




PLAZA

PASEO  REAL

MARKETING  
OPPORTUNITIES  
2023

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# MARKETING OPPORTUNITIES

As a valued tenant of Plaza Paseo Real, 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 10,000 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.

### **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.

### **DIRECT MAIL**

Direct mail is scheduled for Spring and Holiday to reach the neighborhoods around the Center. We will invite you to participate with an exclusive offer and track your redemptions.

### **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:

**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.

# INSTAGRAM



STORE NAME:

STORE REPRESENTATIVE:

**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.

# EMAIL BLAST



STORE NAME:

STORE REPRESENTATIVE:

## THE E-BLAST IS COMPRISED OF 2 COMPONENTS:

1. **940 x 550 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, 72dpi, RGB jpeg**

IMAGE EXAMPLE:



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

URL (WEBSITE):

PROPOSED SEND DATE:

# 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:

**Title** → NOW OPEN  
**LA COCINA MESA**

**Teaser Description** → La Cocina Mesa is a creative taco shop offering an array of meats, seafoods and vegetables, each served on homemade tortillas and complemented by a carefully curated selection of beer, micheladas and wine.

**Link To Listing** → [LEARN MORE](#)

**LA COCINA MESA**  
**MEXICAN CUISINE**  
**NOW OPEN**

TITLE:

TEASER DESCRIPTION:

LINK TO LISTING:

# 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.

# 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 Plaza Paseo Real location only.*



# ON-SITE POSTERS (22" X 28")

STORE NAME:

STORE REPRESENTATIVE:

**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**

IMAGE EXAMPLE:



POSTER PROGRAM SCHEDULE:

ART DUE FOR APPROVAL (BEFORE PRINTING):

<input type="checkbox"/>	<b>January/February/March</b>	<b>December 12th</b>
<input type="checkbox"/>	<b>April/May/June</b>	<b>March 14th</b>
<input type="checkbox"/>	<b>July/August/September</b>	<b>June 13th</b>
<input type="checkbox"/>	<b>October/November/December</b>	<b>September 12th</b>
<input type="checkbox"/>	<b>January/February/March 2023</b>	<b>December 12th</b>

\*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  
**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.*