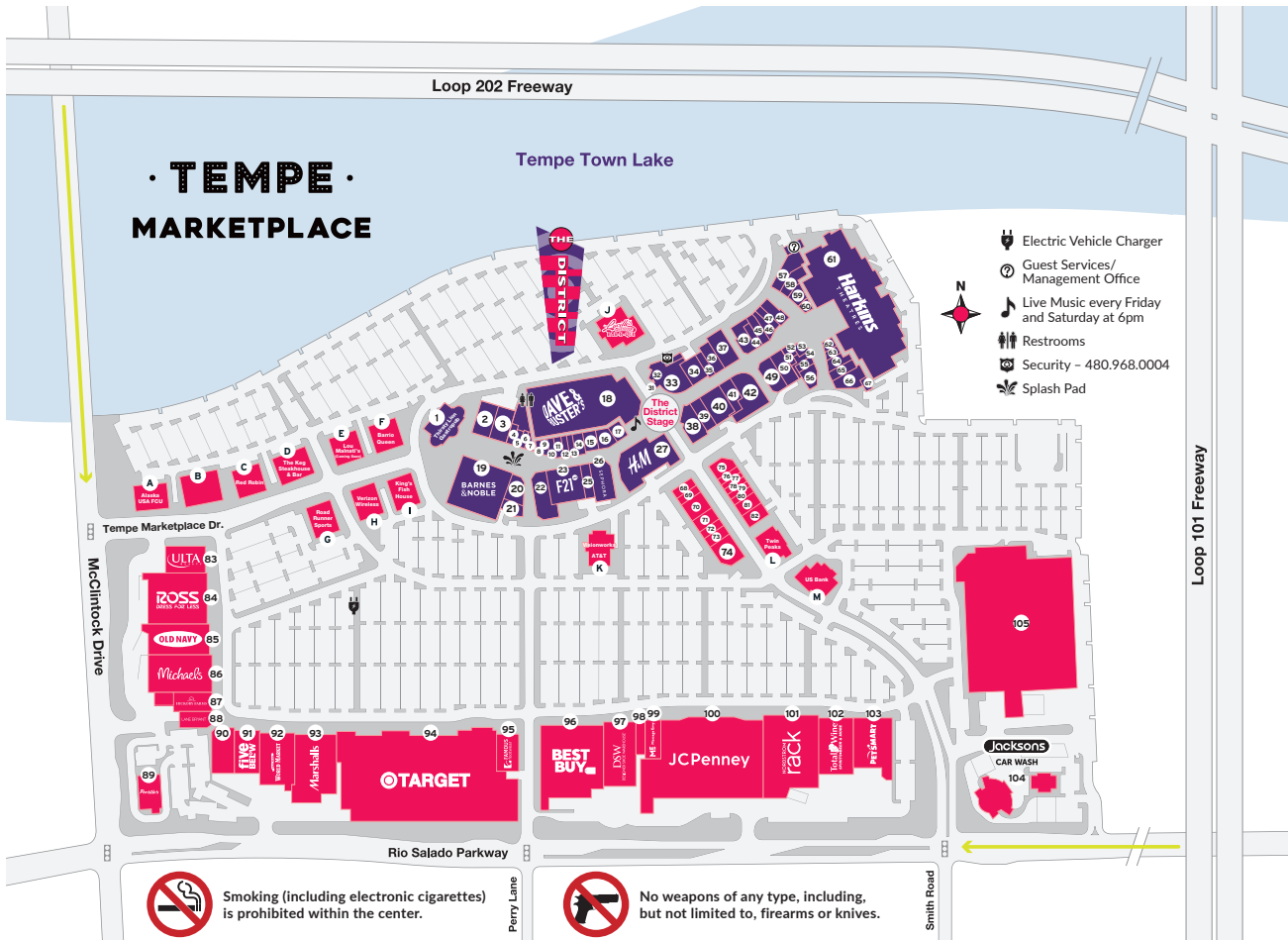


· TEMPE ·
MARKETPLACE

2023 Marketing





SHOP

CLOTHING & ACCESSORIES

Buckle	49
Capri Jewelers	71
Claire's	51
Creations Boutique	41
Divaz Boutique	4
F21 red	23
Five Below	91
H&M	27
Hot Topic	44
JCPenney	100
Lane Bryant	88
Lids	52
Marshalls	93
Men's Wearhouse	74
Nordstrom Rack	101
Oakley	17
Old Navy	85
PacSun	43
Q	37
Rolling Rack Boutique	34
Ross Dress for Less	84
Spencer's	45
Sunglass Hut	53
Target	94
Tillys	42
Torrid	36
Victoria's Secret	33

