



RIVERSIDE
PLAZA

NEW STORE MARKETING GUIDE



New Store Marketing Guide

It is a pleasure to welcome you to Riverside Plaza. 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."

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.



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.

Instagram



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:

CUSTOMER-FOCUSED 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:



Please fill out and return this form to: Alixandria Ogawa, Marketing Director at aogawa@vestar.com & Emma Meyer, Marketing Manager at emeyer@vestar.com.
THANK YOU!

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:



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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.

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