



PACIFIC COMMONS



SHOPPING CENTER

MARKETING
OPPORTUNITIES

2023

MARKETING PARTICIPATION FORM FACEBOOK



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1080 pixels x 1080 pixels, less than 20% text

Preferred file: 72dpi, RGB jpeg

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

IMAGE EXAMPLE:



FACEBOOK POST COPY, PLEASE INCLUDE SOCIAL HANDLE FOR TAGGING.

MARKETING PARTICIPATION FORM EMAIL BLAST



STORE NAME:

STORE REPRESENTATIVE:

PLEASE NOTE THAT THE E-BLAST IS COMPRISED OF 2 COMPONENTS:

1. 940 x 550 image

2. Required copy describing offer / promotion (copy below image)

Please note that all artwork must be submitted in the correct specifications in order to be posted. A description regarding the e-blast must be provided as well.

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

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

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

IMAGE EXAMPLE:



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

URL (WEBSITE):

SEND DATE:

PACIFIC COMMONS
SHOPPING CENTER

Please fill out and return this form to Brandi Hardy, Marketing Director, EMAIL: BHardy@vestar.com. THANK YOU!

MARKETING PARTICIPATION FORM INSTAGRAM



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1080 pixels x 1080 pixels, less than 20% text

Preferred file: 72dpi, RGB jpeg

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

IMAGE EXAMPLE:



INSTAGRAM POST COPY, PLEASE INCLUDE SOCIAL HANDLE FOR TAGGING.

MARKETING PARTICIPATION FORM WEBSITE HERO IMAGE



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 Pacific Commons Shopping Center with navigation links: DIRECTORY, DINING, EVENTS & PROMOS, ABOUT US, CONNECT. Weather is 52°F. The banner features the text: **HOLIDAY MUSIC EVENT**, *Get in the Holiday spirit with some Holiday Music brought to you by Andre Thierry!*, and a **READ MORE** button. The banner image includes a photo of Andre Thierry and a blue Christmas ball.

TITLE:

TEASER DESCRIPTION:

LINK TO LISTING:

MARKETING PARTICIPATION FORM WEBSITE EVENT LISTING



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1470 pixels wide x 710 pixels tall, 72dpi, 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, 72dpi, 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 Pacific Commons location only.

MARKETING PARTICIPATION FORM

POP-UP WINDOW IMAGE



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

550 pixels x 474 pixels, 72dpi, RGB jpeg

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

IMAGE EXAMPLE:



PACIFIC COMMONS
.....
SHOPPING CENTER

Please fill out and return this form to Brandi Hardy, Marketing Director, EMAIL: **BHardy@vestar.com**. THANK YOU!

MARKETING PARTICIPATION FORM ON-SITE POSTERS (22" X 28")

NEWS

STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

Final trim size: 22 inches wide x 28 inches tall

Visual area: 19 inches wide x 25.5 inches tall

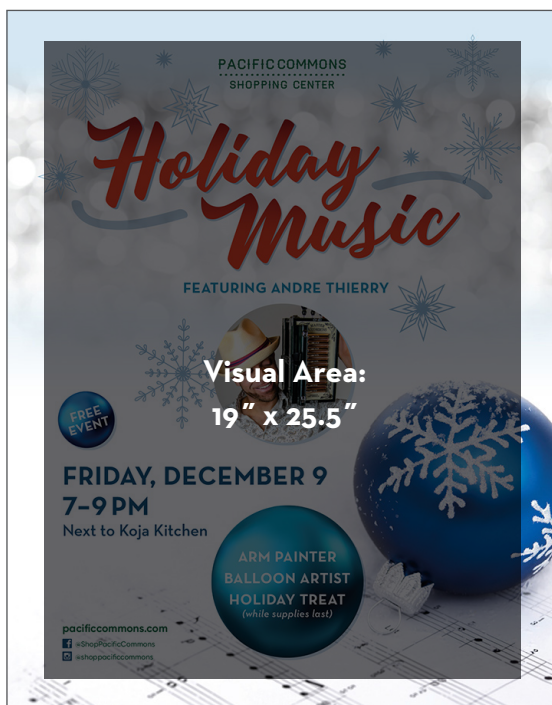
Material: 3mm Sintra or .06 styrene (not as thick)

Poster Limit: Up to two (2) one-sided posters

Posters will be up for 30 days only

Tenant responsible for cost of printing

IMAGE EXAMPLE:



START DATE:

END DATE:

PACIFIC COMMONS
SHOPPING CENTER

Please fill out and return this form to Brandi Hardy, Marketing Director, EMAIL: BHardy@vestar.com. THANK YOU!

MARKETING PARTICIPATION FORM JOB POSTINGS



STORE NAME:

STORE REPRESENTATIVE:

JOB TITLE (FULL TIME, PART TIME OR SEASONAL):

EXPIRATION DATE:

CONTACT INFO (FULL NAME, PHONE # AND WEBSITE):

TEXT: