



Boston DMA Shopping Mall Advertising

Cambridgeside
Galleria



Universal Media is an advertising network located in shopping malls and lifestyle centers throughout the United States. In the Boston DMA, we have three properties: Cambridgeside Galleria, Chestnut Hill Square, and the Westgate Mall.

The Universal Media team is committed to gaining a thorough understanding of its audience and the effect of the mall environment on this audience. UM provides extremely targeted messaging designed to influence consumers as they move around the malls. UM's large format advertising displays are strategically positioned in shopping malls near entrances, anchor stores, escalators, food courts, and other high-traffic areas.

Universal Media's advertising displays can be either free-standing units with multiple ad faces, wall-mounted, or large format 14'H x 10'W hanging billboards. Our advertising displays give retailers a competitive advantage over other retailers in the mall providing a reminder to consumers about their products directing them to their store just moments before a potential purchase decision is made. Universal Media's various highly visible advertising displays generates high awareness and brand recognition when consumers are in a heightened, positive state of mind.

Whether Universal's malls are bought as a stand-alone medium, or when combined with other advertising mediums (i.e., radio, print, television, cable, Internet, other outdoor), These other advertising mediums can be significantly enhanced when Universal Media's mall medium is added to broaden the media mix and adding new dimensions to a campaign.

Universal Media's mall advertising network is a cost-efficient means to promote a brand on a local or national level.

A graphic element consisting of an orange square above a dark gray rounded rectangle.

UNIVERSAL
MEDIA



shopcambridgeside.com



CambridgeSide Galleria is an exceptional one million square foot enclosed urban shopping center located on the banks of the picturesque Charles River, minutes from downtown Boston. It is in the heart of the high-tech/bio-tech business community of East Cambridge, Massachusetts. Three of the nations top educational institutions, Harvard, MIT, and Boston University are located within a five mile radius. The local trade area includes over 507,000 people, and this unique mall boasts a young and culturally diverse adult demographic and generates traffic of more than 12 million visits per year. The Galleria's customer base is made up of four distinct markets: area office workers, local college students, tourism, and residents.

CambridgeSide welcomes visitors from around the world, and offers great shopping with over 120 specialty boutiques, kiosks, and restaurants. The center encompasses a unique mix of some of the best specialty retailers in the country. Stores include Macy's, Sears, Best Buy, TJ Maxx, the Apple Store, and much, much more. As for restaurants, some of the dining options are The Cheesecake Factory, P.F. Chang's China Bistro, California Pizza Kitchen, and the Waterfront Food Festival.

Key Factors:

- ~ Highly educated diverse customer base.
- ~ Trade Area is home to more than 507,000 persons.
- ~ Traffic of more than 12 million visits per year.
- ~ Surrounded by over 18.7 million square feet of office space and R&D space.
- ~ 5 major hotels nearby with over 1700 rooms.
- ~ Neighboring Museum of Science and Boston Duck Tours attraction.
- ~ Charles Riverboat sightseeing cruises depart from the canal outside the Food Court
- ~ College students from MIT, Harvard, Boston University add to the center's diverse customer base.