MOVE

FOOTWEAR & SPORTSWEAR

DSW	97
Famous Footwear	95
Journeys	35
Just Sports	46
Lids	52
Oakley	17
Road Runner Sports	G

POINT YOUR CAMERA AT ME



DINE

RESTAURANTS & BARS

Bar Louie	66
Barnes & Noble Café	19
Barrio Queen	F
Boba Toko	11
Chipotle	56
Churro Nest	10
Cinnaholic	60
Cold Stone Creamery	62
Dave & Buster's	18
GEN Korean BBQ House	3
Genghis Grill	58
It's All Greek to Me	55
Jimmy John's	67
Kabuki Japanese Restaurant	2
The Keg Steakhouse & Bar	D
King's Fish House	I
Lou Malnati's (Coming Soon)	E
Lucille's Smokehouse Bar-B-Que	L
MAD Greens	64
MOD Pizza	21
Mojo Yogurt	7
Nekter Juice Bar	63
Noodles & Company	65
Panera Bread	48
Portillo's	89
Red Robin	C
Rocky Mountain Chocolate Factory	6
Slices	54
Smashburger	59
Starbucks at Target	94
Thirsty Lion Gastropub	1
Twin Peaks	57
Yogis Grill	L

PLAY

ENTERTAINMENT VENUES

As You Wish	47
Barnes & Noble	19
Dave & Buster's	18
Drift Haus	22
GameStop	76
Golftec	70
Harkins Tempe Marketplace 16	61
LumberJax Axe Throwing (Coming Soon)	30
Utopia Studios Virtual Reality	52

LIVE

HOME & PERSONAL ITEMS

Alaska USA Federal Credit Union	A
All Mobile Matters	5
AT&T	K
Barnes & Noble	19
Best Buy	96
Brooklyn Bedding	73
Cost Plus World Market	92
Cox Communications	81
Hickory Farms	87
IT'SUGAR	14
Jacksons Car Wash	104
Michael's	86
Nationwide Vision	78
PetSmart	103
T-Mobile	68
T-Mobile	9
Target	94
Total Wine & More	102
ULTA Beauty	83
U.S. Bank	1M
Verizon Wireless	H
Visionworks	K

STYLE

HEALTH & BEAUTY

7 Day Spa & Nails	75
Amazing Lash Studio	15
Arizona Hair Co	79
Bath & Body Works	16
CVS Pharmacy at Target	94
Enclave Salon Suites (Coming Soon)	90
European Wax Center	80
l'brov Threading	31
The Joint Chiropractic	72
Massage Envy	99
Nationwide Vision	78
Primp + Blow (Coming Soon)	77
Salon at JCPenney	100
Sephora	26
Sephora at JCPenney	100
Soap Des Jour	12
TaylorMade Shades	69
TONI&GUY	13
ULTA Beauty	83
Vitamin Shoppe (Coming Soon)	82

CODE OF CONDUCT

- Tempe Marketplace, including its parking lots, is private property. Please keep all firearms and weapons locked within your vehicle. The following code of conduct is set forth for the purpose of protecting the shopping center's legitimate business interests and any violation of the code interferes with the commercial nature and function of the shopping center. Many of the issues covered within the Code of Conduct are also issues covered in the Arizona Criminal Code and may be enforced as such. If you fail or refuse to follow the Code of Conduct, you will be asked to leave the property. If you fail or refuse to leave the property, you will be arrested/prosecuted for criminal trespassing per A.R.S. § 13-1502. As a visitor on this property, you are prohibited from engaging in any of the following activities while on this property.
- Using physical force, obscene language, obscene gestures, or racial, religious or ethnic slurs which are likely to create a disturbance or impinge on the hearing or peace of other patrons of the shopping center or other disorderly conduct, loitering or disturbing the peace.
 - Physically or verbally threatening any persons, fighting, or annoying others through noisy or boisterous activities. This includes following a person through the shopping center or by using sexually explicit language or gestures or conduct in any other way creating a disturbance which interferes or is disruptive or dangerous to the shopping center patrons or its commercial function.
 - Running, skating, rollerblading, skateboarding, bicycling, hover-boarding, riding scooters (motorized or other), obstructing or interfering with the free flow of pedestrian traffic or with patrons view of windows and other benefits displays, or assembling for the purpose of disturbing the public peace or committing any unlawful act. Groups of 5 or more will be asked to separate into smaller groups.
 - Creating litter, or throwing, discarding or depositing any paper, glass, or other matter of any kind in the shopping center, except in designated trash receptacles, or rummaging through or removing items from the trash receptacles or displays.
 - Defacing, damaging or destroying any real or personal property constituting part of or located in or on, the shopping center and belonging to the shopping center, its patrons or its tenants including writing, spraying, scratching, chiseling, or otherwise affixing graffiti on such property.
 - Engaging in non-commercial expressive activity without prior written permission from shopping center management and in accordance with the shopping center's rules for such activity.
 - Dogs are allowed within the plazas at Tempe Marketplace (stores and restaurants are subject to their own policies). Dogs must remain on a leash (or feet on leas) at all times or contained in a carrier. Dogs (with the exception of service animals) are prohibited from being on the fountain decks. Tempe Marketplace reserves the right to remove any pet for improper behavior.
 - Yelling, screaming, singing, playing musical instruments, radios, tape or compact disc players, or otherwise communicating in a manner which creates noise of sufficient volume to impinge on the hearing or peace of the general public without prior written permission from shopping center management.
 - Soliciting money or other contributions or donations or distributing commercial advertising or promotional material of any kind, or offering samples or items which are sold, available for sale or available in exchange for a donation or contribution except with the prior written agreement of the management of the shopping center.
 - The presence of any apparel or accessory or display, which by virtue of its color, arrangement, location, graphic or other attributes, indicates or implies affiliation or support of a group identified by law enforcement as having suspected connection to criminal activity. Carrying weapons of any type, including but not limited to, firearms and knives. Possession of any open can, bottle, or other receptacle containing any alcoholic beverage, except in the areas specifically designated for the consumption of alcohol. Also, being under the influence by any illegal substance and/or possessing any paraphernalia for such.
 - Talking photos, video or audio recording of any store, product, employee, customer or officer. Photos of a shopping party with shopping center occur as a backdrop is allowed. All other activities must have shopping center management approval.
 - Engaging in any unlawful activity or behavior, or the commission of any infraction, misdemeanor, or felony in the mall.
 - Any person that exhibits behavior that can be construed as disrespectful towards the security, maintenance or management of Tempe Marketplace will be asked to leave the shopping center.
 - Smoking (includes electronic cigarettes) within the shopping center per Smoke-Free Arizona Act A.R.S. § 38-601.01, 1-877-429-6678, www.smokefreearizona.com
 - Leaving a child or pet in a vehicle on the property per A.R.S. § 13-3623 and A.R.S. § 13-2910.

Follow us on:



TEPEMARKETPLACE.COM

blue outdoor

FOR ADVERTISING INFORMATION
CALL 1-888-759-0209

Ongoing Marketing Initiatives

Website

tempmarketplace.com offers the latest center information, including an interactive directory, store and restaurant descriptions and hours, events, sales and promotions and more. Approximately 102,582 people visit tempmarketplace.com every month! (As of January 2023)

Below are opportunities to feature your store or restaurant on tempmarketplace.com at no cost (unless otherwise noted). Please email updates to Heather Edge at hedge@vestar.com.



- **Jobs:** Approximately 300 people visit tempmarketplace.com/Jobs every month! If your store or restaurant is hiring, send the position title(s) along with job description(s), requirements and how to apply to Heather at hedge@vestar.com.
- **Web Banner:** Banner ads are featured on the homepage on tempmarketplace.com. To run a banner ad, contact Heather for details. (Costs may apply.)
- **Happy Hour & Specials:** In addition to being included on the Dining Guide, feature your restaurant's happy hour, specials and other time-sensitive promotions here.
- **Sales & Promotions:** Store sales, promotions and special events are featured here. Send artwork (if available) and dates valid to Heather at hedge@vestar.com.

