFFTHESTRIP.COM

127,000
Monthly
Pageviews

**MONTHLY
NEWSLETTER**

34,000
Subscribers

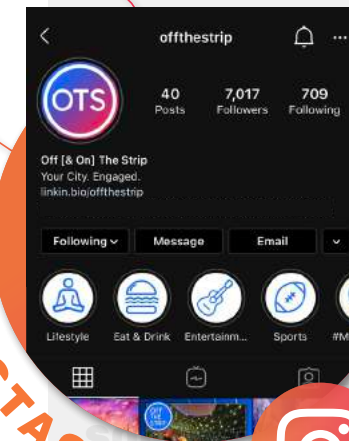
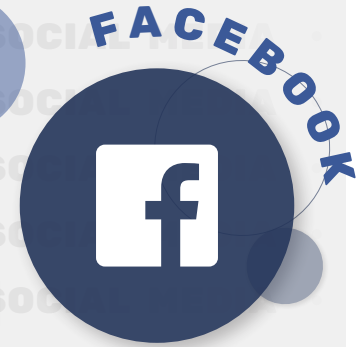
OTS MEDIA

480,000 new users
to OTS in last
12 months

657,000 searches at
OFFTHESTRIP.COM
in the last 12 months

Facebook Groups
Total 450k Active
Local Members

**OTS
MEDIA**



INSTAGRAM

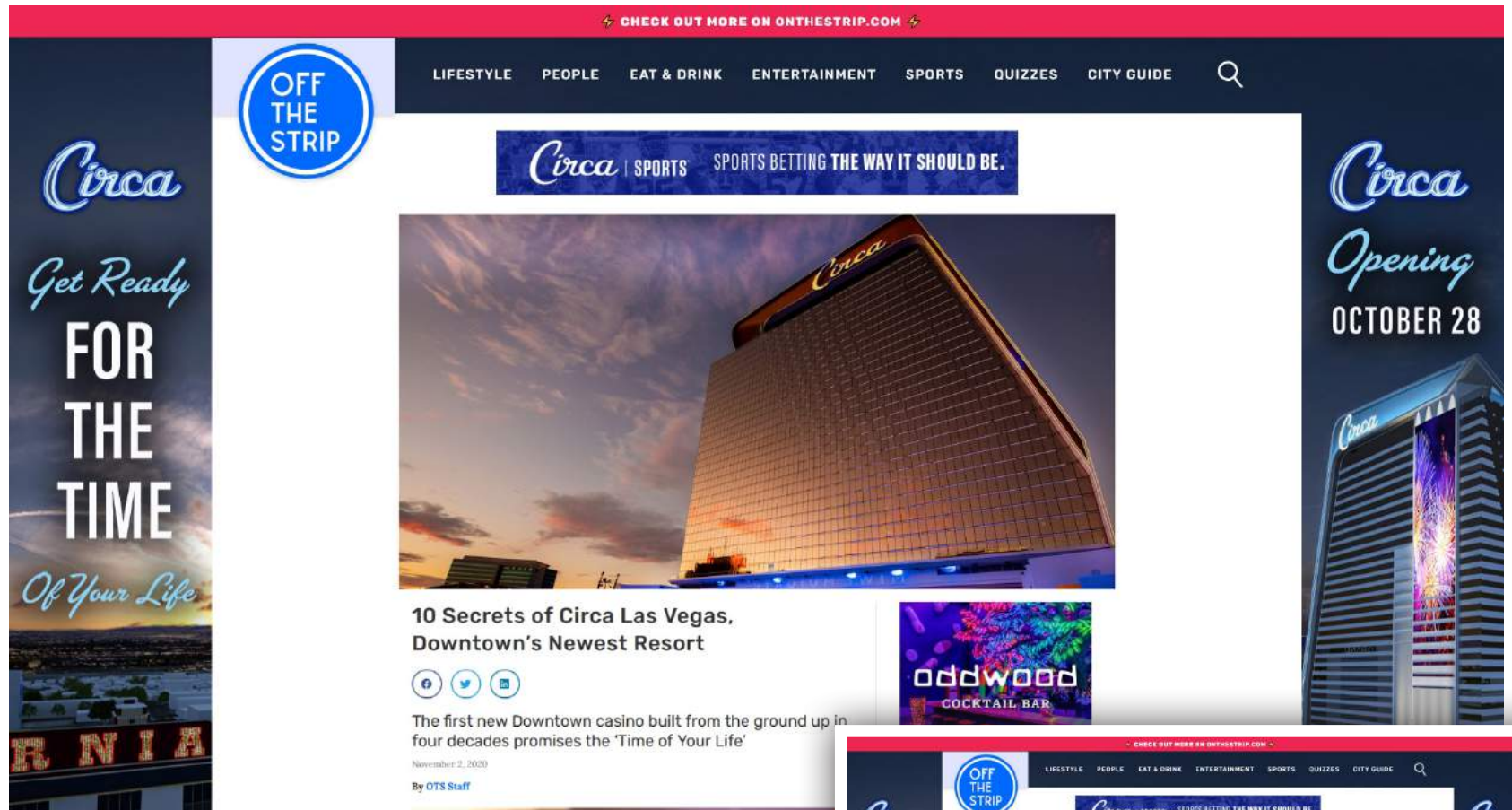


TWITTER

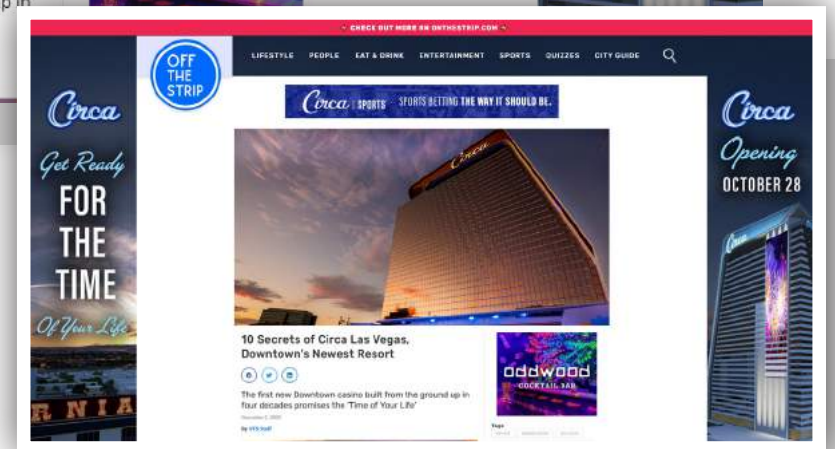


OPPORTUNITIES

ADVERTISING



WEBSITE TAKEOVERS



OPPORTUNITIES

ADVERTISING

CHECK OUT MORE ON [ONTHETRIP.COM](#)

OFF THE STRIP

LIFESTYLE PEOPLE EAT & DRINK ENTERTAINMENT SPORTS QUIZZES CITY GUIDE

Health care built around you. [OPTUM Care](#) [learn more >](#)

SPORTS

Thursday Night Football: Best Bets for Cardinals vs. Seahawks

Mondo's Premium Picks offers our expert's best bets for the Cardinals-Seahawks matchup on Thursday Night Football

[READ MORE](#)

#LIFESTYLE

The latest news from the local life in Las Vegas—what's new, where to shop and play, what to see, where to get pampered; plus must-visit travel destinations

Check in and Check Out Austin this Holiday Season

Book a Food Fixe in Las Vegas and fantasize about champagne wishes and baklava dreams in Istanbul

Are Adults-Only Resorts the Hottest New Trend in Vegas?

