

WEST ACRES®

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

Since 1972, family-owned West Acres has been the shopping destination of the upper Midwest. More than just a mall, West Acres is a vibrant community center featuring local arts and events plus a philanthropic culture.

Experience matters. Our customers don't just perceive 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 thousands of shoppers each day when they are in a purchasing mindset.

Our highly visible location, coupled with our unique connection to the community, draws customers from over a 100-mile radius, well beyond our MSA.

West Acres defies current industry challenges. We've embraced recent opportunities to replace lackluster retailers with strong ones who share our vision of a bright, engaged future. With so many exciting new opportunities in the works and our continued reinvestment into the property, the future of West Acres is bright.

Let's grow together.

MEDIA KIT



QUICK FACTS

West Acres is the busiest venue in the state, welcoming millions of visitors each year.

61% of West Acres shoppers come from the Fargo, Moorhead, West Fargo area; mall visitors come from the near region, including Detroit Lakes, Wahpeton and Valley City

17% of mall visitors come from the near region, including Detroit Lakes, Wahpeton and Valley City

22% shoppers travel from beyond the near region to visit

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	\$1,500 per 200 tents	\$1,000 per standee	\$1,200 per panel	\$2,000 per cart with an annual agreement*
AVAILABILITY	20	200 Lessee may provide 100 in excess to replace old tents that are damaged during the term of agreement.	5	4	1
SIZE	8.5x11" or 12x12" Other sizes may be available upon request.	3-sided: 5x7"	36x72"	48x70"	Various, ask for details.
EXTRAS	Installation included.	Assembly included.	Bases provided. Installation included.	Brochure holder for take-away pieces provided. Size can vary. Installation 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 the 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. Upon request, West Acres will provide contact information for vendor resources, printing specifications, material, paper stock and creative design recommendations.





HAVE A DIFFERENT IDEA?

Innovation is at the heart of everything we do - it's what keeps our center vibrant and our community engaged. We are always open to hearing new and unique ideas that engage your audience and provide an exceptional experience for our customers.

LET'S COLLAB!

We'd love to help you pull off your next event, pop-up experience, or interactive display. Please reach out to our team to set up a discovery call.

Alissa Adams
C.O.O

alissaadams@westacres.com

Niki DeConcini
Director of Marketing & Events
niki@westacres.com

WEST ACRES

