



# LAKE SIDE

SHOPPING CENTER

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ADVERTISING &  
SPONSORSHIP  
OPPORTUNITIES

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**ERIN GRAHAM - MARKETING DIRECTOR**

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## ✧ *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



## ✧ *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 lululemon and Michael Kors

## ✧ *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

## ✧ *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

# ✧ *printing*



## *Preferred printers*

Vivid Ink

[vividink.com](http://vividink.com)

504.734.6201

Crystal Clear Imaging

[ccimaging.com](http://ccimaging.com)

504.818.2241

## *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 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.Crew, 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, Zara, Z Gallerie,

### *Top restaurants*

Bravo Cucina Italiana  
The Cheesecake Factory  
Fleming's Prime Steakhouse & Wine Bar  
P.F. Chang's

# ✧ *demographics*



**12%**

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



**14%**

Higher average HHI than the overall market average.



**74%**

Overall shoppers that live within 20 miles of the property at 74%.



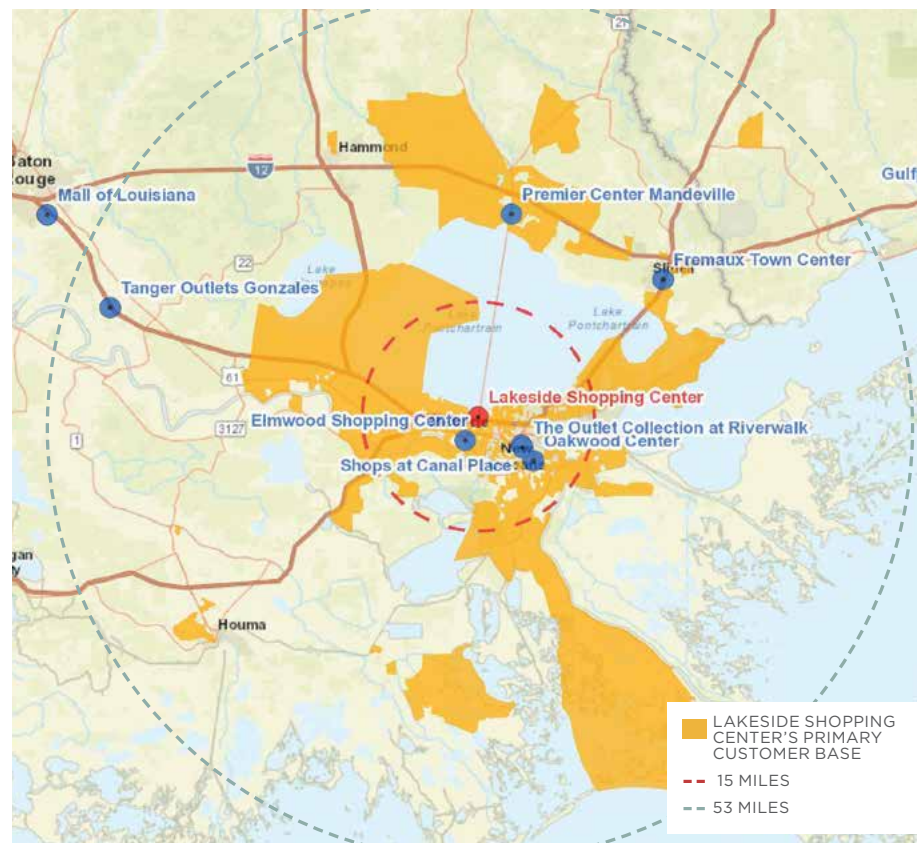
**84 MINS.**

Average shopper length of visit is 84 minutes.



**10 MILES**

Average distance traveled to Lakeside by local shoppers.



	MSA	1 Mile	5 Mile	10 Mile
2016 Population	1,251,786	123,025	278,004	655,377
Average HH Income	\$70,034	\$80,593	\$76,331	\$66,490