Weighing the pros and cons of turning children away. (Spoiler: There's not too many cons)

New Downtown Barber Shop Offers Classic Haircuts

Just opened: The Garrison

[VIEW ALL >](#)

COMMONWEALTH HOTEL
525 FREMONT STREET

<https://www.offthetrip.com/ads/optum-1/>

WEBSITE BANNERS - 728 x 90

EXAMPLES

oddpod
COCKTAIL BAR

COMMONWEALTH HOTEL
525 FREMONT STREET

LEXICON VEGAS

DIGITAL MARKETING, SOCIAL MEDIA & BUSINESS CONFERENCE
MAY 13TH & 14TH 2021

PRESENTED BY: **LivePublisher**

Advertising

The image contains two promotional posters. The top poster has a purple background with a central graphic of a cowbell. The cowbell has the text 'MONDAYS DARK VIRTUAL' at the top, '5K' in large blue letters in the middle, and 'COWBELL JAMMER' in a stylized font at the bottom. Two drumsticks are crossed behind the cowbell. Below the graphic, the text 'MONDAYS DARK VIRTUAL 5K' is written in white, followed by '1 RUN BENEFITING 121 LOCAL CHARITIES' and 'REGISTER NOW AT MONDAYSDARK.COM'. The bottom poster has a black and white photograph of a building at night. A neon sign on the right side of the building reads 'El Cortez HOTEL'. In the foreground, there is a street lamp and a fence. At the bottom of the poster, the text 'COMMONWEALTH' is written in large white letters, and '525 FREMONT STREET' is written below it.

