



MARKETING OPPORTUNITIES 2021

CerritosTC.com



@ShopCerritos



@ShopCerritos

2021

MARKETING OPPORTUNITIES

As a valued tenant of Cerritos Towne Center, we offer your business a variety of marketing opportunities to promote your opening and year-round marketing efforts. Participation is easy—simply email your artwork and descriptive text and we will confirm your participation.

MARKETING OPPORTUNITY OVERVIEW:

SOCIAL MEDIA POSTS

We can promote your in-store specials or events on our Facebook and Instagram pages @ShopCerritos. Send a high-quality photo and descriptive text. Posts may be boosted for a broader reach.

EMAIL BLAST

Your event or promotion can be emailed to our growing database. There are two submission options: 1) Provide a sized email blast ad, or 2) Send a high-quality photo and text for us to create your email blast ad.

WEBSITE BANNER AD

We can post a banner ad on the **CerritosTC.com** home page. To create your ad, we need a high-quality horizontal photo, title and short description. The ad will link to your store or event listing page.

WEBSITE STORE LISTING

Your business listing on **CerritosTC.com** includes your logo, phone number, address, description, website link, hours, and location within the center. Please check the website and email us any needed changes.

WEBSITE EVENT OR PROMOTION LISTING

Send a photo and text for us to post on our events & promotions page on **CerritosTC.com**. Your listing can also link to your URL to further capture your audience.

ON-SITE POSTERS

Participate in our bi-monthly poster program by supplying print-ready art, built to size, by the deadline.

Posters are printed and installed (at no charge) every 2 months in high traffic locations around the center. All messages must remain valid for the entire 2 months and include a locator line. Space is limited, and first come, first served.

MUZAK AUDIO COMMERCIAL

Market your event or promotion through the center-wide audio system by submitting a 15–30 second text script that we will record and upload for the designated period.

SEASONAL CONTESTS

Enter-to-Win contests are created to grow our Facebook and Instagram following, as well as our website visits and email database (for the email blast program). Let us know if you would like to be featured, all we need is a gift card for the prize.

CENTER-WIDE EVENTS

The center will hold public events, such as the Lunar New Year Celebration, Chalk It Up Event, and Halloween trick-or-treating. We will notify you prior and let you know ways you can get involved.

FREE WI-FI

Center customers can enjoy FREE WI-FI in the Edwards Station Courtyard by accessing Cerritos TC Guest.

Program examples & size requirements are included in this book. Programs are subject to change.

MARKETING OPPORTUNITIES PROGRAM FACEBOOK



DESCRIPTION: Promote a new menu item, sale, or event by emailing a photo and text to post on our Facebook @ShopCerritos.

REQUIRED SPECIFICATIONS:

- High-quality photo in JPG format—we can size to 504x504px
- Send photo only, NO TEXT on photo
- Message: Provide descriptive text, store tag & any hashtags

IMAGE EXAMPLE:



PHOTO

DESCRIPTIVE TEXT
STORE TAG

HASHTAGS

EMAIL PHOTO & TEXT TO:

Email your photo and text to: Alixandria Ogawa, Marketing Manager at aogawa@vestar.com.

THANK YOU!



DESCRIPTION: Promote a new menu item, sale, or event by emailing a photo and text to post on our Instagram @ShopCerritos.

REQUIRED SPECIFICATIONS:

- High-quality photo in JPG format—we can size to 1080x1080px
- Send photo only, NO TEXT on photo
- Message: Provide descriptive text, store tag & any hashtags

IMAGE EXAMPLE:



PHOTO

DESCRIPTIVE TEXT
STORE TAG

HASHTAGS

EMAIL PHOTO & TEXT TO:

Email your photo and text to: Alixandria Ogawa, Marketing Manager at aogawa@vestar.com.

THANK YOU!

EMAIL BLAST



DESCRIPTION: Promote your event or promotion by sending us an email blast ad, or a photo and text for us to create your email blast ad (shown below), and we will email it to the center’s growing database.

THE E-MAIL BLAST CAN BE SUBMITTED IN ONE OF TWO WAYS:

- Option 1: 940 x 550 email blast ad: in JPG format, must be sized correctly
- Option 2: High-quality photo in JPG format and descriptive text. We will create your eblast ad in our format and can size your photo.

