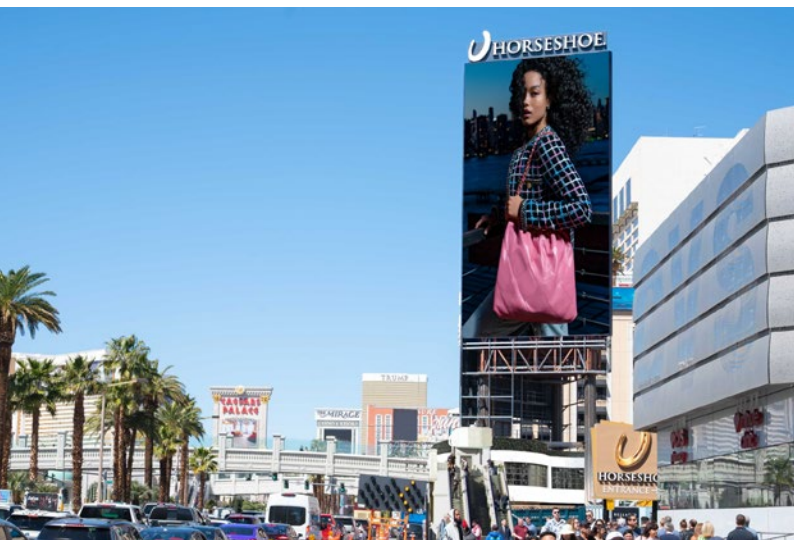
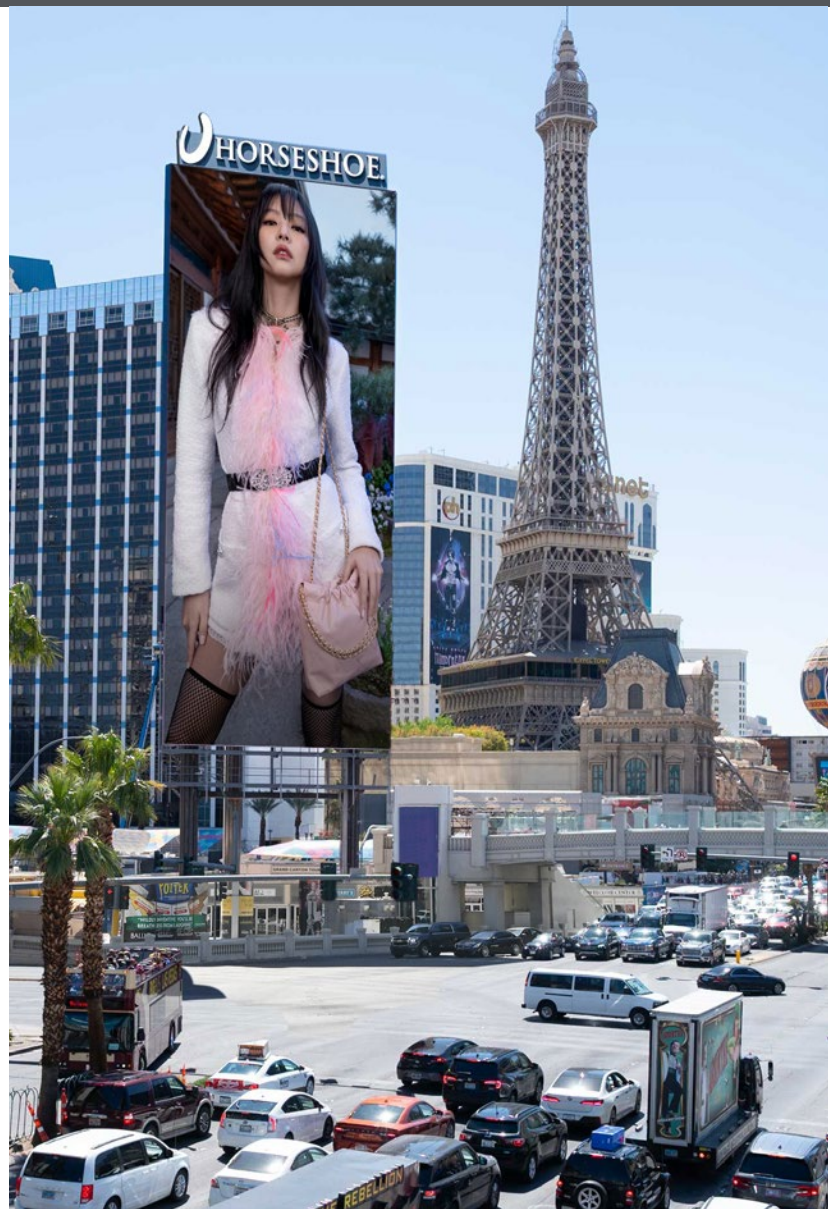




Las Vegas Nevada



**BC UNIT ID:** The Horseshoe

**LOCATION:** S. Las Vegas Blvd &  
E Flamingo Rd

**GEOPATH ID:** 50489455, 50489465,  
50489475

**SIZE:** over 17,000 sq. ft.

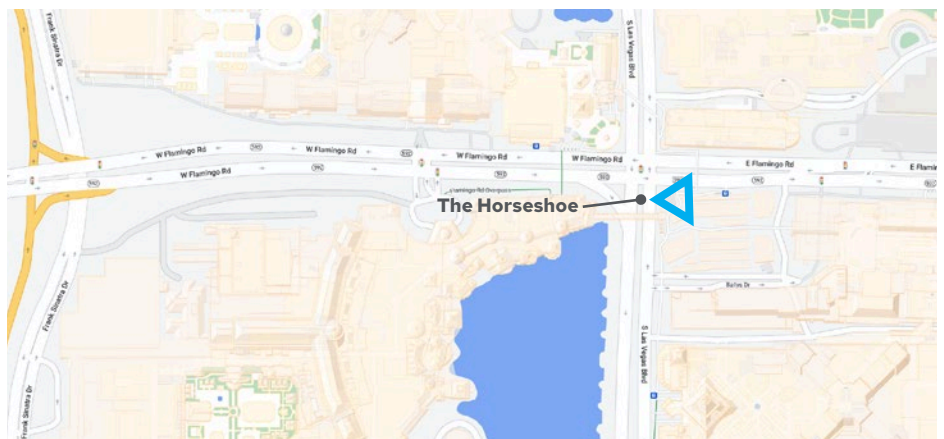
**FORMAT:** Digital

**FACING:** South, NW, East

**LAT:** 36.1143829

**LONG:** -115.1725582

[The Horseshoe Spec Sheet](#)



## DESTINATION DESCRIPTION

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

**Hours of Operation:** 24 Hours/Day