Also, please check your store or restaurant information (including phone number, hours and description) featured on tempmarketplace.com to ensure all content is correct. If any changes are needed, email updated information to Heather at hedge@vestar.com.

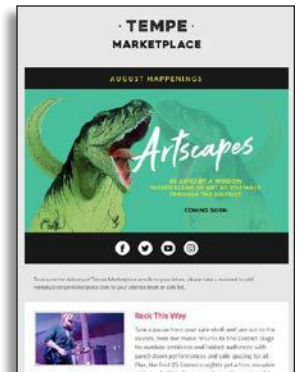


www.tempmarketplace.com

E-Mail Blasts

At the beginning of each month, Tempe Marketplace sends an email featuring upcoming events, specials and other center happenings to a database of more than 84,000 contacts (As of January 2023). A call-out and hyperlink to view the Tempe Marketplace Sales & Promotions web page as well as the Happy Hour & Specials web page is featured toward the top in the main cell of every monthly email. *Please send store and restaurant sales, promotions and events to Heather by the 20th of the month prior.*

Special dedicated emails are also sent throughout the month regarding center happenings. If your store or restaurant is interested in sending a special subject email, contact Heather at hedge@vestar.com for details. (Costs may apply.)



Enter-to-Win Promotions

To grow our database, Tempe Marketplace offers gift card giveaways and partners with local concert venues, sports teams and popular Valley attractions to secure giveaway prizes for special enter-to-win promotions. Shoppers must submit a valid email address for their chance to win. All submitted email addresses are then added to the Tempe Marketplace database. Shoppers can also sign-up for center news on tempmarketplace.com. *If your store or restaurant is interested in offering a special giveaway for an enter-to-win promotion, please contact Heather Edge at hedge@vestar.com.*



Ongoing Marketing Initiatives

Social Media

Tempe Marketplace reaches thousands of people each day through social media. Center happenings, tenant sales, events, promotions and more are posted every day. Tempe Marketplace social handles and stats are below. (As of January 2023)



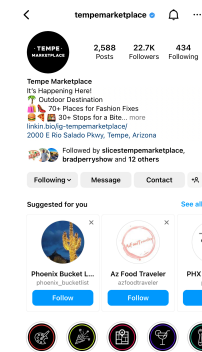
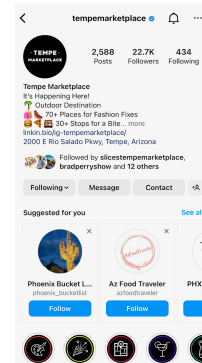
www.facebook.com/TempeMarketplace (60,782 likes and 800,000 + reached)



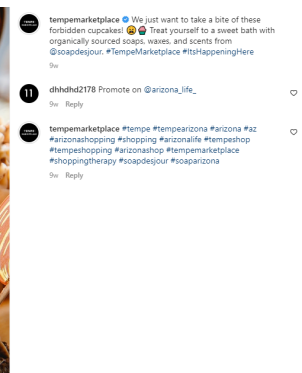
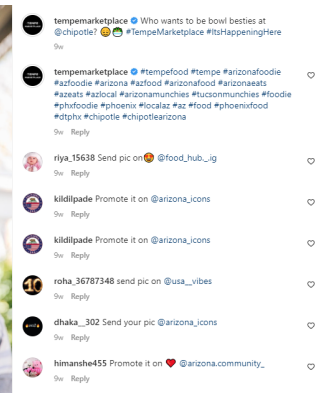
www.instagram.com/TempeMarketplace (22,776 + followers)



www.tiktok.com/@tempemarketplace (500+ followers)



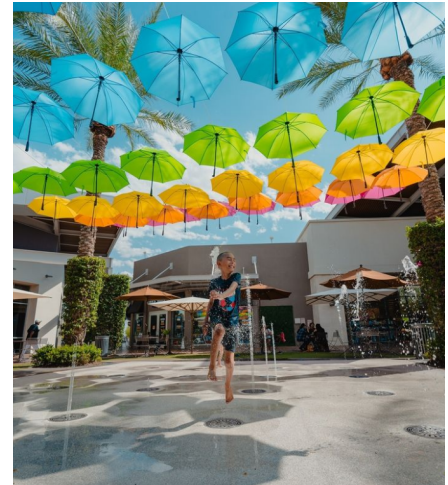
Help keep us in the know and gain more exposure for your store or restaurant by sending news, events, promotions, etc. to Heather Edge at hedge@vestar.com.



