

# Advertising Opportunities at Shops at South Town



## Benefits of Advertising at The Shops at South Town

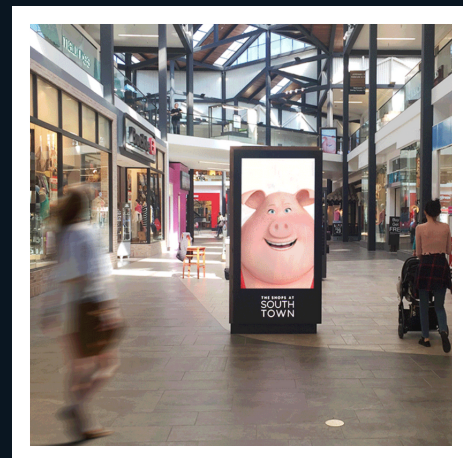
**100%** MALL ADS ARE 100% VIEWABLE, CAN'T BE BLOCKED OR FAST FORWARDED, FRAUD FREE AND BRAND SAFE.

**LOW CPM** RESEARCH STUDIES HAVE REPEATEDLY SHOWN THAT OUT-OF-HOME SIGNIFICANTLY LOWERS THE COST OF ADVERTISING. REACHING 1,000 PEOPLE, ONLINE CAN COST UP TO \$17.50 PER THOUSAND IMPRESSIONS, MAGAZINES UP TO \$21.00, SPOT BROADCAST OR CABLE CAN COST \$22.00 - \$25.00 PER THOUSAND. AT \$3.38 - \$8.65 PER THOUSAND IMPRESSIONS, OOH DELIVERS THE SAME AUDIENCE AT SIGNIFICANTLY LOWER COST.

**HIGH ROI** A RECENT GLOBAL ECONOMETRICS STUDY PROVED THAT OOH DELIVERS A HIGH RETURN ON INVESTMENT. FOR EVERY \$1 SPENT ON OOH ADVERTISING, \$2.80 IN SALES RESULT.

**EXTENDS REACH UP TO 300%** ADDING OUT OF HOME ADVERTISING INTO THE MIX CAN DRAMATICALLY IMPROVE THE REACH OF OTHER MEDIA AT A LOWER COST. WHEN OOH IS ADDED TO A MEDIA PLAN, IT CAN INCREASE REACH BY 18% FOR TV AND UP TO 316% FOR MOBILE ADVERTISING. FOR SOCIAL, INTERACTIVE, AND MOBILE ADVERTISING, OOH LITERALLY DRIVES CONSUMERS 'FROM THE BIG SCREEN TO THE SMALL SCREEN' TO SEARCH, INTERACT, AND TRANSACT.

**67%** ON AVG. 2 OUT OF 3 SHOPPERS RECALL SEEING ADS ON DIGITAL DISPLAYS AT THE MALL\*



FOR MORE INFORMATION PLEASE CALL OR EMAIL:

**866-950-3331**

**UNIVERSAL MEDIA**

[WWW.UNIVERSALMEDIAUS.COM](http://WWW.UNIVERSALMEDIAUS.COM)



# 75" Digital Displays

6 High Traffic Locations Throughout the Mall



## NET DIGITAL RATES

Starting at only \$79/wk\*

## OUR NEW DIGITAL DISPLAYS OFFER UNPARALLELED EXPOSURE

Our digital displays are unmissable, can't be paused, fast forwarded or blocked. Your Ad can either be static or animated and will display on our beautiful new digital displays.

Digital affords you the opportunity to change your Ad quickly, without the hassles and costs associated with print production. This flexibility enables you to easily change your campaign to reflect your latest promotions.



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EMAIL: [SHAWN@UNIVERSALMEDIAUS.COM](mailto:SHAWN@UNIVERSALMEDIAUS.COM)

\*this rate requires a minimum 8 week buy.

