

# 2023 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 Marlo Enrico if you have further questions.

Tenant understands that their participation in this program will apply toward Tempe Marketplace 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 (Refer to pages 2 and 3 for full description.)

\_\_\_ Digital Billboard Ad (choice of 1 month) – Preference of month requested \_\_\_\_\_

\_\_\_ Digital Display Ad (choice of 1 month) – Preference of month requested \_\_\_\_\_

\_\_\_ Overhead Center Audio Ad Messages (choice of 2 consecutive months)  
Preference of months requested \_\_\_\_\_ and \_\_\_\_\_

\_\_\_ Center LED Video Wall Ad Messages (choice of 1 month) – Preference of month requested \_\_\_\_\_

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

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

\_\_\_ 22" x 28" Center Signage (choice of 1 month – Not available November) – Does not include the cost of printing Preference of month requested \_\_\_\_\_

\_\_\_ 30" x 70" 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

- Tenant will be billed monthly on your rent statement.
- Slow and partial payments will result in tenant's account being placed on "Credit Hold."
- A late payment fee, per tenant's lease, will be charged on any past due amounts.
- Tenant shall assume liability for all reasonable collection agency fees, attorney fees and court costs related to the collection of amounts due to Tempe Marketplace.
- 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, tenant agrees to indemnify and hold harmless Tempe Marketplace, Vestar-CPT Tempe Marketplace, LLC, its owners, employees and agencies from any claim arising from approved advertising. In the event of a material error by Tempe Marketplace, liability will be limited to the cost of the advertising space containing the error. All claims to be asserted by the tenant 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.

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

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

Please return via e-mail or fax to the  
Tempe Marketplace Marketing Department:

ATTN: Marlo Enrico  
2000 E. Rio Salado Parkway, Suite #1150  
Tempe, AZ 85281  
Phone: (602) 553-2205 Email: menrico@vestar.com



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## Advertising Opportunities

The following advertising opportunities are free for LRA (Lease Required Advertising) tenants. If you are unsure if you are a LRA tenant, please refer to Article 29C of your lease agreement. LRA tenants can choose four of the following options to participate in throughout the year. If you are not a LRA tenant, these opportunities may be available for purchase.

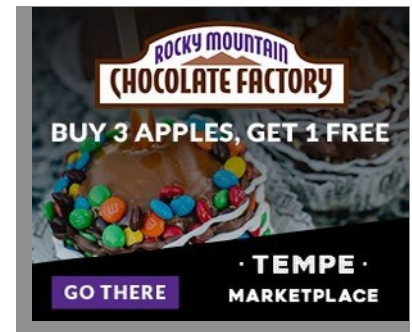
### Digital Billboard Ad

Tempe Marketplace tenants can now garner exposure on a digital billboard face at the Loop 101 just south of the Loop 202, with an estimated 238,000 weekly impressions. Due to the high volume of impressions, topics and artwork will be coordinated with the Marketing Department. Also, please be advised that there are a limited number of spots for billboard ads throughout the year, and they will be offered on a **first come, first serve basis to LRA tenants only**.



### Digital Display Ad

Tenants have an opportunity to participate in a digital advertising campaign that will geo- and behaviorally-target customers through outside partner websites. Digital display ads reach thousands of people across the internet. Because of the high volume of impressions, the topic and artwork will be coordinated with the Marketing Department to best fit the purchased ad platform. Also, please be advised that there are a limited number of spots for digital display ads throughout the year, and they will be offered on a **first come, first serve basis to LRA tenants only**.



### Overhead Center Audio Ad Messages (choice of 2 consecutive months)

Audio MOOD messages play throughout the center and are a creative way to speak directly to customers visiting the marketplace. Tenants may provide 75-80 words (30 seconds worth of copy) for the Marketing Department to produce, or provide a pre-produced MP3 audio file. A minimum of 1,000 messages will be played for an entire month, beginning on or around the first day of the selected month.\*



### LED Video Wall Ad Messages (choice of 1 month)

The Tempe Marketplace LED Video Walls are located at the center of The District Stage and above Kabuki Japanese Restaurant facing the main drive lane into the the property. Tenants may provide images and copy to be produced by our video designer into a static video spot or provide a high quality (.jpg still) 1536 pixels wide x 1080 pixels high image (for stage screen) or 1008 pixels wide x 280 pixels high (for Kabuki screen) or a 30-second pre-produced video commercial advertisement (MP4) that will be played for an entire month, beginning on or around the first day of the selected month. This is an exciting opportunity to speak directly to customers visiting the marketplace.\*



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

Looking for a direct way to advertise to more than 30,000 people? Then, the tenant 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.\*



\*The cost to participate for non-LRA tenants is \$875 plus tax. These opportunities are free for LRA tenants. Please complete the attached participation form and return to Alexa Mayer in the Tempe Marketplace Marketing Department to confirm your participation and select your months - E-mail: amayer@vestar.com, Phone: 602-553-2705. Placement is based on availability and Tempe Marketplace reserves the right of final advertisement approval.

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