Ongoing Marketing Initiatives

Events & Art Installations

Each year, Tempe Marketplace hosts a number of safe-distance activations, free events and public art installations, encouraging attendees to visit our restaurants and shops. These events are marketed heavily through many outlets, including on our website, email blasts, on-mall signage, social media, paid digital advertisements and on our highway billboard off the Loop 101. We encourage tenants to participate in these events by sampling food, showcasing product, hosting a game or activity or by offering discounts and specials to attendees as safely permitted. If you would like to participate, please email Heather Edge at hedge@vestar.com for information on how to get involved. Please also be on the lookout for emails from Tempe Marketplace’s Marketing Department for opportunities to capitalize on an event.



Live Music: Bands such as BØRNS, Escape the Fate, Red Jumpsuit Apparatus, The Wrecks and Dreamers have performed their latest music live on the Tempe Marketplace District Stage. Through our radio partnerships, we will continue to seek and book national artists for free concerts at Tempe Marketplace when it’s deemed safe for large crowds to re-gather. We will also continue booking local and visiting bands to perform on The District Stage every Friday and Saturday night.

Holiday Programming: From Thanksgiving through Christmas Eve, we offer a number of free holiday activations near the Tempe Marketplace District Stage and our 60-foot holiday tree, including Gingerbread Village safely spaced Nightly Snowfall and a new Starry + Bright light-up, walk-through star tunnel – all for shoppers and diners to capture and make merry holiday moments.



Gift-with-Purchase

During the year, Tempe Marketplace partners with popular Valley attractions as well as Tempe Marketplace tenants to offer special gift-with-purchase promotions. These promotions are designed as an incentive to shop, dine and play at Tempe Marketplace. It’s also our way of saying “thank you” to our loyal patrons by rewarding them with free gifts. We encourage tenants to utilize these offers as an incentive to upsell to shoppers. *If your store or restaurant is interested in participating in a gift-with-purchase promotion, please contact Heather at hedge@vestar.com for details.*



WiFi & Targeted Digital Ads

Tempe Marketplace offers guests free, high-speed WiFi throughout The District. The WiFi allows us to capture data from WiFi users and to serve ads to users that promote center happenings and tenant specials. Additionally, Tempe Marketplace runs strategic geo- and behaviorally-targeted digital display and social media ad campaigns monthly, highlighting center activations and tenant offerings, with an average of 600,000+ impressions per month.

Complimentary Advertising Opportunities

Lunch Card – (See page 5 for form)

Marketing Target: Nearby Large Businesses

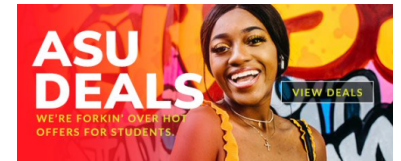
The Tempe Marketplace Lunch Card will be distributed to local businesses within a 10-mile trade area of the shopping center. To participate, offers must be valid through December 31, 2023 and offer a discount of significant perceived value (examples: 15% off or greater, 2 for 1 offer, free appetizer with entrée purchase, etc.). **The deadline for this offer is March 1, 2023, and cards will be distributed starting May 2023.***



ASU Discounts – (See page 6 for form)

Marketing Target: ASU Students

Approximately 80,000 students are enrolled in at least one class at Arizona State University's Tempe campus, located just two miles from Tempe Marketplace. ASU students receive special discounts at participating Tempe Marketplace stores and restaurants when they present a valid student ID. These offers are featured on tempemarketplace.com/asu and are promoted throughout the year through on-mall signage, email blasts, social media and more. If you would like to participate in this program, please complete and return the attached ASU Student Discount Form at anytime.*



Spring Training Discounts – (See page 7 for form)

Marketing Target: Spring Training Attendees

In 2019, there were over 251,000 tickets sold at the Chicago Cubs Spring Training games, and we had over 5,000 fans ride our free trolley to Sloan Park. The 2023 season is expected to be just as busy and we want to capitalize on this Spring Training traffic by extending fans a special offer when they show their game day stub at your location. To participate, offers must be valid from the first game in late-February to the final game at the end of March (examples: 20% off, buy one get one free, free appetizer with entrée purchase, etc). Offers will be promoted by team partnerships, press release, website, email blast, social media and on-mall signage. **The deadline for this offer is February 10, 2023.**



