

Formerly CBS Mall Media, Mall Media (US) is a leading Out-of-Home Advertising Company with a network of over 2,000 Backlit & Digital Poster Displays in 200 shopping malls nationwide, reaching 91 million consumers per month.



Why are all the Big Brands using Backlit Poster Sites in Shopping Centers?

Backlit Poster Advertising is the most cost-effective way to reach a huge local audience. The large (70" x 48") backlit posters are used by national brands at premium rates to target ABC1 consumers in a relaxed and receptive mindset - studies show that shoppers are 3 times more likely to use advertising as a 'signpost' for buying decisions.

Engaging

Mall advertising makes sure that your products or services stand out when shoppers are evaluating their purchase decisions.

In Context

9 out of 10 shoppers have seen Out-of-Home advertising in the half hour immediately before shopping, making mall advertising the last window of influence.

Cost-Effective

More impact and more conversions for less dollars. Mall advertising is simply the most cost-effective advertising solution.

"The retail point of purchase represents the time and place at which all the elements of the sale - the consumer, the money, and the product - come together"

HARVARD
BUSINESS
REVIEW



What can Backlit Poster Advertising do for YOUR business?

With a typical monthly footfall of 250,000 shoppers in each of our malls, each spending an average of 90 minutes per visit, your brand, products and services will be viewed every day by thousands of potential customers.

Your backlit poster advert can be used to:

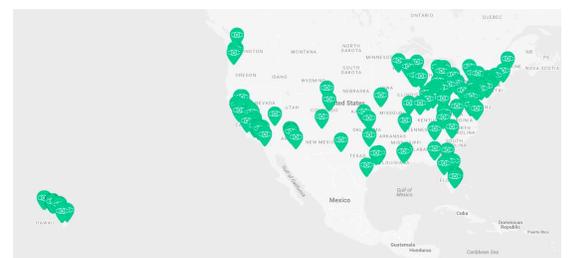
- Increase customer enquiries
- Drive visitors to your store or website
- Increase company / brand awareness
- Promote special offers or events



Where can I advertise?

Mall Media (US) operates Backlit Poster networks in over **200 leading shopping centers** across the USA.

Selected Backlit Poster sites are now being made available to local and regional advertisers in a number of these malls, including **Lake Buena Vista Factory Stores, Orlando Market.**



LAKE BUENA VISTA FACTORY STORES, ORLANDO MARKET

Located just two miles from Walt Disney World, Lake Buena Vista Factory Stores has your favorite designer and name brand stores offered at incredible savings, making this destination a shopper's paradise.

- *Centre Stats:**
- **Retail GLA - 348,000 square feet**
 - **Number of Stores - 52**
 - **Average Household Income - \$65,808**
 - **Primary Market Population - 400,832**
 - **Median Age - 38**

*Source: www.shoppingcenters.com



Local Sales Rate Card

Backlit posters are available to local and regional advertisers at Lake Buena Vista Factory Stores exclusively from Mall Media (US) - long term bookings secure up to 70% discounts compared with National Brand campaign rates.

Booking Duration	Advertising Cost	Effective Weekly Rate (per poster)	Print & Post (per poster)
4 weeks	\$600	\$150	\$125
12 weeks	\$1,100	\$92	\$110
26 weeks	\$2,400	\$92	\$90
52 weeks	\$3,900	\$75	\$80

Standard Payment Terms are 30 days from contract or on 'go live' of the campaign if later. Other payment terms may be available for bookings of over 12 weeks.

Artwork can be supplied to us for post or in digital format for print and post; we can also provide cost-effective content design services on request.

Posters can be refreshed during the campaign on payment of an additional print & posting fee.

Please see the following page(s) for mall plans detailing specific poster site locations.

Our sales team would be delighted to work with you to plan the perfect bespoke mall advertising campaign for your business.

For further information on advertising at **Lake Buena Vista Factory Stores** or at any of our other Mall Media (US) centers nationwide, please contact:

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