



LAKE SIDE

SHOPPING CENTER

ADVERTISING &
SPONSORSHIP
OPPORTUNITIES



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LAKE SIDE

SHOPPING CENTER

Lakeside Shopping Center is a 1.2 million SF super-regional mall with a reputation for bringing first-to-market retailers to Greater New Orleans.

As we celebrate more than 60 years as a shopping destination in the Gulf Coast region, our \$20 million dollar renovation further underscores our commitment to leadership in the greater New Orleans area.



Welcome to the highest-grossing regional mall in Greater New Orleans.

Premium Location

Located just off of Interstate 10, half a mile from Lake Pontchartrain in the suburb of Metairie, the property is centrally located between downtown New Orleans and Louis Armstrong International Airport.

Lakeside sits at the foot of the Causeway Bridge (the longest in the U.S. at 24 miles long), which has annual traffic of 12 million vehicles.

A Regional Appeal

Lakeside draws visitors that travel from as far West as Lake Charles and as far East as Pensacola! Our regional exclusives such as Athleta, Apple, Offline, Madewell, Aerie, Pottery Barn, Restoration Hardware, Arula, LEGO and Zara appeal to a wide range of shoppers both locally and regionally.

Area Traffic Counts



28%

More likely to have a college degree than the market average.



14%

Higher average HHI than the overall market average.



58%

Overall shoppers that live within 30 miles of the property.



84 MINS.

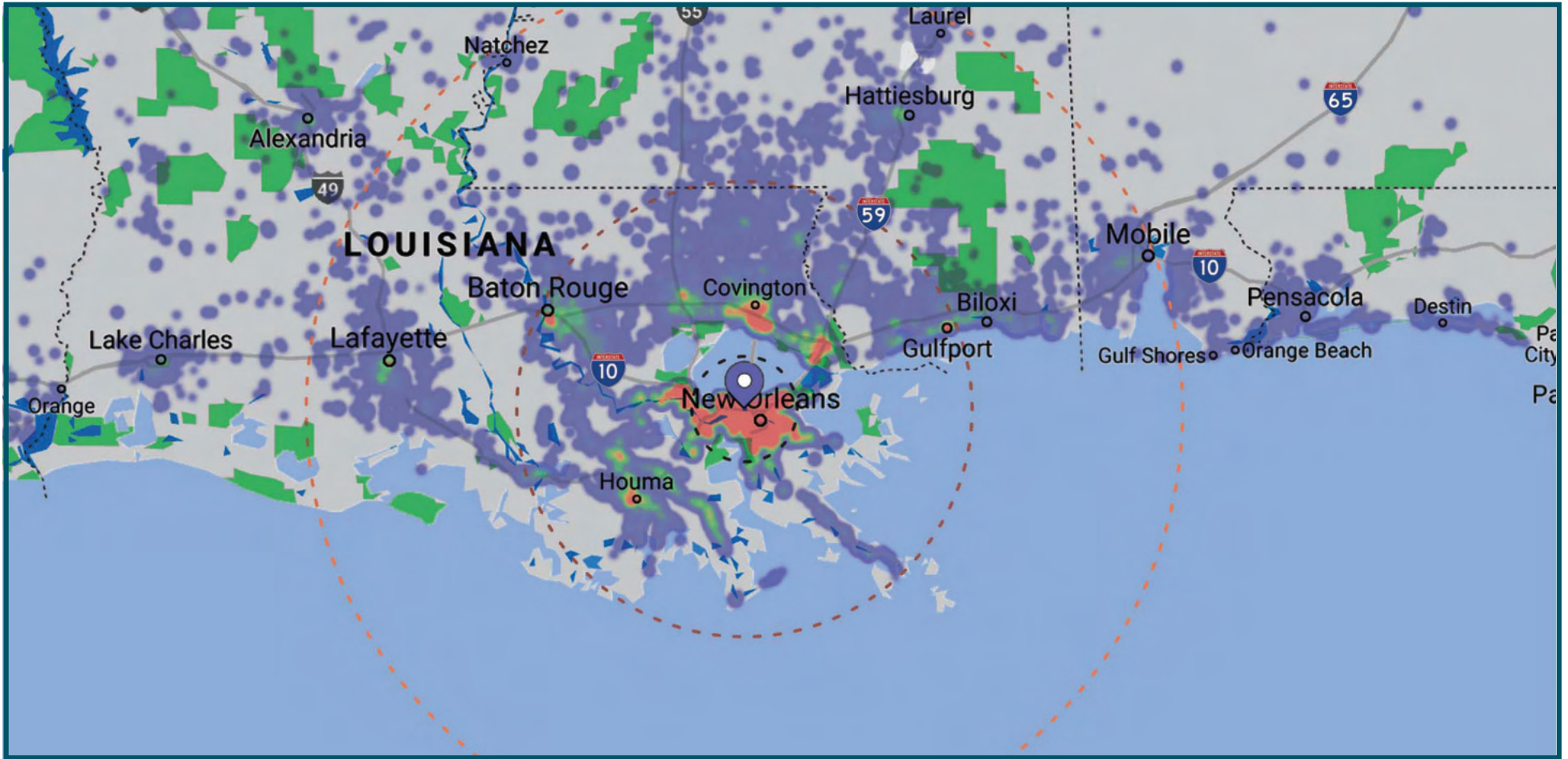
Average shopper length of visit.