Gift Basket Enter-To-Wins

Marketing Target: Shoppers and Diners at Tempe Marketplace

Throughout the year, we will be putting together a basket of gift cards and goodies from shops and restaurants at Tempe Marketplace. Enter to Win's are done on our website to help increase our email database or on social media to help increase the following and reach for both Tempe Marketplace and participating tenants. Increasing our email database and social media reach through these types of enter-to-win promotions allows us to reach more people with your messages and our center happenings. The contests will be supported through on-mall signage, email blasts, web banners and listings, social media and PR pitches. The Marketing Department will notify you via email as these opportunities approach. If you would like to coordinate a giveaway please email Marlo Enrico at menrico@vestar.com.



*Please complete the participation forms accompanying these information sheets and return to Heather Edge in the Marketing Department to confirm your participation. Placement is based on availability and Tempe Marketplace reserves the right of final advertisement approval. Heather Edge-hedge@vestar.com, Phone: 602-553-2660.



2023 Lunch Card Participation Form

Offer – FREE



DISTRIBUTION:
10,000 distributed to large businesses within a 10-mile radius

IMPORTANT DATES:
Deadline to participate:
March 1, 2023

Distribution: **May 1–
December 2023**

TO PARTICIPATE, LUNCH CARD OFFER MUST:
Be valid through Dec. 31, 2023 and offer a discount of significant perceived value (e.g. 15% off or greater, 2 for 1 offer, free appetizer with entrée purchase, etc.).

STORE NAME:

CONTACT PERSON:

CONTACT PHONE:

E-MAIL ADDRESS:

(required for proofing)

THE OFFER IS AS FOLLOWS:

Due to the limited space available on the lunch card, please keep your offer as brief and concise as possible.

RESTRICTIONS:

See below for primary disclaimer included at bottom of card. Please list additional restrictions (if any) you'd like added below your offer that are not already included in the primary disclaimer. Due to the limited space available on the lunch card, please keep your additions as brief and concise as possible.

PRIMARY DISCLAIMER: Valid at Tempe Marketplace locations only, Mon.-Fri., 11am-3pm unless otherwise indicated. Must present card to receive discount. Tax, alcohol and gratuity not included. Not valid with any other offer, coupon, discount, exchanges, prior purchase or purchase of gift cards. One discount per guest, per visit. Other restrictions may apply. See restaurant for details. Expires 12/31/2023.

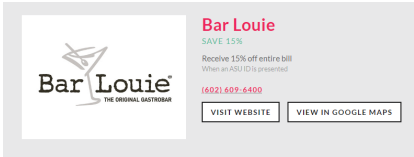
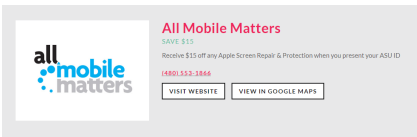
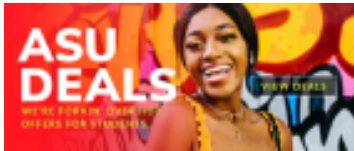
Please contact the TMP Marketing Department if you have any questions regarding this program.

Heather Edge 602-553-2660 phone
hedge@vestar.com

Marlo Enrico 602-553-2705 phone
menrico@vestar.com

2023 ASU Discounts Participation Form

Offer – FREE



MARKETING TARGET

ASU Students, 80,000+

REDEMPTIONS:

Students must present a valid ASU ID to receive special offer/discount.

IMPORTANT DATES:

This program is ongoing. Changes to offer/discount can be made anytime throughout the year.

STORE NAME:

CONTACT PERSON:

CONTACT PHONE:

E-MAIL ADDRESS:

(required for proofing)

THE OFFER IS AS FOLLOWS:

RESTRICTIONS:

All offers are posted online at tempemarketplace.com/ASU and are promoted through print advertising (including on-mall signage) and social media.

Please contact the TMP Marketing Department if you have any questions regarding this program.