IMAGE EXAMPLE:



OPTION 1:
PROVIDED AD



OPTION 2:
AD CREATED IN OUR FORMAT

EMAIL PHOTO & TEXT TO:

Email your email blast ad or photo & text to: Alixandria Ogawa, Marketing Manager at aogawa@vestar.com. **THANK YOU!**

MARKETING OPPORTUNITIES PROGRAM WEBSITE BANNER AD



DESCRIPTION: Send us a high-quality photo and text, and we will create your banner ad to be displayed on the “home” page at CerritosTC.com.

REQUIRED SPECIFICATIONS:

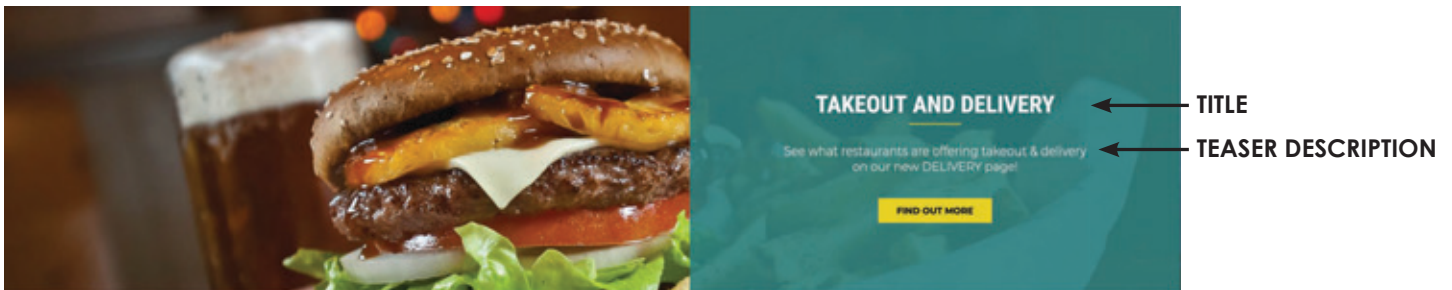
- 1920 x 470 high-quality photo in JPG format—we can size to 1920x470 px.
- **Message:** Title & teaser description—The ad will link to your event or promotions listing on CerritosTC.com for more detailed information.

PHOTO EXAMPLE (1925 x 470 px):



Note: the right side will have a text overlay and not be seen.

FINISHED BANNER AD WITH TEXT OVERLAY:



“FIND OUT MORE” will link to your event or promotions listing on CerritosTC.com.

EMAIL PHOTO & TEXT TO:

Email your photo, title & short description to: Aloxandria Ogawa, Marketing Manager at aogawa@vestar.com. **THANK YOU!**

MARKETING OPPORTUNITIES PROGRAM WEBSITE LISTING (EVENT OR PROMOTION)



DESCRIPTION: Promote your in-store events or promotions by sending a photo, descriptive text and URL link. The listing will be displayed on the Events & Promotions pages at CerritosTC.com.

REQUIRED SPECIFICATIONS:

- 620 x 420 high-quality photo in JPG format—we can size to 620x420.
- Descriptive text and URL link* (if applicable). Include event name, date(s) & times.

*Note: we can link the listing to your URL website if provided.

EVENT LISTING EXAMPLE:

Cerritos Towne Center

Celebrate Lunar New Year at Cerritos Towne Center!

February 1

Celebrate the Year of the Rat! Bring the entire family this year to the Lunar New Year Celebration at Cerritos Towne Center on Saturday, February 1st from 12pm-2pm in the Edwards Stadium Courtyard near Starbucks.

This FREE event will include two Chinese Lion Dance performances, Kid's Crafts, Balloon Art, Lunar New Year Specials, and the first 500 people will receive Lucky Red Envelopes.



[BACK TO EVENTS & PROMOTIONS](#)

PROMOTION LISTING EXAMPLE:

Cerritos Towne Center

Taco Tuesday Specials

April 4 - June 30

Did you miss Taco Tuesday this week? No worries. Come in for all Taco Tuesday specials ALL DAY!

Taco Tuesday Specials: \$6.99 Coastal Trio, \$1.75 Original Fish Taco, \$2 Fish Taco Especial.



