

Advertising & Signage Opportunities

THE PIKE OUTLETS

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With breathtaking harbor views, more than 30 retailers and restaurants, a cinema, a comedy club, a boutique hotel, plus our iconic carousel and Ferris wheel, The Pike Outlets has everything you need! The below package outlines The Pike Outlets' on-property advertising and signage opportunities.



For pricing and availability please contact:

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Elevator Signs

- The Pike Outlets has three elevators around the shopping center with six total elevator signs available
- Dimensions: 22" x 28"
- Material: single-sided, laminated, full color, and high-resolution
- Lease Terms: minimum 1 month



Escalator Wraps

- The Pike Outlets has one escalator, used as the main thoroughfare leading up to Cinemark and attracting high foot traffic
- Opportunity to wrap one or both sides of the escalator available
- Lease Terms: minimum 6 months



Free-Standing & Pylon Signs

Free-Standing Signs

- The Pike Outlets has ten free-standing signs located in high-traffic, high-visibility areas of the shopping center
- Dimensions: 30" x 40"
- Material: 1/16 White Styrene
- Lease Terms: minimum 1 month



Oversized Outdoor Signage

- Sizes vary
- Please contact management for availability

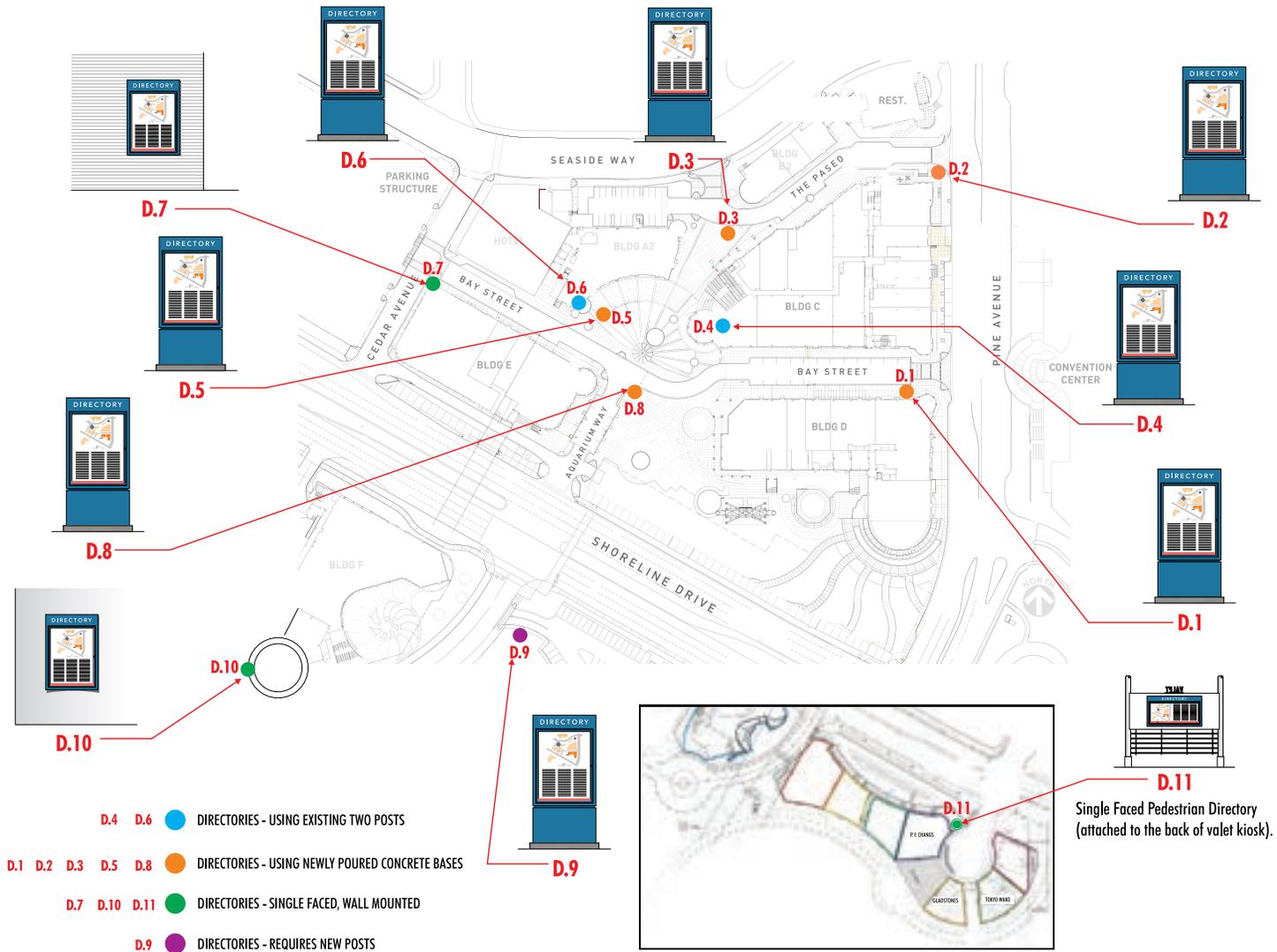


Backlit Directory Signs

- The Pike Outlets has eight backlit directory signs located in high-traffic, high-visibility areas of the shopping center
- Dimensions: 48" x 38"
- Material: Single-sided backlit translucent vinyl, no decals
- Lease Terms: minimum 1 month



Backlit Directory Signs



Coupon Booklet

- Annual coupons are included in the handheld directory brochure
- Additional/specific coupon booklets are created for special events, i.e. Grand Prix & holiday
- The Pike Outlets also sends seasonal direct mailers to local residents



Sidewalk Sale

- Lease the space outside of your store for merchandising, signage, or promotions



Floor Graphics

- With high traffic all over the center, floor graphics are a great option for promoting your brand



