

A photograph of a modern shopping district, likely The District at Tustin Legacy. The scene features a paved walkway lined with palm trees and various storefronts. A large, teal-colored number '2025' is overlaid on the image, spanning across the middle. The storefronts include 'YOMES RICE & YOGURT' and 'WISDOM PRO'. The sky is blue with some clouds.

2025

NEW STORE MARKETING GUIDE

THE
DISTRICT

TUSTIN LEGACY

New Store Marketing Guide

It is a pleasure to welcome you to The District at Tustin Legacy. As a valued tenant, 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, fill out the forms in this packet and email 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. When submitting, please send a Coming Soon and Now Open image along with a caption for each post.

WEBSITE EVENT OR PROMOTION LISTING

You can supply an image and text for us to post on the "Events & Promotions" page within our website if you plan on having a Grand Opening Event or special opening weekend promotions, etc.

WEBSITE BANNER AD

Your Coming Soon and Now Open banner ad can be displayed on our "Home" website page. The banner will link to your store page.

EMAIL BLAST

Your Coming Soon and Now Open message can be email blasted to our growing database of more than 10,000 subscribers.

PUBLIC RELATIONS

We will introduce you to our publicist to work with you on a press release to promote your opening and any other special offers and interesting tidbits you may have.

ON-SITE 22"X28" POSTERS

We'll print and install Coming Soon and Now Open posters around the center if you can send us a print-ready PDF poster built to the 22" w x 28" h size. Be sure to include a locator line such as "Located in The Promenade."

MUZAK AUDIO COMMERCIAL

Your opening can be promoted through the center-wide audio system by submitting a 15-30 second script that we will record and upload for a 30-day period.

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.

SOCIAL MEDIA CONTESTS

Enter-to-Win contests can help spread the word regarding your opening. Let us know if you offer gift cards and we can coordinate a social contest on our accounts. No additional expense to expand your exposure.

LARGE FORMAT SIGNS

Pending space availability, super graphic signs are offered at no charge, however, tenants are responsible for the \$2,000 cost of printing, shipping & installation, due at time of art submission.



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

- **1080 pixels x 1080 pixels**
- **Preferred file: 72dpi, RGB jpeg**
- **Please provide a Coming Soon image and Now Open image.**

IMAGE EXAMPLE:



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



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

- 1080 pixels x 1350 pixels
- Preferred file: 72dpi, RGB jpeg
- Please provide a Coming Soon image and Now Open image.

IMAGE EXAMPLE:



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

Web Event + Promotion Listing



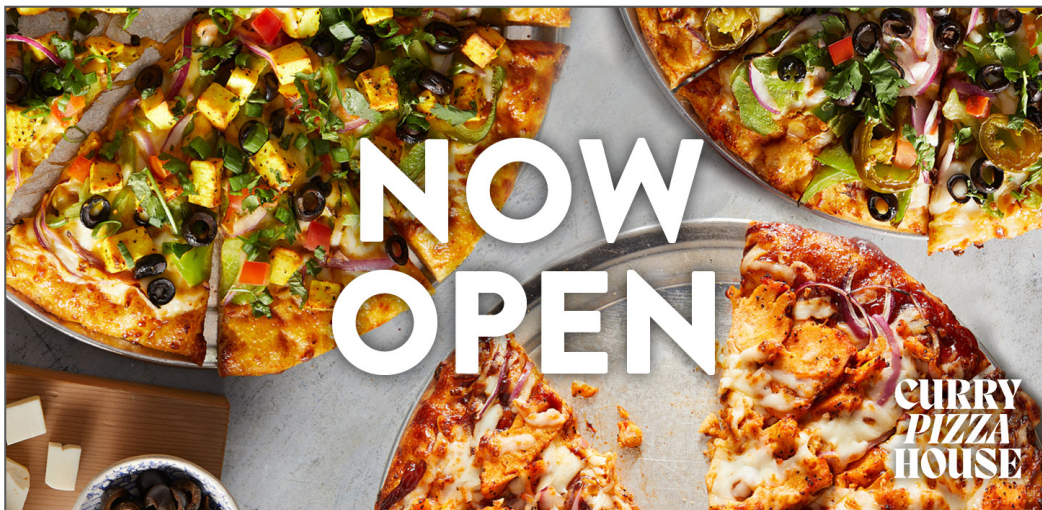
STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

- 1470 pixels x 710 pixels
- Preferred file: 72dpi, RGB jpeg
- Please provide a Coming Soon image and Now Open image.