[BACK TO EVENTS & PROMOTIONS](#)

EMAIL PHOTO & TEXT TO:

Email your photo, text and URL link to: Alixandria Ogawa, Marketing Manager at aogawa@vestar.com. **THANK YOU!**

MARKETING OPPORTUNITIES PROGRAM ON-SITE POSTERS (22" X 28")

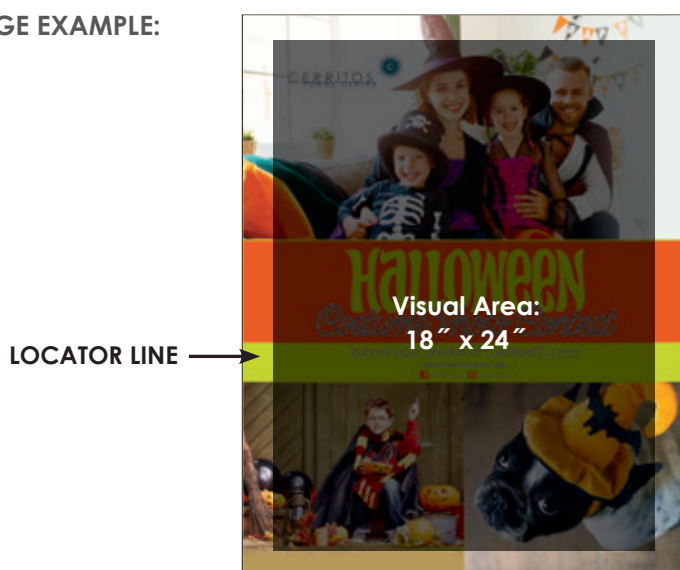


DESCRIPTION: Capture customers in other areas of the center by sending us your poster art. Posters are installed every 2 months in holders placed in high-traffic areas away from your store.

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

- Poster size: 22 inches wide x 28 inches tall, Visual area: 18 inches wide x 24 inches tall
- Include a locator line as an identifier (ex. Located next to ..., Located between ... and ...)
- Poster message must remain valid the entire 2 month rotation.
- Submit art in 22" x 28" PDF format, max file size 10MB.

IMAGE EXAMPLE:



POSTER PROGRAM SCHEDULE:

ART DUE FOR APPROVAL:*

January/February	December 28th
March/April	February 19th
May/June	April 23rd
July/August	June 25th
September/October	August 27th
November/December	October 22nd
January/February 2022	December 17th

*We will confirm your participation once we have received the file sent & let you know if any edits are required.

EMAIL POSTER ART BY THE DEADLINE TO:

Alixandria Ogawa, Marketing Manager at aogawa@vestar.com. THANK YOU!

MUZAK AUDIO COMMERCIAL



DESCRIPTION: Promote in-store events or promotions by sending us an audio script. We will record the commercial and schedule it to play over the center-wide speaker system.

REQUIRED SPECIFICATIONS.

- Provide 15-30 seconds of text for recording. Note that we may edit your text.
- Include a targeted start & end date. Allow 2 weeks for processing.
- Audio commercials will be played for 30 days unless otherwise specified.

AUDIO SCRIPT EXAMPLE:

ISLANDS FINE BURGERS AND DRINKS

Aloha! Need a break from shopping or a quick bite before catching a movie? Join us at Islands Fine Burgers and Drinks for our signature burgers with fresh cut fries, salads, flavorful tacos and so much more! All can be paired with an ice cold beer or tropical drink, such as our famous Mai Tai. Islands offers lunch specials Monday through Friday until 4pm and happy hour from 3pm–6:30pm. Our expansive patio area is a great place to enjoy a meal with your family or friends. Located next to the Edwards Cinemas. We look forward to seeing you soon!

WORKING SPACE TO CREATE YOUR OWN AUDIO SCRIPT:

EMAIL AUDIO SCRIPT TO:

Alixandria Ogawa, Marketing Manager at aogawa@vestar.com. **THANK YOU!**

MARKETING OPPORTUNITIES PROGRAM
JOB POSTINGS



STORE NAME:

STORE REPRESENTATIVE:

JOB TITLE:

CONTACT INFO:

TEXT:

START DATE:

END DATE:

Job posting will be posted for 30 days unless otherwise specified.

EMAIL AUDIO SCRIPT TO:

Alixandria Ogawa, Marketing Manager at aogawa@vestar.com. **THANK YOU!**



12731 Towne Center Dr | Cerritos, CA 90703
www.CerritosTC.com