

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 x 1080px on a 1920 x 1080px canvas (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.*

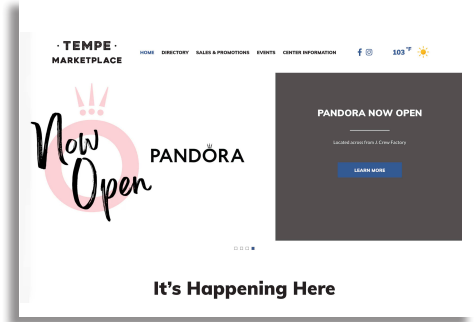


**The cost to participate for non-LRA tenants is \$875 plus tax. These opportunities are free for LRA tenants. Please complete the attached participation form and return to Heather Edge in the Tempe Marketplace Marketing Department to confirm your participation and select your months - E-mail: HEdge@vestar.com, Phone: 602-553-2660. Placement is based on availability and Tempe Marketplace reserves the right of final advertisement approval.*

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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.

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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:

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Blue Outdoor

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