

# ORCHARD TOWN CENTER

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## *Grand Opening Marketing Opportunities*

**Your big grand opening is right around the corner! Here are the marketing opportunities The Orchard Town Center offers at no cost to you.**

### **Print Materials**

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#### **22x28 Signage**

The Orchard will display up to 6 “Now Open” signs throughout the center interior for a period of 30 days within six months of your grand opening date. Please send print ready files to [pjeschke@vestar.com](mailto:pjeschke@vestar.com) or you can have them printed and shipped to The Orchard’s management office. Marketing department approval required. One design file only.

Design Specs:

- High resolution (150 dpi minimum)
- visual opening of sign holder is 21” wide x 27” tall (for best visibility vital graphics and text should be kept within 20” x 26”)

Printing

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- .040 styrene is recommended. .060 styrene and 2mm Coroplast are also acceptable.
- Fade and water-resistant ink (UV-curable, solvent, or pigment based) recommended.

### **Website**

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#### **1. Hero Banner**

A professional image of your storefront or products can be displayed on our website homepage for 30 days. The image must be in jpeg format and 1920 pixels wide x 540 pixels high. Please [see our website](#) for an example and refer to the Hero Banner Specs for the full details.

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### 2. Online Store Directory

Please send the following information to be included on The Orchard's website:

- Address Including Unit Number
- Hours
- Phone Number
- Store Website
- Store Description
- High res logo 600 x 600px

## Digital Advertising

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### 1. Social Media

- Social Media Posts
- Day-of Social Media Coverage

The Orchard can post to our 18,000+ Facebook followers and 1,000+ Instagram followers regarding your grand opening. Please send any creative/copy you would like featured in these posts to [pjeschke@vestar.com](mailto:pjeschke@vestar.com).

### 2. E-Blast

The Orchard will send an email blast to our consumer email database. Please provide creative/copy you would like to be featured in the e-blast. If you have ad you would like to feature, please size it to 900 pixels high x 735 pixels wide.

## Directory Advertising

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### Freestanding Directories

The marketing department will automatically add your store to the center directories. Paid advertising opportunities are available on the backside of freestanding directories.

### Light Pole Banners

Paid advertising opportunities are available for 10 light pole banners on Town Center Drive.

Please contact Nancy Wang with Blue Outdoor for more information.

Nancy Wang

Email: [Nancy.wang@blueoutdoor.com](mailto:Nancy.wang@blueoutdoor.com)

Phone: 212.759.0200

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## Ongoing

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1. You can feature promotions, open job positions and events on The Orchard's website. Please email [pjeschke@vestar.com](mailto:pjeschke@vestar.com) with your promotion/event/job information.
2. To stay up to date on the latest center news and events you will receive a monthly newsletter via email as well as a print copy delivered to your store. Please provide the best contact information for owners/managers who should receive the newsletter.

Note that all marketing materials are subject to approval from the marketing department. Send all grand opening related materials to [pjeschke@vestar.com](mailto:pjeschke@vestar.com) for approval. The marketing department is unable to resize any images to fit required specifications.

### **Contact Information:**

Paige Jeschke – Marketing Coordinator  
303.450.8608  
[pjeschke@vestar.com](mailto:pjeschke@vestar.com)

### **Shipping Address:**

The Orchard Town Center  
Attn: Paige Jeschke  
14697 Delaware St  
Suite 850  
Westminster, CO 80023