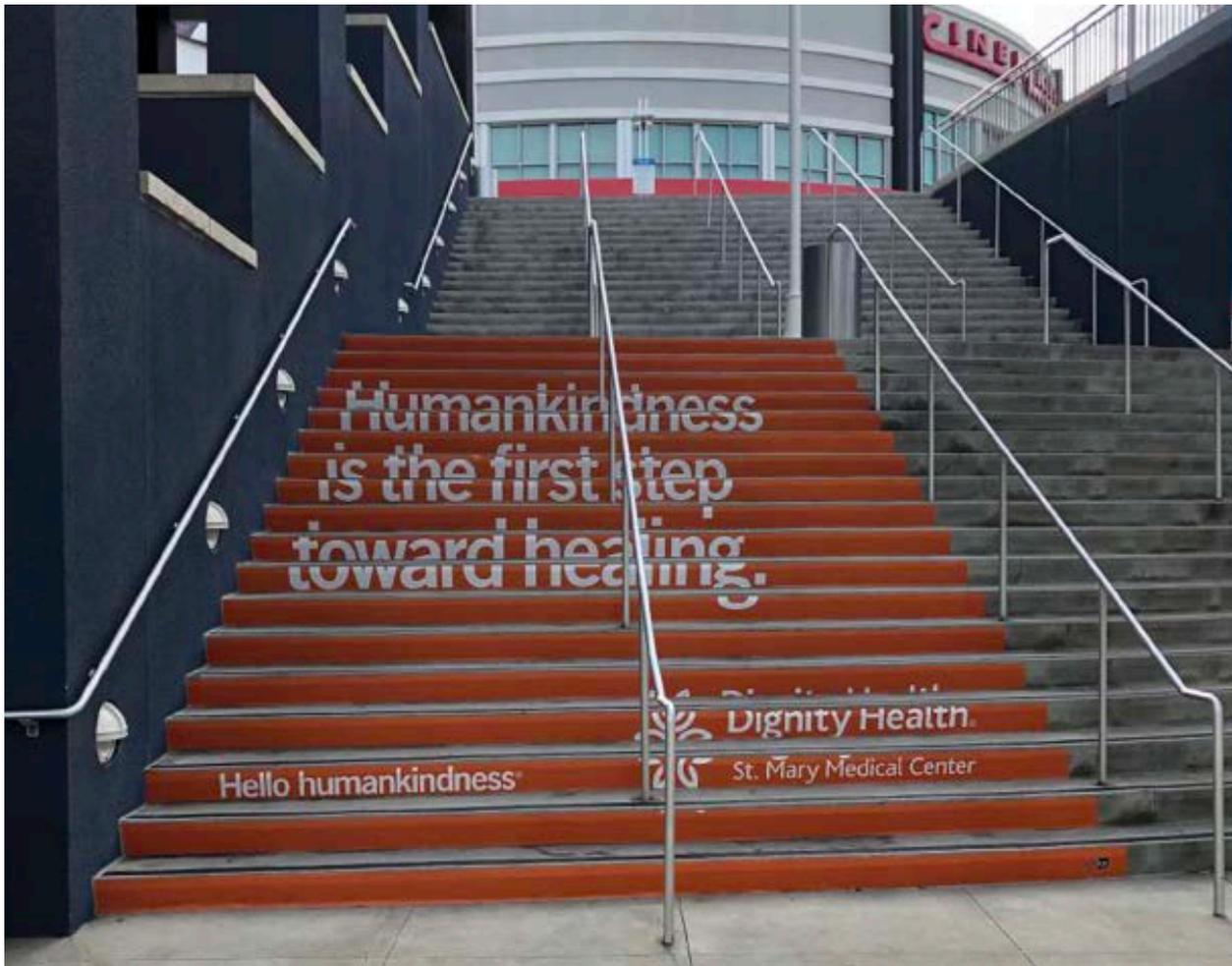
Lawn Chair Wrap

- The Pike Outlets has one over-sized Adirondack chair located off of Shoreline Avenue which attracts high traffic both from shoppers and passers-by
- Opportunity to wrap the back of the lawn chair with full graphic
- Lease Terms: minimum 3 months



Staircase Wrap

- The Pike Outlets has a set of stairs located next to our escalators used as a main thoroughfare leading up to Cinemark attracting high foot traffic
- Opportunity to wrap the kickboards of the stairs to create a billboard of sorts
- Lease Terms: minimum 3 months



Typical Events

- Easter Bunny Event - April 11
- Thunder Thursday - April 16
- Grand Prix - April 17-19
- Summer Concert Series - July 9, 16, 23

- Outdoor Movie Series - August 6, 13, 20
- Halloween Event - October 25
- Holiday Kickoff Event - November 19
- Santa Photos - Saturdays and Sundays
November 28-December 20



Gift With Purchase Promotion

- Sponsor a Gift with Purchase promotion at The Pike Outlets



Roller Coaster Bridge Banner & Social Media/Email Blasts

Roller Coaster Bridge Banner

- The Pike Outlets' Roller Coaster Bridge is highly visible in downtown Long Beach with heavy traffic on Shoreline Drive (not available during the week of Grand Prix)
- Recommended size: 8' x 20'
