

WEST ACRES[®]

MEDIA KIT

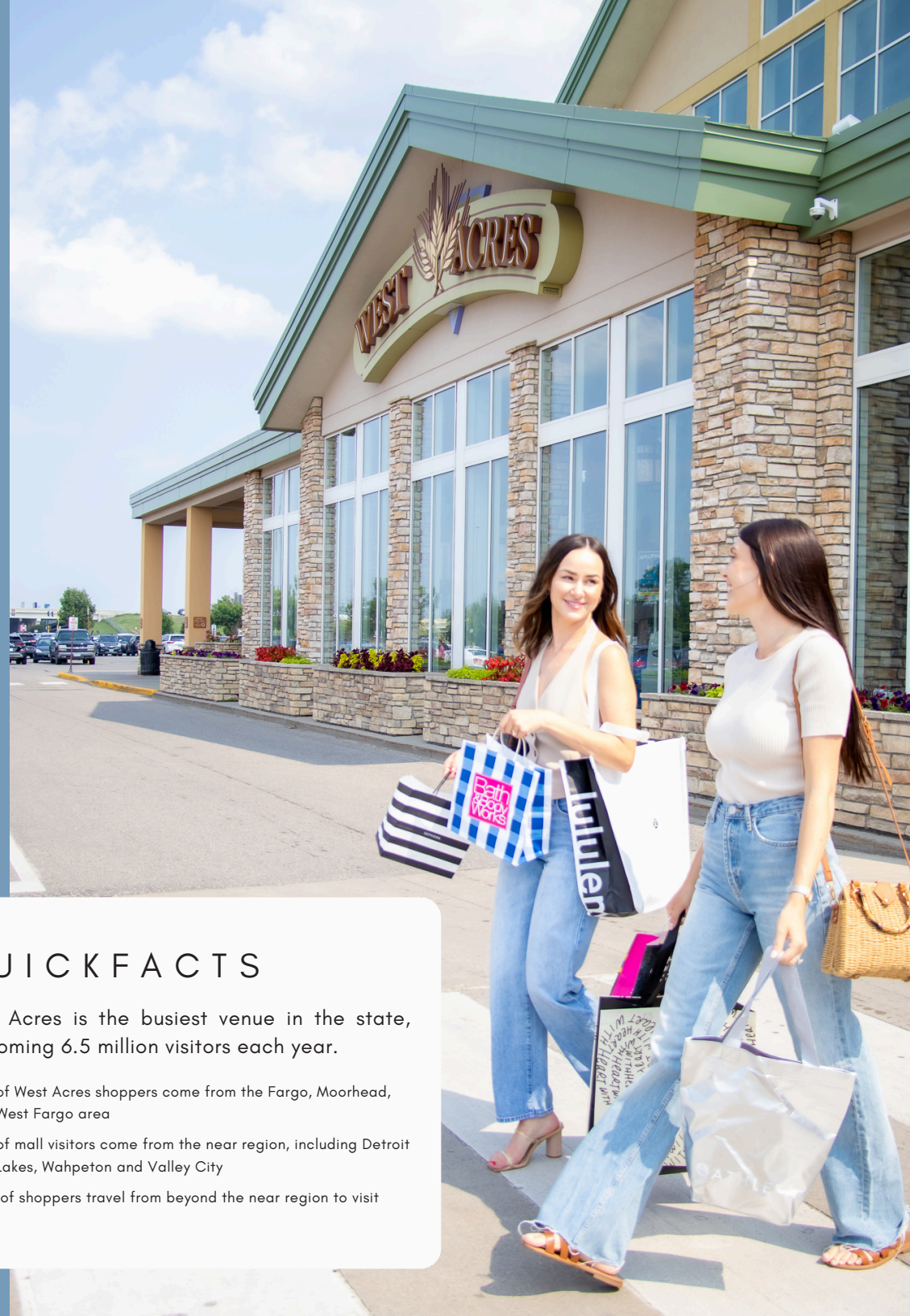
Since 1972, family-owned West Acres has been the shopping destination of the upper Midwest. More than just a mall, West Acres is a vibrant community center featuring local arts and events plus a philanthropic culture.

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.

As the most visited venue in the region, your company, product or service will gain an incredible amount of visibility in front of thousands of shoppers each day while they're in a purchasing mindset.

We can't wait to work with you!

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



QUICKFACTS

West Acres is the busiest venue in the state, welcoming 6.5 million visitors each year.