OPPORTUNITIES

ADVERTISING

CHECK OUT MORE ON ONTHESTRIP.COM

OFF THE STRIP

LIFESTYLE PEOPLE EAT & DRINK ENTERTAINMENT SPORTS QUIZZES CITY GUIDE

Get the screenings and checkups you need
Eight valley mammography locations
702.877.5199

I Need That, You Need That; Must Have Gadgets and Gizmos

8 Cyber Monday deals you can't live without

November 30, 2020

By Melinda Sheckells | @melindasheckells

[Shop Talk is filmed inside the Jackie Gaughan suite @celctezh]

OTN I Need That, You Need That - 8 Cyber Monday deals you c...

Watch later

Share

Sneaker Cleaners

Tags

AREAS ATLANTA FALCONS BEST BETS BETTING BRUNCH CIRCUS LAS VEGAS CYBER MONDAY DEALS DUCK CARB DUTY FEATURED FOOD FOOTBALL GAMBLING HALLOWEEN XIN CHOW

BRANDED CONTENT

CHECK OUT MORE ON ONTHESTRIP.COM

OFF THE STRIP

LIFESTYLE PEOPLE EAT & DRINK ENTERTAINMENT SPORTS QUIZZES CITY GUIDE

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702.877.5199

Shark Tank Season 12 Moves to Las Vegas

See the customized amenity the resort's pastry team made for Mark Cuban and the other sharks

October 28, 2020

By Melinda Sheckells | @melindasheckells

This article was originally published on CelebMagazine.com

When the ABC hit show **Shark Tank** launched its 12th season October 16, viewers met a new crop of hungry entrepreneurs vying for Mark Cuban, Lori Greiner, Daymond John, Kevin O'Leary and guest Shark Blake Mycoskie to become their angel investor. However, behind the scenes the ingenuity that went into the filming of this season due to the pandemic was just as exciting as the action in front of the camera.

Tags

AREAS ATLANTA FALCONS BEST BETS BETTING BRUNCH CIRCUS LAS VEGAS CYBER MONDAY DEALS DUCK CARB DUTY FEATURED FOOD FOOTBALL GAMBLING HALLOWEEN XIN CHOW

OPPORTUNITIES

ADVERTISING

This week's Best Las Vegas (Including Events in Henderson and North Las Vegas)

OFF ON THE STRIP Search anything... Sign Up Log in

Activities Restaurants Shopping Services Nightlife Events Classifieds

This week - Las Vegas Area Events

Top 4 This week in the Las Vegas Area Relevancy

Inspiration2020 Success Las Vegas
in Training Events, Financial

TOMORROW
Ends on 12/10/2020
TBD Las Vegas, NV

Discover the Latest, Cutting-Edge Methods Tactics to Make You BIG Money in Today's New Economy - Whether You're in Business, Online Marketing or an Independent Agent You cannot expect to become financially free if you continue to use outdated method ...

Favorite Get Tickets

Centennial Hills Hospital Childbirth Preparation Class (Saturdays)
in Education

TODAY
Ends on 12/12/2020
6900 North Durango Drive Las Vegas, NV

Whether you are first-time parents or have not had a baby in several years, this course can help you prepare for the childbirth process. Prenatal nutrition, labor, medical procedures, and pain relief methods will be covered, including vaginal and ces ...

Favorite Get Tickets

Summerlin Hospital - Infant Massage (2020)
in Educational

Type: Event 4

Categories:

Event:

- + Business & Networking 1
- + Conferences & Trade Shows 2
- Education 1
- + Things to Do with Kids 1

Locations:

- Las Vegas 2

Date:

- Any Date
- Today
- Tomorrow
- This week 4
- This weekend
- This month
- Custom Date: to Refresh search

WHAT'RE YOU DOING? EVENT LISTINGS

Inspiration2020 Success Las Vegas on Thursday at TBD, Las Vegas, 88901

OFF ON THE STRIP Search anything... Sign Up Log in

Activities Restaurants Shopping Services Nightlife Events Classifieds

Inspiration2020 Success Las Vegas
Training Events - Financial

Discover the Latest, Cutting-Edge Methods Tactics to Make You BIG Money in Today's New Economy - Whether You're in Business, Online Marketing or an Independent Agent You cannot expect to become financially free if you continue to use outdated methods to generate income which no longer work. Those methods no longer work because the economy isn't the same as it used to be.

In challenging economic conditions you need to learn and apply proven methods if you want to create enormous wealth. You also need a clear focus and a step-by-step system to help you create financial independence within 12 months or less.

