

# Advertising Opportunities For Purchase

## Custom Merchant E-Blast (choice of 1 date)

Looking for a direct way to advertise to more than 11,000 people? Then the merchant specific e-blast is the perfect opportunity for you! In the e-blast tenants may include a seasonal offer or highlight a special event or promotion. All graphic design production and coordination will be handled by the marketing department.\*

- Specs: 940 pixels wide x no more than 550 pixels high, 72 dpi, jpg format
- Deadline: 2 weeks prior to requested send date



## Social Media Advertising

Ads are served up to Facebook and Instagram users based on user activity, demographic information, device use information, advertising and marketing partner-supplied information, and off-Facebook and Instagram activity. This is different from an average Facebook or Instagram post. Space is based on availability. Tenants must provide an image and copy for the advertisement. Artwork must be submitted two weeks prior to advertisement run date. Artwork must be hi-resolution and saved as .jpg or .png. To get the most exposure from your ad and to ensure your ad gets approved to run through Facebook and Instagram, please limit text on the image to less than 20% and rather include the text in the description/caption.

- Specs for **Facebook**: Headline: 45 characters. Description: 30 characters. URL: Where the click-throughs will go to. Image size: 1080 x 1080 pixels. Image ratio: 1.9:1
- Specs for **Instagram**: Caption: up to 125 characters. URL: Where the click-throughs will go to. Instagram Handle: Instagram name for your business (ex: @shopriversideplaza). Image size: 1080 x 1080 pixels. Max. file size: 30 MB

Instagram posts only display a message, or "Caption", that can be up to 175 characters

Instagram photos have a minimum size of 1080 x 1080 px. Videos have a 1:1 aspect ratio or 1936 x 1936 px, and can be up to 1 minute

Facebook Link Ads have 4 text elements: Message, Title, Description and Caption

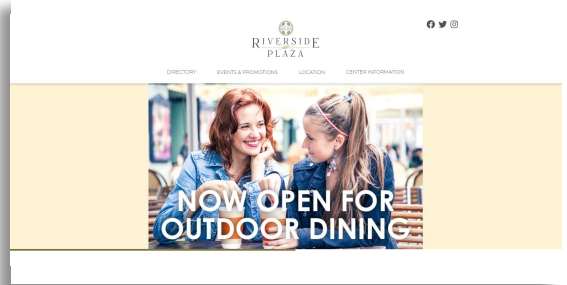
Facebook link images and videos have a 1.9:1 aspect ratio or 1200 x 628 px

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## Shopriversideplaza.com Web Hero Banner Advertisements (choice of 1 month)

Riverside Plaza website, [www.Shopriversideplaza.com](http://www.Shopriversideplaza.com), features upcoming events and promotions, and an interactive store directory. The rotating web banner ads appear on every page on the website and auto rotate to equalize impression views. On average there will be 6-8 ads in rotation each month. Tenants may provide an image and copy for the Marketing Department to design for them, or submit a pre-created ad.

- Specs: 1920 pixels wide x 470 pixels tall, jpg format, no larger than 45KB in size
- Deadline: 1 week prior to run date



## Poster Signage (choice of 1 month - (1) 22"x 28" signs)

Poster signage is displayed throughout the center to promote on-site events, promotions, sponsors and tenants. There are 7 free standing 22" x 28" signs throughout the center and surrounding common area. Placement is available on the 1st of each month and includes one 22" x 28" sign locations.

- Specs: 22" wide x 28" tall, high resolution (100 dpi minimum), visual opening of sign holder is 20" wide x 26" tall – for best visibility vital graphics and text should be kept within 19" x 25", full color, pdf format.
- Art must be submitted to marketing for review and approval prior to print.
- Deadline: Due 2 weeks prior to requested display date
- Printing: 10 mil (255 g/m2) thick paper or 2mm coroplast is recommended.  
(Note that other substrates are prone to warping in hot weather.)
- If you would like Riverside Plaza to have your signs printed for you, please submit final artwork to Alixandria Ogawa at [aogawa@vestar.com](mailto:aogawa@vestar.com). Advertiser is responsible for the cost of printing. Please submit the appointed name and address for the invoice.



# 2021 Lease Required Advertising Program Participation Form



How do I know if I am an LRA Tenant? Refer to Article 29C of your lease agreement, or contact Alixandria Ogawa if you have further questions.

**Merchant understands that their participation in this program will apply toward Riverside Plaza advertising requirements per Article 29C of the lease agreement.**

STORE NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL (required for proofs of marketing material): \_\_\_\_\_

**Please choose 4 options below and return by September 25th.**

\_\_\_\_ Social Media Advertising (choice of Facebook and/or Instagram for 1 month)  
Month requested \_\_\_\_\_  Facebook only  Instagram only  Both Facebook and Instagram

\_\_\_\_ Custom Merchant E-Blast (choice of timing for one E-Blast) – Preference of month requested \_\_\_\_\_

\_\_\_\_ Shopriversideplaza.com Web Banner Advertisements (choice of 1 month) – Preference of month requested \_\_\_\_\_

\_\_\_\_ 22" x 28" or Center Signage (choice of 1 month) – Does not include the cost of printing

Preference of month requested \_\_\_\_\_

**All opportunities are subject to space availability.**

\*It is the responsibility of the tenant to fulfill the selected advertising options and submit artwork no later than 3 weeks prior to the 1st of the month that is selected.

**Financial Responsibility and Terms**

- Merchant will be billed monthly on your rent statement.
- Slow and partial payments will result in merchant's account being placed on "Credit Hold."
- A late payment fee, per tenant's lease, will be charged on any past due amounts.
- Merchant shall assume liability for all reasonable collection agency fees, attorney fees and court costs related to the collection of amounts due to Peninsula Shopping Center.
- Failure to pay Lease Required Advertising related cost, per your lease agreement, will result in a default violation of your lease.

Except as provided below, merchant agrees to indemnify and hold harmless Riverside Plaza, its owners, employees and agencies from any claim arising from approved advertising. In the event of a material error by Riverside Plaza liability will be limited to the cost of the advertising space containing the error. All claims to be asserted by the merchant in connection with participation in the lease required advertising pieces may be made in writing within (30) days of distribution of the piece or they are forever barred.

Riverside Plaza reserves the right to refuse any advertising as determined at the sole discretion of Riverside Plaza. Merchant has read, acknowledges, and understands the attached information outlining the advertising, rates, material requirements and payment policies.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return via fax or e-mail to the Riverside Plaza Marketing Department:**  
Riverside Plaza Marketing Department  
ATTN: Alixandria Ogawa  
2437 Park Avenue, Tustin, CA 92782  
Phone: 714-259-9090  
Email: aogawa@vestar.com

