

MALLS



FEATURES AND BENEFITS:

- Mall Advertising reaches consumers at or just before point of purchase.
- Long dwell times give these active shoppers extended exposure time to advertising displays.
- Mall Advertising offers the ability to target consumers who are in the “buying mode.”
- Eye popping, full color backlit displays can deliver a clear and dramatic advertising message.
- Mall displays are typically positioned at eye level, in a clean & uncluttered environment.
- Campaigns can be targeted by geographic or demographic criteria.
- In some cases an advertiser can dominate a specific area of the mall by using a combination of advertising formats.

LOCATIONS:

- Advertising is available in most malls throughout the US, Canada & Europe.
- Position of advertising displays inside the mall vary greatly.

PRODUCTION:

- Digitally printed on styrene for backlit displays and vinyl for hanging banners.

PROGRAM LENGTH:

- Available in four week periods to long term programs.