Cambridgeside
Galleria



6'H x 4'W Backlit
Ad Displays

22
Locations

Cambridgeside
Galleria

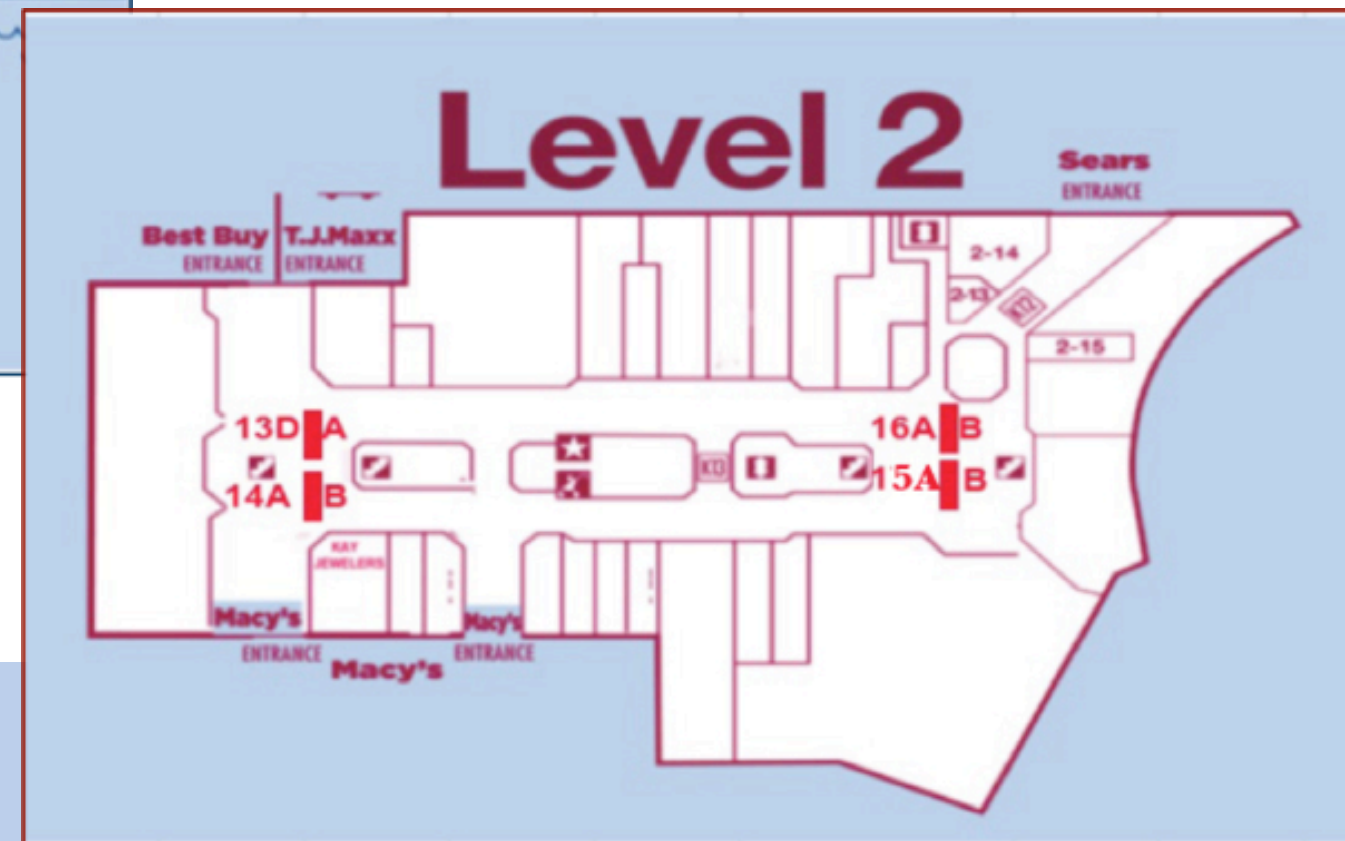


4 Banner
Locations

Cambridgeside
Galleria



14'H x 10'W Hanging Banners





Chestnut Hill Square

Chestnut Hill Square is an exceptional new shopping center located in Chestnut Hill, Massachusetts. This exciting new mall is minutes from the heart of Boston, ideally located on Route 9, known as the region's retail corridor, approximately six miles from downtown Boston and three miles from Interstate 95/Route 128.

It features fashionable stores and restaurants plus two floors of medical office space. Key Tenants, many of which are new to this market, include Wegman's Supermarket and Liquors, Equinox Fitness, Anthropologie, Brio Tuscan Grille, Seasons 52, Red Mango, Francesca's Collections, Panera Bread, Starbucks and many more exciting specialty shops and restaurants. Surrounded by luxury residences and located in one of the country's most affluent communities, Chestnut Hill Square is an upscale outdoor shopping mall featuring luxury retailers, it will become a retail destination unlike any other - one that draws discriminating shoppers from miles around. There is direct access to Chestnut Hill Square from Chestnut Hill Mall.

