

The Message Center



Who can advertise?

Only stores and products that are available in the mall can be advertised on the message center.

This includes:

- Any product that is carried by a mall store
- Any store or service that is located in the mall
- Promotional shows and events - For information about using the mall common areas for promotional shows and events, contact Amber Musso at Amber@MidtownMall.com.

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Advertising Cost

	Day	Week
Single Day	\$50	
Single Week	\$42.86	\$300
10-Week/ 70-Day Contract	\$34.29	\$240
52 Week Contract	\$28.57	\$200

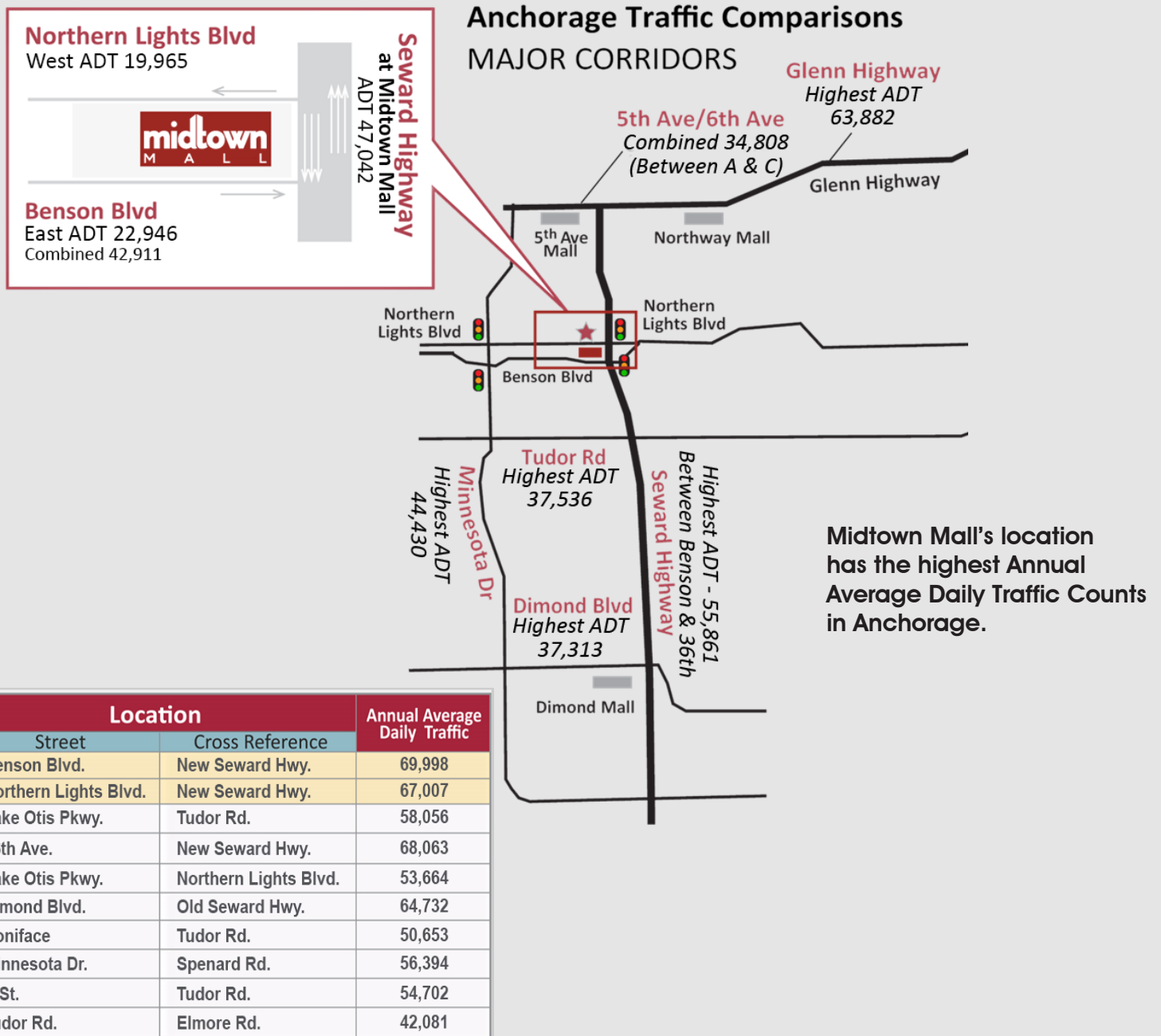


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Traffic And VISIBILITY



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M-F 10am-8pm
Sat 10am-7pm | Sun Noon-6pm



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Please email your ads as jpgs to us at Amber@MidtownMall.com

You may send us graphic elements plus ad copy and we will create the readerboard ads for you.*

* Minimum of one week lead time required. Samples of created ads are found below. Nearly all graphic digital file formats accepted. Ad proofs upon request. Any proofs will be emailed in final jpg format.

Dimensions:

Each image should be 390 x 180 pixels at 72 dpi, RGB color.

Colors:

Each image MUST have a dark background with light text to comply. Only logos may be on a lighter background if there is no alternative available.

Format:

The messages are like a mini slide show, with a maximum of 5 frames. Each frame stays on the screen for 2 seconds.

Text:

Use large clean fonts, or clear artistic text. Use a bold 35 point character average, 12 characters max per line, and 3 lines max. Break up long urls. No phone numbers.

File Names:

Please title the files according to sequence.

