

## Targeting Las Vegas Travelers

Travelers on interstate I-15 heading west towards Las Vegas will see one of Tesoro Media newest installations. The brand conveyed to the thousands that travel just north of Stoddard Wells in Victorville is Cazadores. The campaign began in May and is currently posted for the alcohol product. As you can see from this photo the billboards that decorate the interstate provide color, impact to an otherwise bland ride. For more photos visit our gallery . To find out how you can target motorists with our cost efficient billboards... contact us today.