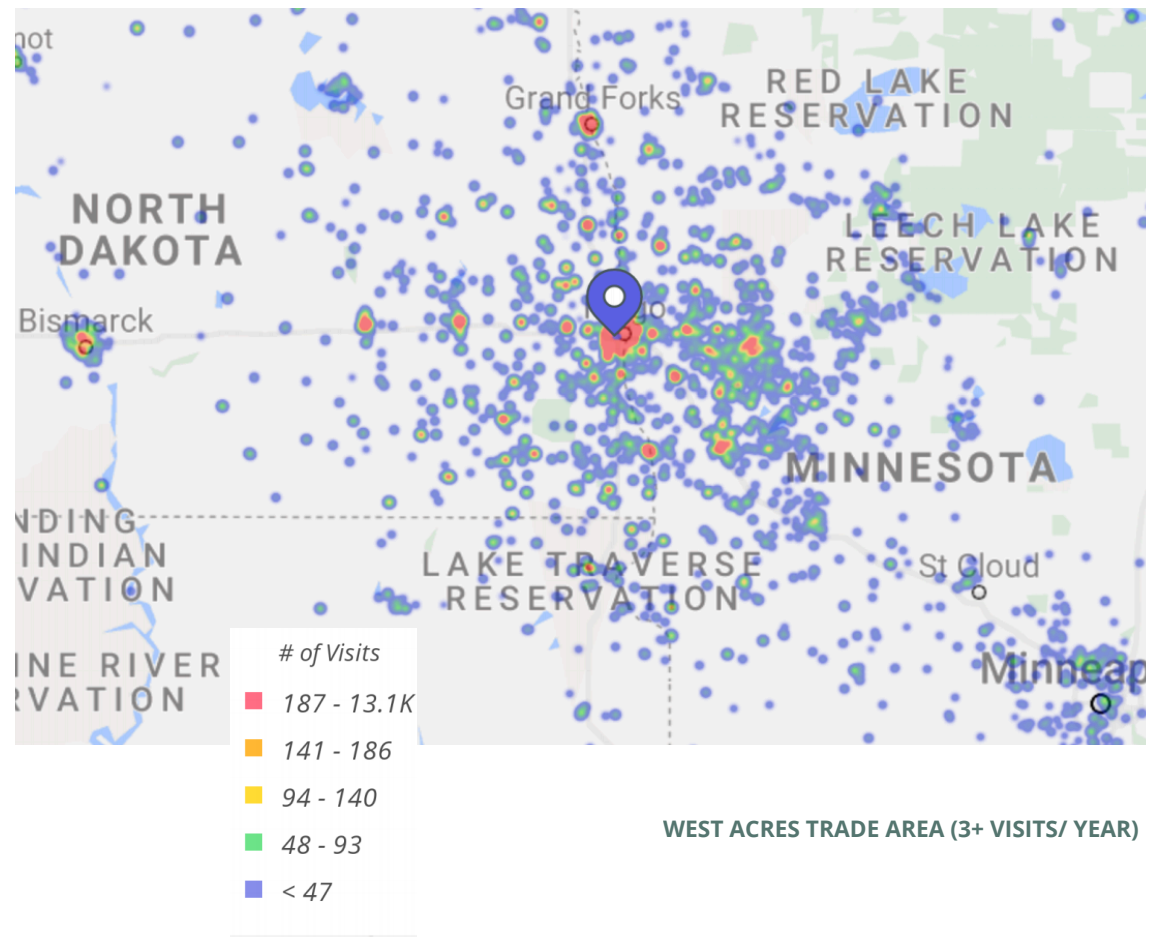
61% of West Acres shoppers come from the Fargo, Moorhead, West Fargo area

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

A THRIVING REGIONAL MARKET

- As the go-to destination within our region, West Acres draws 6.5 million customers annually from our regional population base of 700k, with a median family income of \$83k (\$91k in our metro).
- Our market is fast-growing with a 7%, 5-year projected growth rate, more than double the U.S.'s 3%.
- The metro is home to the headquarters of nine, billion-dollar companies in seven different industries. Our metro serves as a technology, higher education, agriculture, and medical hub.



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 | \$2,000 for 15 \$3,500 for 30 | \$2,000 | \$1,250 per standee | \$1,750 per panel | \$2,500 per cart with an annual agreement* |
| AVAILABILITY | 15 or 30 | 200 Lessee may provide 100 in excess to replace old tents that are damaged during the term of agreement. | 1-8 | 2-4 | 1-3 |
| SIZE | 8.5x11" or 12x12" Other sizes may be available upon request. | 3-sided: 5x7" | 36x72" | 48x70" | Various, ask for details. |
| EXTRAS | Installation not 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. All advertising pricing valid 30 days after initial inquiry. 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.



VON MAUR



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
alissaadamsewestacres.com

Maija Davis
Director of Marketing & Experience
majidavis@westacres.com

WEST ACRES