Heather Edge 602-553-2660 phone
hedge@vestar.com

Marlo Enrico 602-553-2705 phone
menrico@vestar.com

2023 Spring Training Discounts Participation Form

Offer - FREE



MARKETING TARGET
 Spring Training Attendees,
 251,000+ at Sloan Park

REDEMPTIONS:
 Attendees must present
 their same-day gameday
 ticket stub to receive special
 offer/discount.

IMPORTANT DATES:
 February 23, 2023
 - March 28, 2023

STORE NAME:

CONTACT PERSON:

CONTACT PHONE:

E-MAIL ADDRESS:

(required for proofing)

THE OFFER IS AS FOLLOWS:

RESTRICTIONS:

All offers are posted online at tempemarketplace.com/PLAYBALL and are promoted through advertising (including on-mall signage) and social media.

Please contact the TMP Marketing Department if you have any questions regarding this program.

Heather Edge 602-553-2660 phone
 hedge@vestar.com

Marlo Enrico 602-553-2705 phone
 menrico@vestar.com

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 Marlo Enrico in the Tempe Marketplace Marketing Department to confirm your participation and select your months - E-mail: menrico@vestar.com, Phone: 602-553-2705. Placement is based on availability and Tempe Marketplace reserves the right of final advertisement approval.

Advertising Opportunities

tempemarketplace.com Web Banner Advertisements

(choice of 1 month)

The Tempe Marketplace website, www.tempemarketplace.com, features upcoming events and promotions and an interactive store directory. The rotating web banner ads appear on the homepage 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. Specifications for the advertisements are 555 pixels wide x 230 pixels high .jpg format. Ads are to be no larger than 45KB in size.*



Poster Signage

(choice of 1 month - (4) 22" x 28" signs or (2) 30" x 70" signs)

Poster signage is displayed throughout the center to promote on-site events, promotions, sponsors and tenants. There are a total of 6 free standing 30" x 70" signs displayed throughout The District and 23 free standing 22" x 28" signs throughout The District and surrounding common area. Placement is available on the 1st of each month and includes 4, 22" x 28" sign locations or 2, 30" x 70" sign locations.*

Specifications:

- 22" x 28" Signage Art – 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".
- 30" x 70" Signage Art – high resolution (100 dpi minimum), visual opening of sign holder is 28" wide x 68" tall – for best visibility, vital graphics and text should be kept within 27" x 67".
- Art must be submitted to Marketing for review and approval prior to print.
- Printing – 10 mil (255 g/m²) thick paper is recommended. 2mm Coroplast is also acceptable. (Note that other substrates are prone to warping in hot weather.)
Fade-resistant ink (UV-curable, solvent or pigment based) recommended.
Tenant is responsible for printing posters or paying for print cost.

*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 Marlo Enrico 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.



Cooperative Advertising

Blue Outdoor

Backlit directory signs are 47.5" x 68.5" in size and strategically located at high-traffic points throughout Tempe Marketplace and are available on a monthly basis through Blue Outdoor. Buy an ad to impact consumers as they are about to make their final purchase decisions.

For more information contact Mall Media US:

Daniel Reback

Blue Outdoor

sales@blueoutdoor.com



2023 Advertising Opportunities for Purchase Participation Form

Refer to pages 8 and 9 for a full description of each opportunity.

STORE NAME: _____

CONTACT PERSON: _____

TELEPHONE: _____ FAX: _____

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

Please choose which opportunities you want to participate in and return to Marlo Enrico:

___ Overhead Center Audio Ad Messages (choice of 2 consecutive months), \$875 plus tax
Preference of months requested _____ and _____

___ Center LED Video Wall Ad Messages (choice of 1 month) – \$875 plus tax
Preference of month requested _____

___ Custom Tenant E-Blast (choice of timing for one E-Blast), \$875 plus tax
Preference of month requested _____

___ tempemarketplace.com Web Banner Advertisements (choice of 1 month) – \$875 plus tax
Preference of month requested _____

___ 22" x 28" Center Signage (choice of 1 month) – \$875 plus tax and the cost of printing the poster
Preference of month requested _____

___ 30" x 70" Center Signage (choice of 1 month) – \$875 plus tax and the cost of printing the poster
Preference of month requested _____

All opportunities are subject to space availability.

