

ANAHEIM HILLS
FESTIVAL



MARKETING OPPORTUNITIES



2023

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MARKETING OPPORTUNITIES

As a valued tenant of Anaheim Hills Festival, we invest in your business by offering a variety of marketing opportunities to promote your initial opening and support your year-round marketing efforts. To participate, either fill out the forms in this packet or email the information to us with your artwork/photos.

FOLLOWING IS A SUMMARY OF OUR MARKETING OPPORTUNITIES:

SOCIAL MEDIA POSTS

We can post your photo and caption on our Facebook and Instagram pages. We may also boost your post, resulting in a higher response rate. When submitting, please send a photo along with a caption for the post.

EMAIL BLAST

Your message can be email blasted to our growing database of over 1,400 subscribers to promote your event or special promotion.

WEBSITE BANNER AD

Your banner ad can be displayed on our "Home" website page. The banner will link to the event or promotion listing. When designing, be sure to size your art for both desktop computers and mobile devices.

WEBSITE EVENT OR PROMOTION LISTING

You can supply an image and text for us to post on the "Events & Promotions" page within our website. Your listing can also include a link to your URL to further capture your audience.

LARGE FREESTANDING DIRECTORY ADS

You can participate in our quarterly directory ad program by first reserving your space, then supplying the art, built to size, by the deadline. Ads are printed and installed every 3 months in one of six freestanding directory units around the center. We ask that all messages remain valid for the entire 3 months. Space is limited, and first come, first served.

ON-SITE POSTERS

You can participate in our quarterly poster program by first reserving your space, then supplying the art, built to size, by the deadline. Posters are printed and installed every 3 months in high traffic locations around the center. We ask that all messages remain valid for the entire 3 months. Space is limited, and first come, first served.

JOB OPPORTUNITIES POSTINGS

There is a page on the center website to post your job openings. Each posting will be uploaded for 30 days, unless otherwise specified.

EVENT SUPPORT

All our marketing programs are created to promote your in-store events and promotions in efforts to engage the public and increase traffic to your business.

ADDITIONAL OPPORTUNITIES

We work closely with the community and look for additional opportunities to show our support while continuing to create awareness for the Center. We will reach out to you when opportunities to market your business are presented to us.



STORE NAME:

STORE REPRESENTATIVE:

PHONE NUMBER:

EMAIL:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1080 pixels x 1080 pixels

Preferred file: High Res JPG

Send image only, Limited Text on image

IMAGE EXAMPLE:



FACEBOOK CAPTION (REQUIRED), PLEASE INCLUDE SOCIAL HANDLE(S) FOR TAGGING & SPECIFIC HASHTAGS.

MARKETING PARTICIPATION FORM

INSTAGRAM



STORE NAME:

STORE REPRESENTATIVE:

PHONE NUMBER:

EMAIL:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1080 pixels x 1080 pixels

Preferred file: High Res JPG

Send image only, Limited Text on image

IMAGE EXAMPLE:



INSTAGRAM CAPTION (REQUIRED), PLEASE INCLUDE SOCIAL HANDLE(S) FOR TAGGING & SPECIFIC HASHTAGS.

MARKETING PARTICIPATION FORM

EMAIL BLAST



STORE NAME:

STORE REPRESENTATIVE:

PHONE NUMBER:

EMAIL:

THE EMAIL BLAST IS COMPRISED OF 2 COMPONENTS:

1. **940 pixels x 550 pixels image** (typically overlaid with logo & text)
2. **Required copy describing event/promotion** (this is placed below the image)

All artwork must be submitted in the correct specifications to be sent and copy must be written to promote the event/promotion to the consumer.

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

940 pixels wide x 550 pixels tall, 72 dpi, RGB jpeg

IMAGE EXAMPLE:



COPY THAT WILL BE DISTRIBUTED WITH THE IMAGE. MUST BE FINAL DRAFT.

URL (WEBSITE):

PROPOSED SEND DATE:



Please fill out and return this form or send your information to:
Breana Yore, Marketing Director, at byore@vestar.com. **THANK YOU!**

MARKETING PARTICIPATION FORM

WEBSITE BANNER AD



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1470 pixels wide x 1240 pixels tall, 72dpi, RGB jpeg

Please provide one week before posting. Postings are limited to availability based on Management's discretion.

BANNER AD IMAGE WITH TEXT OVERLAY:

The screenshot shows a website header for the Anaheim Hills Festival with navigation links: DIRECTORY, DINING, EVENTS & PROMOS, ABOUT US, and CONNECT. A weather widget shows 68°F and social media icons for Facebook and Instagram. The main content area features a banner for 'PHOTOS WITH SANTA' with the following text: 'TIS THE SEASON FOR PHOTOS WITH SANTA. The Anaheim Firefighters Association invites you to visit Santa Claus at Anaheim Hills Festival for photos on select dates and times from November 25th through December 23rd. Photo packages start at \$35. A 'LEARN MORE' button is located below the text. The banner image shows a young girl in a Santa hat writing on a card.