10 MILES

Average distance traveled to Lakeside by local shoppers.

Trade Area



Lakeside Shopping Center's # of Visits

- 619.9K - 1.4M
 - 206.6K - 619.9K
 - 32.3K - 206.6K
 - 6.5K - 32.3K
 - < 6.5K
- 15 mile
 - 70 mile radius
 - 130 mile

| | MSA | 1 Mile | 5 Mile | 10 Mile |
|-------------------|-----------|----------|----------|-----------|
| 2020 Population | 1,272,258 | 123,025 | 278,004 | 655,377 |
| Average HH Income | \$74,637 | \$84,364 | \$83,471 | \$107,985 |

New Orleans Metro has experienced a 9% increase in population since 2010
 New Orleans Metro Area is ranked 47th out of 384 MSAs in the United States

✦ *posters*



Double-sided posters located at eight locations within the mall.

Rate (monthly)

January – October: \$300 per poster location

November – December: \$500 per poster location

Specs

Viewable area: 18" w x 24" h

Trim area: 22" w x 28" h

Locations

- Four (4) mall entrances
- Two (2) mall anchor entrances, Macy's and JCPenney
- Dillard's wing near Bath and Body Works

✧ *led backlit (play area)*



LED backlit located in a high-traffic play area, positioned to target families and mothers.

Rate (monthly)

January – October: \$750

November – December: \$1,250

Specs

Viewable area: 21.3" w x 27.3" h

Trim area: 22" w x 28" h

Locations

Located in the Kids' Castle—Lakeside's play center, near handwashing station

✦ *directory led backlit (main mall)*



LED backlit advertisement encased in glass and displayed on the opposite side of the main mall directory.

Rate (monthly)

January – October: \$1,000 per directory location

November – December: \$2,000 per directory location

Specs

Viewable area: 36" w x 55 1/4" h

Trim area: 36 1/2" w x 55 1/2" h

Locations

- D1 - Near lululemon and M.A.C.
- D2 - Near Food Court and Kendra Scott
- D3 - Near Michael Kors and Aerie/Offline

✦ *standees*



Double-sided fabric standees with a seamless finish and chrome frame. The standees are located at eight locations throughout the mall.

Rate (monthly)

January – October: \$700 per standee location

November – December: \$1,400 per standee location

Specs

Viewable area: 36" w x 72" h

Trim area: 36.5" w x 72.5" h

Locations

- Four (4) mall entrances
- Two (2) mall anchor entrances, Macy's and JCPenney
- Dillard's wing near Bath and Body Works

✦ *sky banners*



Double-sided banners digitally printed on 13 oz. vinyl and framed on all sides with chrome. The banners hang in high-traffic skylight areas throughout the mall.

Rate (monthly)

January – October: \$2,500 per banner location

November – December: \$5,000 per banner location

Specs

- Viewable area: 166" w x 94" h
- Trim area: 168.5" w x 98.25" h
- No grommets, no pole pockets; clips support banner inside frame
- Roll banner for shipping, do not fold

Locations

Three (3) locations at Center Court

✦ *table tents*



Double- or triple-sided tents located on tables in the Food Court and at the Starbucks kiosk.

Rate (monthly)

January - October: \$300

November - December: \$500

Specs

Viewable area: 4" w x 6" h

Trim area: 5" w x 8" h

Horizontal or Vertical

Locations

Food Court

✦ *printing*



Preferred printer

Ad Graphics

monica@adgraphicsinc.net

504.463.4049

Details

- All production costs are covered by the advertiser.
- All printed materials must be delivered to the Lakeside Mall Office to Erin Graham's attention at least five (5) business days prior to flight date.

* advertising locations



- D
DIRECTORY
- SB
SKY BANNER
- P
POSTER
- SD
STANDEE DISPLAY
- TT
TABLE TENT
- LB
LED BACKLIT POSTER



✧ *lakeside now*



1.2 Million SF—largest mall in Greater New Orleans

Anchors

Dillard's, JCPenney and Macy's

Key tenants

Apple, Arhaus, Athleta, Dillard's, Forever 21, Free People, J.Jill, JCPenney, Journeys, Kendra Scott, Lee Michaels, LEGO, lululemon, Macy's, Madewell, Michael Kors, Pottery Barn, Restoration Hardware, Sephora, Steve Madden, Vera Bradley, Victoria's Secret and Zara

Top restaurants

A Tavola Restaurant & Wine Bar

The Cheesecake Factory

Fleming's Prime Steakhouse & Wine Bar

Habanero's

P.F. Chang's





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