

**WEST ACRES**  
MEDIA KIT  
2017



3902 13th Avenue South, Suite 3717  
Fargo, North Dakota 58103  
Mall Office: 701.282.2222  
Toll Free: 800.783.6450 (US & Canada)  
[marketing@westacres.com](mailto:marketing@westacres.com)

# WHY ADVERTISE WITH WEST ACRES?

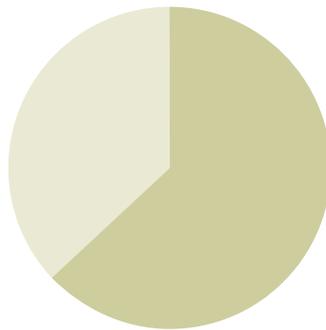
We're a popular place. West Acres is the region's shopping destination. With approximately 6.5 million visitors per year and 20,000 shoppers per day, advertising inside West Acres is a highly affordable investment that can dramatically increase your audience reach. West Acres' draw spans well beyond the Fargo, Moorhead, West Fargo area - pulling in customers from neighboring South Dakota, Minnesota and Canada.

West Acres as a shopping destination; it is an experience where they can shop, dine, play, browse and enjoy one another's company. Your company, product or service will gain an incredible amount of visibility when you purchase signage, table tents, door clings or other advertising mediums we offer. Your message will be in front of shoppers when they are in a purchasing mindset.

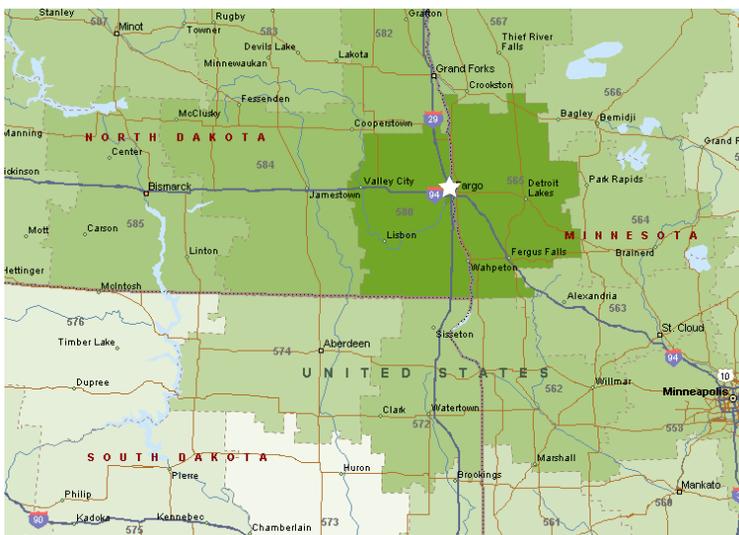
West Acres is about experience. Our customers don't just perceive

West Acres shoppers are  
63% female and 37% male

Female ■  
Male ■



- Top retail hub of the upper Midwest
- Located directly off I-29 at the busiest intersection in North Dakota (I-29 & 13th Avenue South)
- Food Court with seating for 750
- Exclusive home to many of the region's top stores
- Home to the Roger Maris Museum

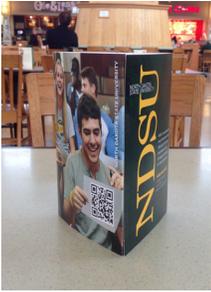


Approximately 6.5 million visitors per year; more than 600,000 people within a 100-mile radius

- ☆ 61% of West Acres shoppers come from the Fargo, Moorhead, West Fargo area
- 17% of mall visitors come from the near region, including Detroit Lakes, Wahpeton, and Valley City
- 22% of shoppers travel from beyond the near region to visit West Acres, including shoppers from South Dakota, Minnesota, and Canada

# TYPES OF ADVERTISING

Depending on your needs and goals, West Acres currently offers the following types of advertising:  
Door clings • Table tents • Standees • Back-lit directory panels • Carts • Events • Sponsorships



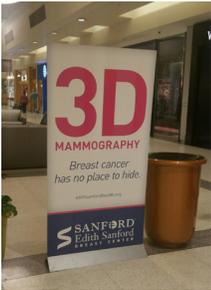
## TABLE TENTS

Businesses that advertise using table tents in the food court have tremendous success in showcasing their products, services and promotions. With such a captive audience, table tent advertising is ideal when you would like to promote an event, sale or call to action. West Acres assembles all table tents free of charge.



## DOOR CLINGS

Door clings are placed on the windows of mall entrance doors. Clings are a great way to get your message across before customers even enter the facility, or to be top of mind as a customer exits the facility. West Acres installs all clings free of charge.