TITLE:

TEASER DESCRIPTION:

LINK TO LISTING:



Please fill out and return this form or send your information to:
Breana Yore, Marketing Director, at byore@vestar.com. **THANK YOU!**

MARKETING PARTICIPATION FORM

WEBSITE EVENT LISTING



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1470 pixels wide x 710 pixels tall, 72 dpi, RGB jpeg

Please provide one week before posting. Postings are limited to availability based on Management's discretion.

IMAGE EXAMPLE:



EVENT TITLE:

EVENT LOCATION:

EVENT DATE:

CUSTOMER-FOCUSED DESCRIPTION OF EVENT. MUST BE FINAL DRAFT.

MARKETING PARTICIPATION FORM

WEBSITE PROMOTION LISTING



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1470 pixels wide x 710 pixels tall, 72 dpi, RGB jpeg

Please provide one week before posting. Postings are limited to availability based on Management's discretion.

IMAGE EXAMPLE:



OFFER TITLE:

EXPIRATION DATE:

COPY FOR SPECIAL PROMOTION. MUST BE FINAL DRAFT.

DISCLAIMER TO APPEAR WITH ALL OFFERS (ADJUST AS NEEDED):

Not Valid with any other offers or discounts. Limit one per person, per day. Must present coupon at time of purchase. Not redeemable for cash. Additional restrictions may apply, see store for details. Valid at the Anaheim Hills Festival location only.

ON-SITE POSTERS (22" X 28")

STORE NAME:

STORE REPRESENTATIVE:

PHONE NUMBER:

EMAIL:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

Final trim size: 22 inches wide x 28 inches tall

Visual area: 18 inches wide x 24 inches tall

Tenant is responsible for printing costs.

IMAGE EXAMPLE:



POSTER PROGRAM SCHEDULE:

RESERVATION DEADLINE:

ART DUE FOR APPROVAL (BEFORE PRINTING):

<input type="checkbox"/>	January/February/March	December 15th	December 20th
<input type="checkbox"/>	April/May/June	March 15th	March 20th
<input type="checkbox"/>	July/August/September	June 15th	June 20th
<input type="checkbox"/>	October/November/December	September 15th	September 20th

Limited Space Available. First Come, First Served Basis. Each tenant is allowed one single-sided poster. Poster Art must be approved prior to printing. Poster will be installed the first week of each quarterly rotation. You can only mark one (1) time slot each selection period (every 3 months) - do not select multiple time slots above.

MARKETING PARTICIPATION FORM

DIRECTORY ADS (27" X 34")



STORE NAME:

STORE REPRESENTATIVE:

PHONE NUMBER:

EMAIL:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

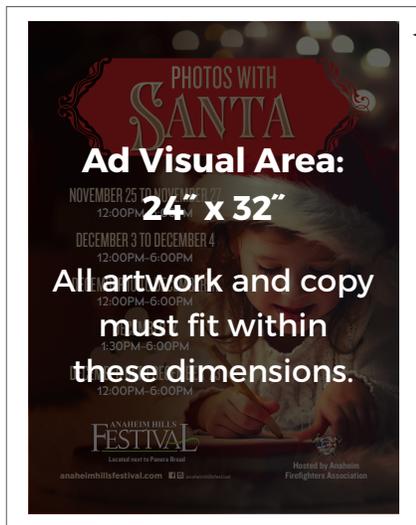
Final trim size: 27 inches wide x 34 inches tall

Visual area: 24 inches wide x 32 inches tall

Material Options: Two (2) millimeter coroplast or Matte/Semi-Gloss/Frosted Stock

Tenant is responsible for printing costs.

IMAGE EXAMPLE:



← The framing area is the “white space” around the poster. This area is behind the directory frame, but is needed to secure the poster to the backboard of the display unit. **No copy or artwork should be printed in this area as it will not show.**

Any questions or concerns, please contact Marketing Director, Breana Yore at 562-257-1511 or email at byore@vestar.com, Mon-Fri, 8:30am-5pm.

POSTER PROGRAM SCHEDULE:

RESERVATION DEADLINE:

ART DUE FOR APPROVAL (BEFORE PRINTING):

<input type="checkbox"/>	January/February/March	December 15th	December 20th
<input type="checkbox"/>	April/May/June	March 15th	March 20th
<input type="checkbox"/>	July/August/September	June 15th	June 20th
<input type="checkbox"/>	October/November/December	September 15th	September 20th

Limited Space Available. First Come, First Served Basis. Each tenant is allowed one single-sided poster. Directory Ad Art must be approved prior to printing. Ad will be installed the first week of each quarterly rotation. You can only mark one (1) time slot each selection period (every 3 months) – do not select multiple time slots above.



Please fill out and return this form or send your information to:
Breana Yore, Marketing Director, at byore@vestar.com. **THANK YOU!**

MARKETING PARTICIPATION FORM 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.