

ERIN GRAHAM - MARKETING DIRECTOR





















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

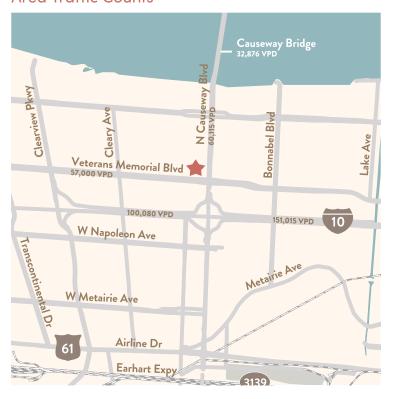
Located just off of Interstate 10, half a mile from Lake Pontchartrain in the suburb of Metairie, the property is centrally located between downtown New Orleans and Louis Armstrong International Airport.

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.

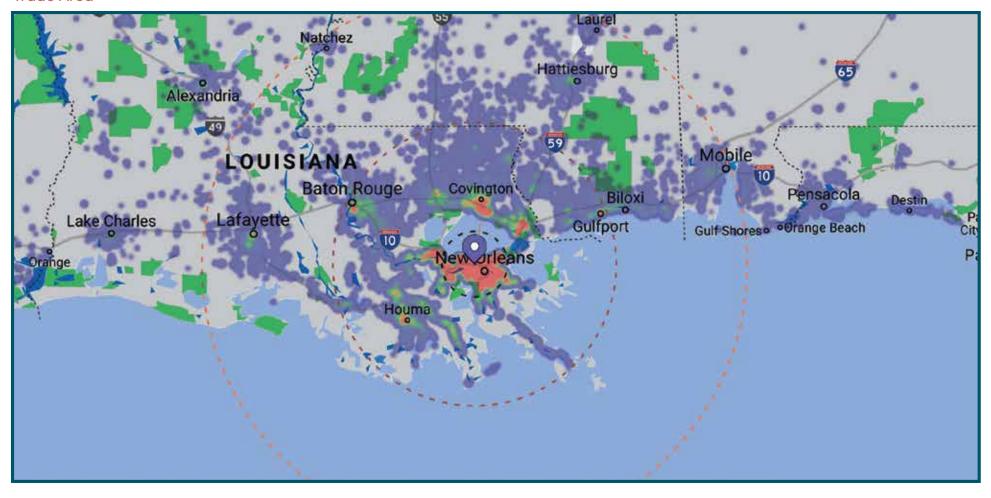
Average shopper length of visit.



10 MILES

Average distance traveled to Lakeside by local shoppers.

Trade Area



Lakeside Shopping Center's # of Visits

---- 15 mile

---- 130 mile

--- 70 mile radius

619.9K - 1.4M

206.6K - 619.9K

32.3K - 206.6K

6.5K - 32.3K

< 6.5K

	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

\times posters



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

Rate (monthly)

January - October: \$200 per poster location November - December: \$400 per poster location

Specs

Viewable area: 18" w x 24" h Trim area: 22" w x 28" h

Locations

Five (5) mall entrances
Three (3) mall anchor entrances

× led backlit (play area)



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

Rate (monthly)

January - October: \$550

November - December: \$1,000

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

\times 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: \$800 per directory location

November - December: \$1,600 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 Williams-Sonoma and M.A.C.

D2 - Near Food Court and Kendra Scott

D3 - Near Iululemon and Michael Kors

\times 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

Five (5) mall entrances

Three (3) mall anchor entrances

\times 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

Three (3) locations at Veterans Skylight

× table tents



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

Rate (monthly)

January - October: \$200

November - December: \$400

Specs

Viewable area: 4" w x 6" h

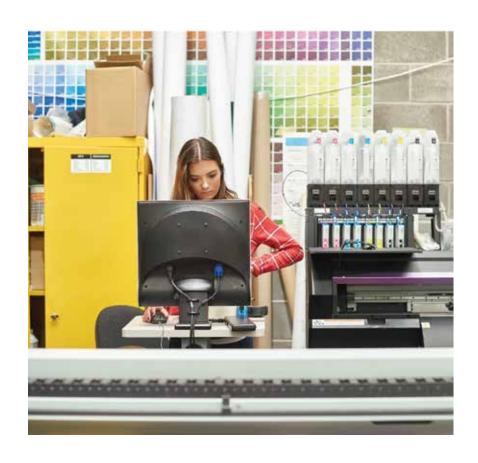
Trim area: 5" w x 8" h Horizontal or Vertical

Locations

Food Court

Starbucks Kiosk near Dillard's

$\times printing$



Preferred printers

Vivid Ink
Monica Ferman
monica@vividink.com
vividink.com
504-734-6201

Details

All production costs are covered by the advertiser.

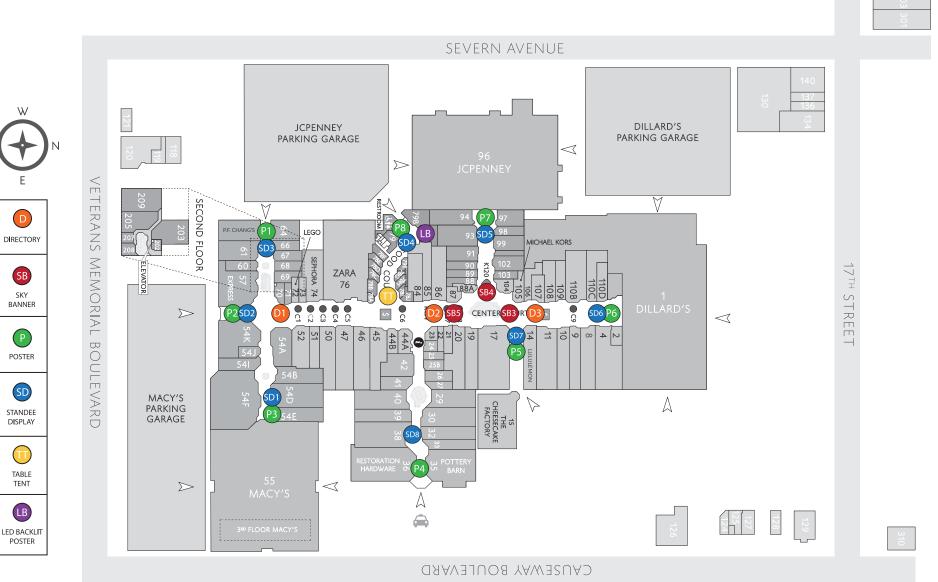
All printed materials must be delivered to the Lakeside

Mall Office to Erin Graham's attention at least five (5)

business days prior to flight date:

Lakeside Shopping Center Erin Graham - Mall Office 3301 Veterans Memorial Blvd., Ste. 209 Metairie, La 70002 504-835-8000

× advertising locations



× lakeside now



1.2 Million SF—largest mall in Greater New Orleans

Anchors

Dillard's, JCPenney and Macy's

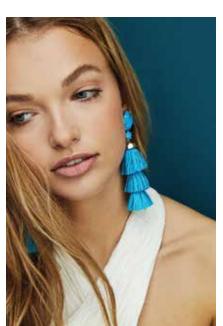
Key tenants

Apple, Athleta, Dillard's, Forever 21, Free People, J.Jill, JCPenney, Journeys, Kendra Scott, LEGO, lululemon athletica, Macy's, Madewell, Michael Kors, Microsoft Store, 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 P.F. Chang's

























lakesideshopping.com