- Payment is due within 30 days of advertisement date.
- **Financial Responsibility and Terms**
Should payments be placed 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.

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.

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) 553-2705, Fax: (480) 966-5445
Email: menrico@vestar.com



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 and return by November 30, 2021 (Refer to pages 8 and 9 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:
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Tempe Marketplace Advertising Spec Sheet

Poster Signage

- Specs: 22" wide x 28" tall, graphics and text should be kept within 19" x 25", 100 dpi minimum, full color, pdf format
- or
- Specs: 30" wide x 70" tall, graphics and text should be kept within 27" x 67", 100 dpi minimum, full color, pdf format
- Deadline: Due 2 weeks prior to requested display date
- Printing: Once artwork is final, we will submit to Page One (local print vendor) for print, unless otherwise noted. Advertiser is responsible for the cost of printing. Please submit the appointed name and address for the invoice.



Web Banner

- Specs: 555 pixels wide x 230 pixels tall
- Deadline: 1 week prior to run date



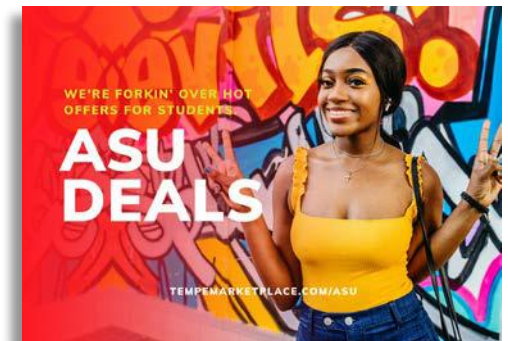
LED Video Walls

Stage Screen

- Static Specs: 1.422:1 aspect ratio, 1536 pixels wide x 1080 pixels high, 72dpi, jpg format
- Video Specs: 1.422:1 aspect ratio, 1536 pixels wide x 1080 pixels high, MP4 video format

Kabuki Screen

- Static Specs: 3.6:1 aspect ratio, 1008 pixel wide x 280 pixels high, 72dpi, jpg format
- Video Specs: 3.6:1 aspect ratio, 1008 pixel wide x 280 pixels high, MP4 video format
- Deadline: 1 week prior to requested run date



Email Blast

- Specs: 700 pixels wide x no more than 1000 pixels high, 72 dpi, jpg format
- Deadline: 1 week prior to requested send date



MOOD (Overhead Center Audio Ads)

- Specs: 70-80 words OR a pre-produced 30 second MP3 audio file
- Deadline: 15th of each month to run the following month

Contact Information

Management Office

2000 E. Rio Salado Parkway, Suite #1150
 Tempe, AZ 85281
 Phone: (480) 966-9338
 Fax: (480) 966-5445
 Hours: Monday-Friday, 8:30am – 5pm

Property Management

Jonathan Yee

General Manager

2000 E. Rio Salado Parkway, Suite #1150
 Tempe, AZ 85281
 Phone: (602) 553-2668
 jyee@vestar.com

Elizabeth Porras

Assistant Property Manager

2000 E. Rio Salado Parkway, Suite #1150
 Tempe, AZ 85281
 Phone: (602) 553-2653
 eporras@vestar.com

Security

Tempe Marketplace Security

Trident Security

2000 E. Rio Salado Parkway, Suite #1115
 Tempe, AZ 85281
 Phone: (480) 968-0004

Marketing Department

Jacklyn Briggs

Regional Marketing Director

18 N. Rio Grande St.
 Salt Lake City, UT 84101
 Office: 801-456-2000
 Direct: 801-456-0003
 jbriggs@vestar.com

Heather Edge

Marketing Director

2000 E. Rio Salado Parkway, Suite #1150
 Tempe, AZ 85281
 Phone: (602) 553-2660
 hedge@vestar.com

Marlo Enrico

Marketing Manager

2000 E. Rio Salado Parkway, Suite #1150
 Tempe, AZ 85281
 Phone: (602) 553-2705
 menrico@vestar.com

Maintenance

U.S. Diversified Services

Phone: (480) 538-8603



Located on the far northeast side of The District adjacent to Yogis Grill

Important Phone Numbers

Security Dispatch (24 Hours)	480.968.0004
Management Office (8am-5pm)	480.966.9338
Maintenance Office	480.538.8603