

## **AD #3**

**Subject Line:**

Vegas is calling--cash in on these hot deals now:

**Copy Strategy:**

Breaking News

**Headline:**

# Why you gotta RUSH now to

# Las Vegas



**Major Subhead:**

## How to spend a few days in the fast lane--and live to tell about it:

**SUBHEAD1: Get this straight--you deserve this**

Feeling cranky, got an itch these days? Don't call your doctor--just click on below. Because you've got the Itch for the Glitz, the In for Sin, the Make Us That Is Vegas. It's not healthy to resist the Vegas urge--give in here for Vegas-size deals:

**CTA:** [GET A DEAL](#) on Vegas fun

**SUBHEAD2: Call in sick--from the blackjack table**

Sure, you're a Vegas junkie, but you're not the only one. Tell your boss you are hearing the call to win it all--chances are, the boss will understand. Come on and mainline the Main Strip--you deserve it. Get deals, discounts and more here:

**CTA:** [CALL IN A DISCOUNT](#) here

**SUBHEAD3: 1000 Elvis impersonators await you**

Elvis still rocks this town--and so can you. Need to get married, divorced, drunk, massaged, wrestled in oil, valet-parked or checked-in? There's an Elvis for that. Find Elvis-worthy deals here, thank-you-very-much:

**CTA:** [DON'T WAIT](#)--get a deal now