That is the Reason we have Hand Picked These Experts Who Are Quietly Making More Money in One Month Than Most People Make in One Entire Year

The Inspiration2020 event is for you IF you want...

1. No-fluff intensive training to accelerate your business knowledge
2. Practical lessons & wisdom from successful entrepreneurs who regularly generate six and seven figure income streams
3. Hands-on training to ensure that you avoid the most common mistakes in business
4. Opportunities to network & make deals with other business owners, online marketing experts and real estate investors

What Will You Discover?-- Learn specific strategies to build successful

When
THURSDAY
December 10, 2020
10:00 am - 6:00 pm

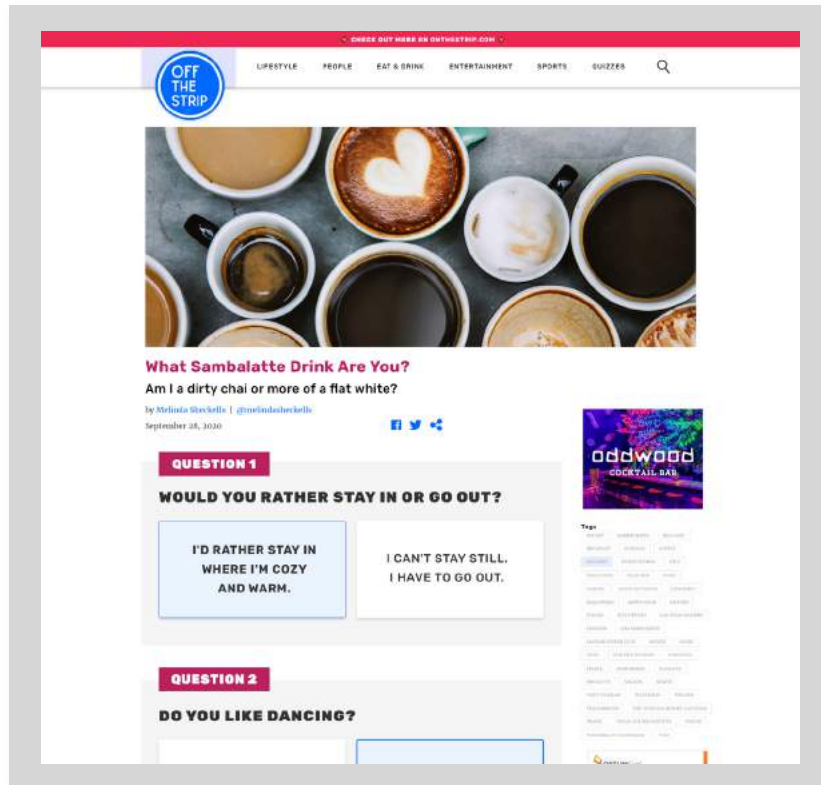
Favorite this ...

Get Tickets
NOW AVAILABLE!