- Availability for banners is on the outside bridge facing traffic for both sides or inside of bridge to target bridge pedestrians
- Lease Terms: minimum 1 month



Social Media & Email Blasts

- Notify The Pike Outlets' management with any store promotions or sales to be included in online advertising
- Daily Facebook posts and monthly email blasts
- Facebook Page Likes: 15,300+
- Email Subscribers: 15,500+
- Please email all promotions to jbfanelli@sitecenters.com 5-10 days before sale

Ferris Wheel Gondola Wrap

- The Pike Outlets' Ferris wheel is an iconic landmark in downtown Long Beach
- Advertising options include inside wraps on booth seats and inside umbrella on gondolas
- Sizing to be provided
- Lease Terms: Minimum 3 months



Handheld Brochure Panel

- The Pike Outlets' handheld brochures are distributed around the shopping center, in local hotels, the Convention Center, The Aquarium, and during special events
- Dimensions: 9.25" x 3.5" panel advertisement
- Lease Terms: minimum 2 months
- Availability: 2 panels



Pop Up/Special Events

Host your special event or pop up tent at The Pike Outlets! Schedule a tour to view our event spaces and pop up options and locations.



Kiosks

- The Pike Outlets has 10 kiosk carts available for temporary lease, located in the Main Plaza
- Lease Terms: minimum 3 months

