

The Message Center



An Exclusive Opportunity For Tenants and Products in the Midtown Mall!

**Want to show your stuff to
100,000 potential customers
a day for a fraction of what it
would cost you in other media?**

Then you belong on the Midtown Mall Message Center! Your 15-second "spot" can appear all day long (approximately every 90 seconds) in glorious full-color, for less than \$200 per day!

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Who can advertise?

The only ones that can advertise on the Mall's Message Center are stores and products that are available at the Mall.

This includes:

- Any product that is carried by Mall stores (From Nike to Nabisco)
- Any store or service that is located in the Mall
- Promotional shows and events (car and boat shows)

To find out about using the Mall common area for promotional shows and events contact Amber Musso (907)602-6225.

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23 Cents is the most you'll pay for a fifteen-second message

The Message Center shows a maximum of six 15-second messages, in rotation, for 24 hours each day. So your message will show up 960 times per day.

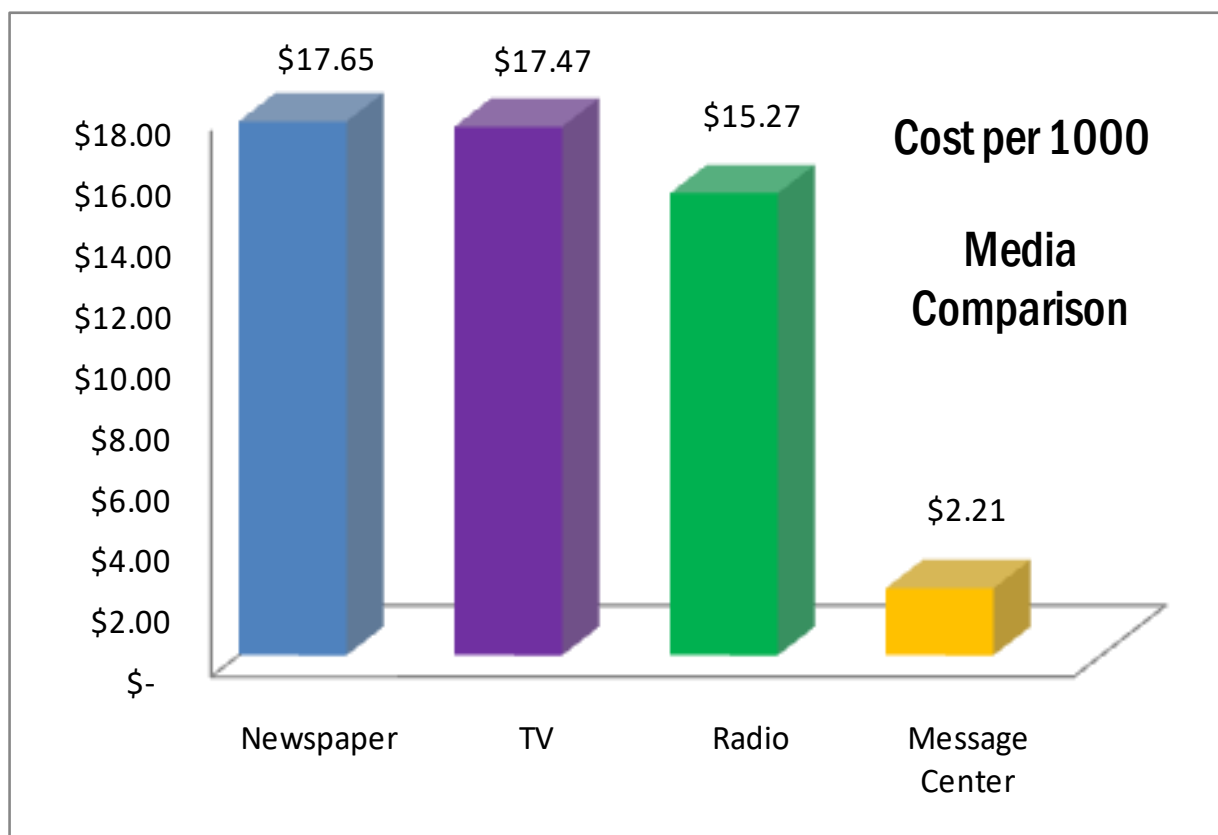
One day on the Message Center (without any contract discounts) is available for \$225. (As low as \$150 per day with discounts).

Available space is limited to only two of the six messages in each day's rotation.

Call us today to see your name in lights!

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Media Comparisons

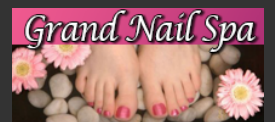
	Ad Buy	Reach	Cost	Cost per thousand
Newspaper	3x8 Ad	68000	1200	\$ 17.65
TV	Typical buy	108000	1887	\$ 17.47
Radio	Typical buy	110000	1680	\$ 15.27
Message Center	One day	101637	225	\$ 2.21

Media comparisons compiled by
Kim Taggart Media Service,
Anchorage, Alaska

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Advertising Cost

	Day	Week
Single Day	\$225	
Single Week		\$1,400
10-Week/ 70-Day Contract	\$171.43	\$1,200
52 Week Contract	\$142.86	\$1,000
Rotator Rate — <i>Runs whenever space is available</i>	\$150.00	



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