IMAGE EXAMPLE:



EVENT TITLE:

EVENT LOCATION:

EVENT DATE:

COPY FOR PROMOTION/ DESCRIPTION OF EVENT. MUST BE FINAL DRAFT.

Website Banner Ad



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

- 1470 pixels wide x 1240 pixels tall, 1200px x 800px display area
- Preferred file: 72dpi, RGB jpeg
- Please provide a Coming Soon image and Now Open image.

IMAGE EXAMPLE:



WEBSITE URL:

COPY FOR LINK:

COPY FOR BANNER AD:

Email Blast



STORE NAME:

STORE REPRESENTATIVE:

THE E-BLAST IS COMPRISED OF 2 COMPONENTS:

- 940 pixels x 550 pixels
- Required copy describing opening including date, promotions, etc.

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

- 940 pixels wide x 550 pixels tall
- Preferred file: 72dpi, RGB jpeg
- Please provide a Coming Soon image and Now Open image.

IMAGE EXAMPLE:



EMAIL SUBJECT:

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

URL (WEBSITE):

PROPOSED SEND DATE:

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Public Relations



STORE NAME:

STORE REPRESENTATIVE:

COPY FOR PUBLIC RELATIONS PITCH (GRAND OPENING INFO, SPECIAL PROMOTION, STORE DESCRIPTION, ETC.)

CONTACT NAME:

CONTACT PHONE:

CONTACT EMAIL:

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 high**
- **Visual area: 19 inches wide x 25.5 inches high**
- **Please provide a Coming Soon poster and Now Open poster**
- **We will handle the printing and cost**

IMAGE EXAMPLE:



NEW STORE MARKETING GUIDE

Muzak Audio Commercial



STORE NAME:

STORE REPRESENTATIVE:

PLEASE SUBMIT AUDIO SCRIPT TO THESE SPECIFICATIONS.

Please provide 15-30 seconds of copy with a proposed start date. Please note that it takes approximately 1-2 weeks for production from the point that we receive your materials. The audio will run for 30-days.

MESSAGE (NOTE THAT ALL COPY MAY BE EDITED):

EXAMPLE: *Welcome to Tustin's newest culinary gem! Join us at The District Eatery for an unforgettable dining experience. From farm-fresh ingredients to mouth-watering dishes, we have it all! Visit us today near the AMC fountain. See you soon!*

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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.

NEW STORE MARKETING GUIDE

Large Format Signs



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

Sign options: 10 feet wide x 12 feet high
12 feet wide x 18 feet high
8 feet wide x 24 feet high

Visual area: Keep logos and text a minimum of 12 inches from edges.



IMAGE EXAMPLES:



INSTRUCTIONS:

Large format super graphics are offered pending space availability. Reserve your location and size through Marketing before designing. Available on a first come, first served basis. Six-month minimum display. Super graphic signs are offered at no charge, however, tenants are responsible for the \$2,000 cost of printing, shipping & installation, due at time of art submission. Once payment is received, Marketing will provide upload instructions. Marketing reserves the right to remove or relocate any signs.

PROPOSED START DATE:

Contact Information Page



THE FOLLOWING INFORMATION WILL BE OF ASSISTANCE TO YOU DURING YOUR OPENING
AND FOR ALL MARKETING NEEDS MOVING FORWARD:

LANDLORD CONTACT INFORMATION

Vestar Property Management

2437 Park Avenue

Tustin, CA 92782

Phone: 714.259.9090

CONTACTS

Alixandria Ogawa

Marketing Director

aogawa@vestar.com

Emma Meyer

Marketing Manager

emeyer@vestar.com