## STANDEES

Mall standees function as billboards for shoppers passing through the hustle and bustle of the mall corridors. Standees are two-sided, large-format signs that are placed in premium spaces throughout the mall. Standee bases are provided by West Acres free of charge, and the standees are assembled and installed by West Acres at no additional charge.



## BACK-LIT DIRECTORY PANELS

The shopping mall is a big place, which is why we have backlit mall directories located at various intersections within the facility. Advertising space is available on the opposite sides of the directories and is perfect for showcasing products and services. Shoppers will see your message up close as they pass by the directories. You have the option for brochures to accompany your advertisement; West Acres offers multi-sized holders at no extra charge.



## CARTS

Mall carts are large structures with various lighting and signage layout options designed for exclusive advertising and very high visibility in the most heavily trafficked areas of the mall. Advertisers have discretion on how to creatively use available space and are responsible for installing all produced materials. Additionally, advertisers have the option of staffing their cart on occasion to interact with customers. One cart is included for advertisers.



## CUSTOM DISPLAYS AND EVENTS

If you don't see an advertising option that works for your business, please contact West Acres directly by emailing [marketing@westacres.com](mailto:marketing@westacres.com) to discuss event-related opportunities or custom display options.

# COST BREAKDOWN AND PRINTER SPECIFICATIONS\*

Advertisers are responsible for design and printing costs, but West Acres will place all signage on behalf of the lessee (with the exception of the mall cart option).

|                     | Door Clings  | Table Tents   | Standees                                      | Back-lit Directory Panels   | Carts                                     |
|---------------------|--|---|---|---|---|
| Cost per Month      | \$100 per cling  | \$1500 per 200 tents  | \$1000 per standee                            | \$1200 per Back-lit   | \$2000 per Cart with an annual agreement* |
| Availability        | 20   | 200<br>Lessee may provide 100 in excess to replace old tents that are damaged during the term of agreement. | 5   | 4   | 1   |
| Size                | 8.5" x 11"<br>or 12" x 12"<br>Other sizes may be available upon request. | 3-sided: 5" x 7"  | 36" x 72"                                     | 48" x 70"   | Various; ask for details.                 |
| Extras              | Installation is included.  | Assembly is included.   | Bases are provided. Installation is included. | Brochure holder for take-away pieces provided. Size can vary. Installation is included. |   |
| Suggested Materials | Vinyl  | 10 point cover stock, coated on one side  | Rigid foam core                               | Durable transparency  | Materials vary                            |

\*Monthly cart rates available upon request.

November/December holiday season pricing varies.

If an annual agreement is purchased the advertiser will have the holiday season included at the same rate.

Contact us for local vendors, printing specifications, material, paper stock and creative design recommendations.

## ADVERTISING POLICY

West Acres reserves the right to refuse to advertise a service, product or event deemed inappropriate for mall audiences, or that is in direct competition with mall tenants. West Acres requires pre-approval of all final creative prior to it being printed and delivered to the mall. Cancellations are due 15 days prior to ad placement in the mall. Materials are due to West Acres on the date determined in your advertising contract. A missed deadline will result in a later-placed advertisement and the advertiser will be billed according to contracted agreement. Advertisements from lessees with outstanding invoices with the mall are not accepted. West Acres is not responsible for vandalism or defacing of ad materials. If any advertisements are vandalized or defaced,

West Acres has the right to remove them, and the advertiser can choose to replace the damaged materials.

## PRODUCTION

West Acres is not responsible for the creation or production of any advertisements. All advertisements must be pre-approved by West Acres by emailing [marketing@westacres.com](mailto:marketing@westacres.com). Upon request, West Acres will provide contact information for vendor resources, printing specifications, material, paper stock and creative design recommendations.

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AMENITY  
SPONSORSHIP  
OPPORTUNITIES



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## ELEVATE YOUR ADVERTISING WITH AN AMENITY SPONSORSHIP



Recess West, sponsored by Blue Cross Blue Shield of North Dakota

West Acres Shopping Center offers a variety of amenities to mall visitors to make their experience more enjoyable. Many of these amenities are available for sponsorship. As an amenity sponsor at West Acres, your business will have a prominent, high quality, customized display. Currently, the amenities available for sponsorship include:

- Wireless Internet
- Seating Areas
- Santa Photo Experience
- Easter Photo Experience
- Family Restrooms
- Mothers' Rooms
- Mall Walker Program
- Fashion and Seasonal Events

If you are interested in sponsorship opportunities for your business, please contact us by emailing [marketing@westacres.com](mailto:marketing@westacres.com).



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