Chestnut Hill Square will become the crown jewel in an already renowned shopping and dining area that includes Bloomingdale's, Tiffany & Co, Michael Kors, Apple, Pottery Barn, The Capital Grille, The Cheesecake Factory, Legal Sea Foods and the brand new Showcase Superlux Movie Theatre at adjacent shopping center called "THE STREET".



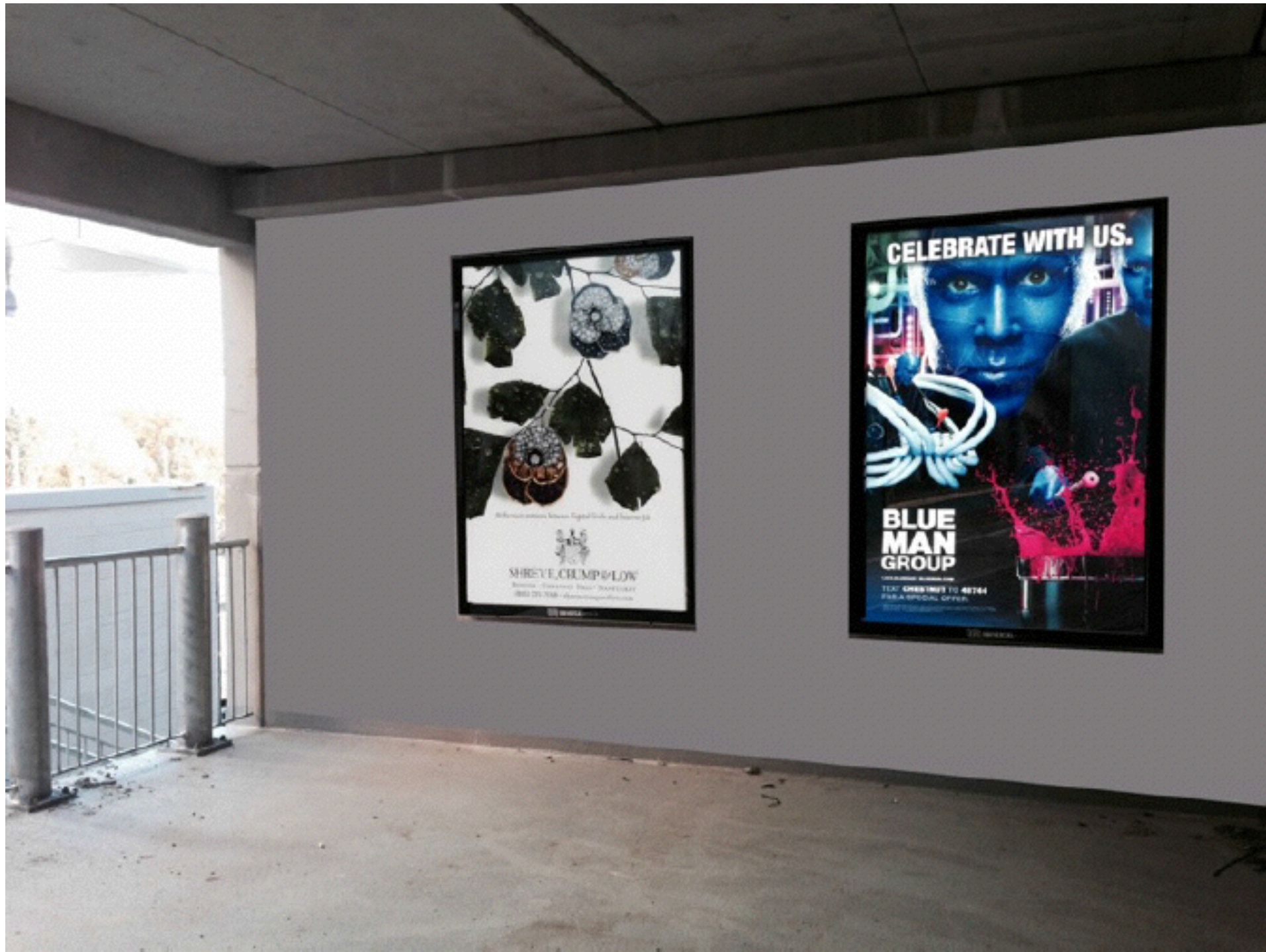
Demographics by Distance:	1 mile	3 miles	5 miles	7 miles
Population	13,040	174,742	607,466	1,200,000
Avg. Household Income	\$190,000	\$132,000	\$102,000	\$99,000
Daytime Employment	7,550	79,500	340,000	930,000



