

THE SHOPS AT
ROSSMOOR
— SEAL BEACH —



MARKETING OPPORTUNITIES

2023

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MARKETING OPPORTUNITIES

As a valued tenant of The Shops at Rossmoor, 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 packer 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.

PUBLIC RELATIONS

Our publicist and social media team work together to create engaging content that promotes events, special offerings, and interesting tidbits. We are always looking for new content and want to know what you have that's unique, so get creative!

EMAIL BLAST

Your message can be email blasted to our growing database of over 4,300 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.

MARKETING PARTICIPATION FORM
FACEBOOK



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.

MARKETING PARTICIPATION FORM
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.

MARKETING PARTICIPATION FORM
PUBLIC RELATIONS



STORE NAME:

STORE REPRESENTATIVE:

PUBLIC RELATIONS SUBJECT:

EXPIRATION DATE (IF APPLICABLE):

COPY FOR PUBLIC RELATIONS PITCH (EVENT INFO, SPECIAL PROMOTION, ETC):

CONTACT NAME:

CONTACT PHONE:

CONTACT EMAIL:

MARKETING PARTICIPATION FORM EMAIL BLAST



STORE NAME:

STORE REPRESENTATIVE:

THE E-BLAST IS COMPRISED OF 2 COMPONENTS:

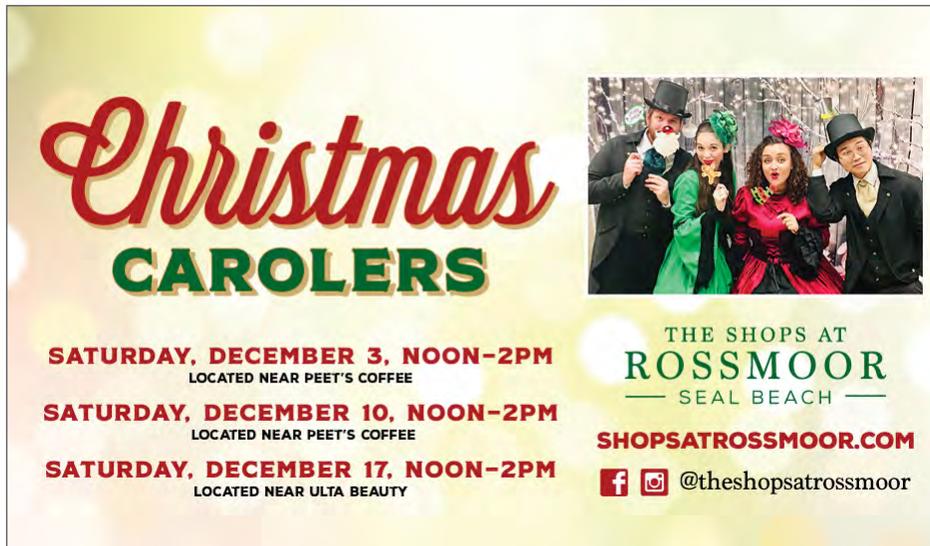
1. **940 x 550 image** (typically overlaid with logo & text)
2. **Required copy describing event/promotion** (this is placed below the image)

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:

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 image shows a website banner for 'The Shops at Rossmoor Seal Beach'. The banner features a festive holiday theme with a white sleigh on a wooden background, decorated with pine branches, snowflakes, and red ornaments. The text on the banner reads: 'COME VISIT OUR SANTA'S SLEIGH OF HOLIDAY CHEER', 'Come and take festive holiday selfies inside our "Santa's Sleigh of Holiday Cheer," a 3D sleigh filled with presents, then post their most creative photos on the center's Instagram page using the hashtag #sleighingshoppingatrossmoor or tag @theshopsatrossmoor for a chance to win a \$100 gift card to their choice of retailer or restaurant at the shopping center. Contest ends 12/19/22.', and a 'LEARN MORE' button. Labels on the left side of the image point to the 'Title', 'Teaser Description', and 'Link To Listing'.

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 Shops at Rossmoor location only.

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: 18 inches wide x 24 inches tall

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.

THE SHOPS AT
ROSSMOOR
— SEAL BEACH —

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.