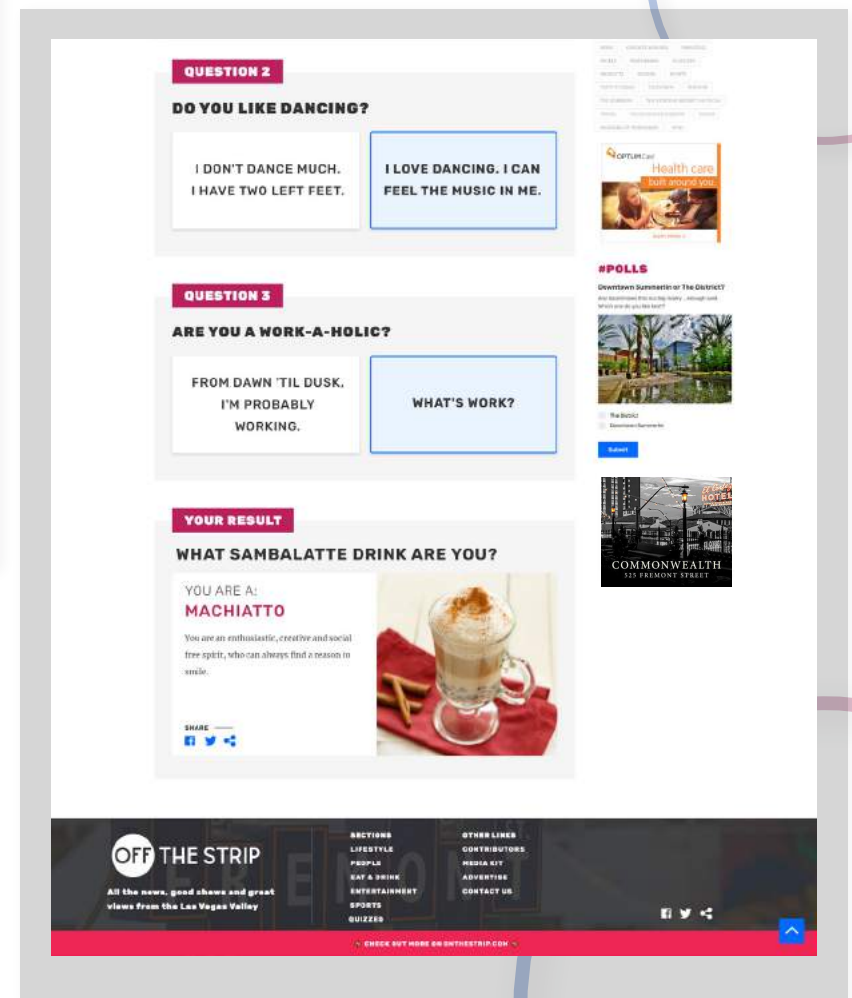
Where
TBD
Las Vegas 88901

Get Directions

OPPORTUNITIES



QUIZZES



OPPORTUNITIES

ADVERTISING

OFF THE STRIP

LIFESTYLE

PEOPLE

EAT & DRINK

ENTERTAINMENT

SPORTS

QUIZZES

CITY GUIDE

"I'm just a creator. I wanted a space to create in different ways," Mike says. "We chose to open our photography studio at the Arts Factory because we wanted to be located in a place that continues to drive the arts community forward. With First Friday and the pop-up events that happen there, it felt like the right place for us to be."

More than a homebase for their own creative output, the Renowned Photos studio doubles as a micro events space for groups of 20-30 people, with photography equipment available to use at no extra cost. They hope to use the space to create unique, exclusive events, something Mike is well-versed in. Over the years, he's curated events throughout DTLV, from concerts and music marketing workshops to toy drives and speaker series. Once Covid restrictions are lifted, he hopes to bring those events to the Arts Factory.

"We just want a space to bring people in and get creative," Mike says. [#HumansOfDTLV](#)
[@renownedphotos](#)

If you have noticed a typo, [please let us know](#).

RECENT POSTS

Thursday Night Football: Odds, Best Bets for Patriots vs. Rams

Raiders Pull Off Improbable Comeback, Beat Jets 31-28

'Tis the Season for Live Music, Cocktails and Pizza

Tasty Tuesday Tours Aria, Sips Beer and Brunches with Vetri

OPTUMCare

Health care built around you.

learn more >

#POLLS

Downtown Summerlin or The District?

Any local knows this is a big rivalry ... enough said. Which one do you like best?

The District

Downtown Summerlin

Submit

COMMONWEALTH
525 FREMONT STREET

POLLS

#POLLS

When will our Vegas Golden Knights return to T-Mobile?



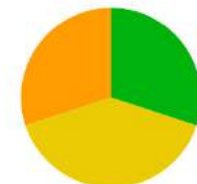
- ☐ Not soon enough!
- ☐ As soon as it's safe to do so...
- ☐ My money is on January

Submit

When will our Vegas Golden Knights return to T-Mobile?



- ☒ Not soon enough!
- ☐ As soon as it's safe to do so...
- ☐ My money is on January



EVERY MONTH ON **OFF [& ON] THE STRIP,**
WE FEATURE A
#TRENDING TAKEOVER

JANUARY 2021

#Beauty
#Nature
#Fitness

FEBRUARY 2021

#Love
#Friends
#Single

MARCH 2021

#Style
#Fashion
#Selfie

APRIL 2021

#Food
#Art
#Music

MAY 2021

#SummerVibes
#Motivation
#BikiniLife

JUNE 2021

#Travel
#Adventure
#Getaways

JULY 2021

#Doctors
#Lawyers
#HomeDecor

AUGUST 2021

#TheWYDGuide
#Staycation
#Roadtrip

SEPTEMBER 2021

#SellingLasVegas
#MoreToVegas
#ISeeLV

OCTOBER 2021

#Pizza
#Burgers
#Breakfast

NOVEMBER 2021

#GivingTuesday
#CyberMonday
#SmallBusinessSaturday

DECEMBER 2021

#12DaysOfLasVegas
#PiePorn
#NYE2022

THANK YOU!

CONTACT US!

SALES@OTSMEDIAINC.COM