10
locations

Chestnut Hill
Square

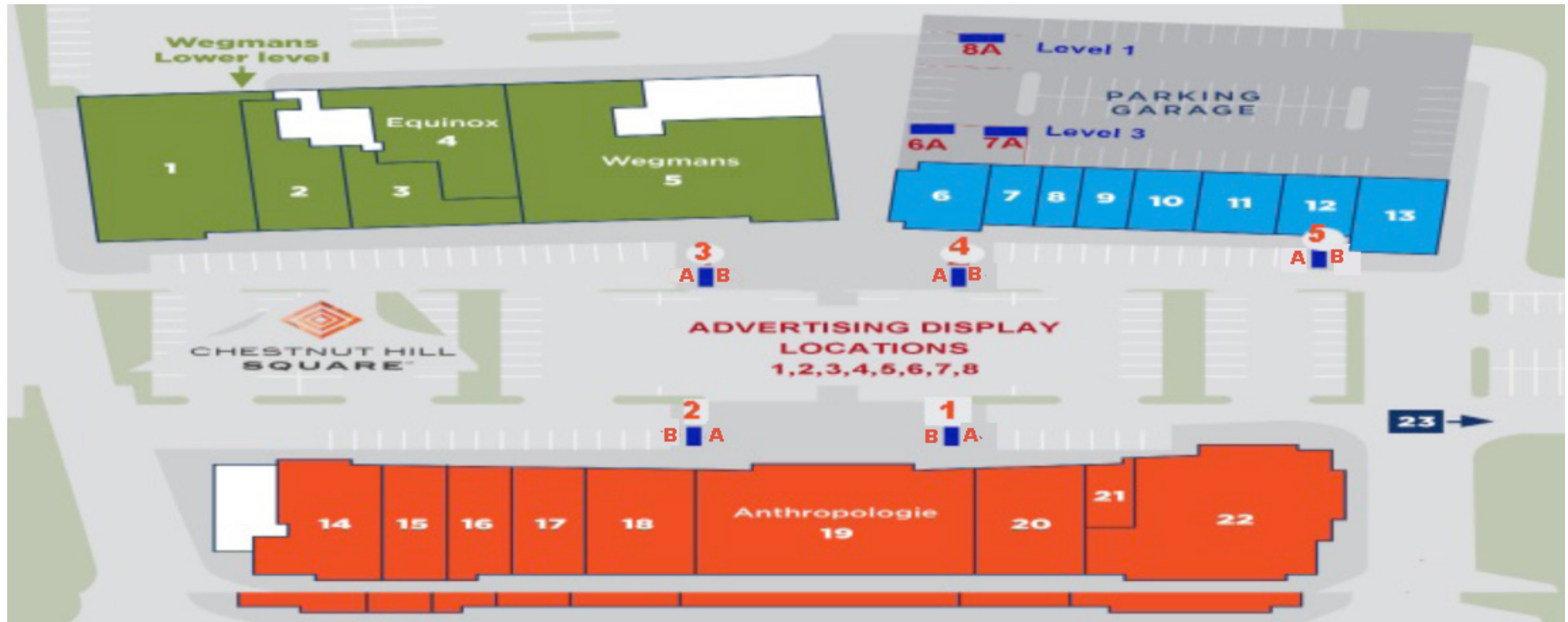
Universal Media's Outdoor Advertising Units 6'H x 4'W Display Area



3
Locations

Chestnut Hill
Square

6'H x 4'W Parking Area Displays





Westgate Mall, an enclosed, regional mall in Brockton, Massachusetts, features Macy's, Sears, Best Buy, and Old Navy, plus a great mix of more than 65 specialty stores such as Aéropostale, Victoria's Secret, American Eagle Outfitters, and The Children's Place. Ideally located at the heavily trafficked intersection of Routes 24 and 27, Westgate Mall has excellent access and visibility in the heart of a densely populated trade area. An expansion in 2012 included an 80,000 square foot Market Basket, bringing the mall to in excess of 600,000 square feet and heightening the popularity of this already successful mall.

- ~ Ideally positioned with no other major mall competition within the trade area
- ~ Surrounded by big box retailers making this a powerful retail destination, including Walmart, Lowe's, Dick's Sporting Goods, Marshalls, A.C. Moore, Toys R' Us to name a few
- ~ Over 20,000 college students are enrolled within a seven-mile radius.
- ~ Brockton is home to two regional hospitals, including one of the largest hospitals in Massachusetts - employing over 4,500 people.
- ~ Average monthly shopper visits: 650,000



Demographics (2012)	3 Miles	5 Miles	7 Miles
Population	95,424	171,918	274,801
Households	33,445	61,444	100,252
Avg. Household Income	\$63,933	\$70,773	\$80,129
Number of Businesses	3,360	6,360	10,377
Daytime Employment	42,659	76,688	117,255

12
locations

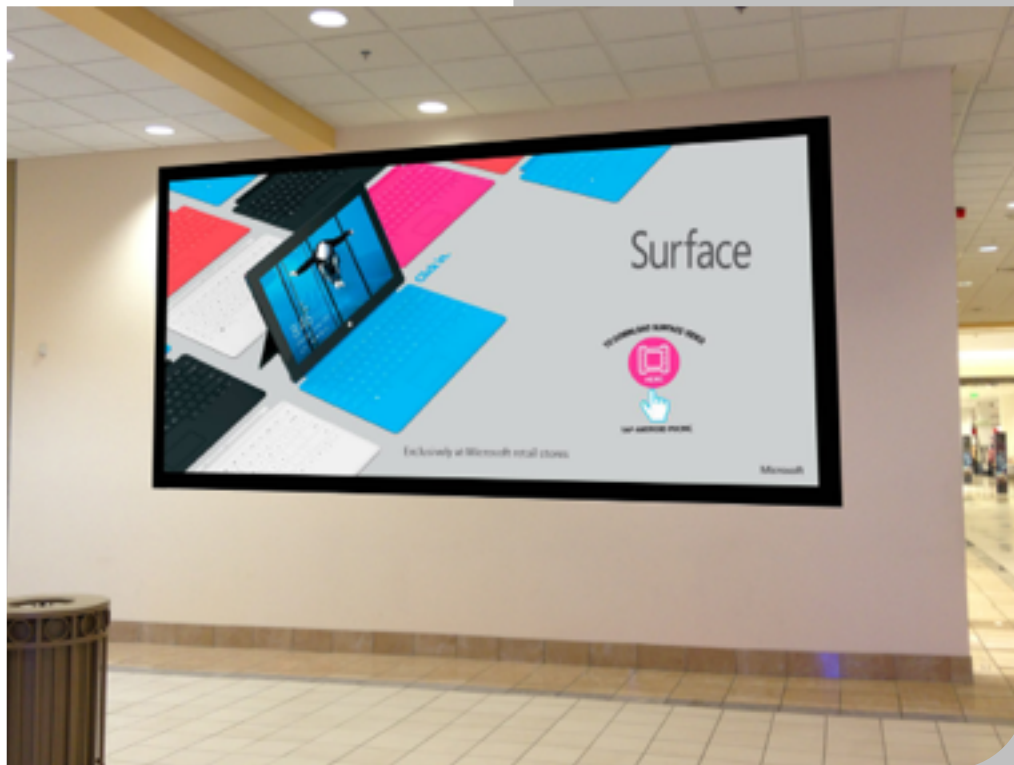
Westgate
Mall



6'H x 4'W Backlit Ad Displays



**3 Outside Billboards
12' H x 24' W**



**Interior Wall
Banners**

**Westgate
Mall**



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