

# UNIVERSAL MEDIA

SHOPPING CENTER ADVERTISING



HEARTS ON FIRE®

THE WORLD'S  
MOST PERFECTLY  
CUT DIAMOND®



MORGAN  
JEWELERS

*always brilliant®*

AT OUR CENTER OF BRILLIANCE  
IN THE WEST PARKING LOT



# PIONEERS OF SHOPPING MALL ADVERTISING

## AT UNIVERSAL MEDIA

WE REACH PEOPLE WHEN IT  
MATTERS MOST!

We are redefining out of home media by delivering lasting impressions for major brands. Through memorable consumer engagements with multiple touch-points, including traditional and social media networks, Universal Media extends brand impact in categories including: automotive, spirits, fashion, CPG, retail, gaming and entertainment and more.







**94%** "Of the Adult Population  
**VISIT A MALL EVERY MONTH"**  
187 million adults – representing 94% of the adult  
population in the U.S. – visit a shopping center every  
month, spending an average of \$99.99 per visit.  
Teenagers go to the malls 26% more often than other  
shoppers, about 47 times a year.



# UNIVERSAL MEDIA

## PERFECT TIMING

The shopping mall is one of the most dynamic environments anywhere and often the most frequently visited destinations in communities. Universal media gives advertisers the perfect opportunity to **“catch shoppers when they have their credit cards in their hands and drive them into their stores”**.



# Market List by DMA

DMA	DMA: City, State	Mall Name	Square Footage	Average HHI \$	M/M Address	City	ST	Zip	Anchors	Movie Theatre	Median Age of Shoppers	Media Types
1	New York, NY	Galleria at White Plains	865,000	\$164,000	100 Main Street	White Plains	NY	10601	Macy's Sears, H&M, Forever 21, Aldo, Victorias Secret, Old Navy	City Center 15 adjacent to mall	40.0	Alternative Media - Sky Banners, Floor Graphics, Standees, Window Clings
1	New York, NY	Broadway Mall	1,153,302	\$132,000	358 North Broadway Mall	Hicksville	NY	11801	Macy's , Forever 21, Target, Ikea, New York Golf,Blink Fitness, Victoria's Secret	Broadway Multiplex Cinemas	40.0	Alternative Media - Sky Banners, Floor Graphics, Standees, Window Clings
2	Los Angeles, CA	Burbank Town Center	1,240,000	\$88,640	201 East Magnolia Blvd	Burbank	CA	91502	Macy's, Burlington Coat Factory, Sears, IKEA, Office Depot, Barnes & Noble, Old Navy, AMC Theaters 30, Bed Bath & Beyond, California Pizza Kitchen	AMC Burbank 30	35.0	Backlit Displays 68.5"h X 47.5"w, Sky banners, Elevator doors
3	Chicago, IL	Yorktown Center	1,479,542	\$106,000	203 Yorktown Center	Lombard	IL	60148	JC Penny, Target, Forever21 , Gap, Lucky Strike Lanes, Carsons, Von Maur	AMC Yorktown 18	38.0	Alternative Media - Sky Banners, Floor Graphics, Standees, Window Clings
6	San Francisco-Oakland-San Jose, CA	Eastridge Center	1,108,594	\$98,012	2200 Eastridge Loop	San Jose	CA	95122	Macy's, Sears JC Penny, Barnes & Noble, Sport Chalet, Red Robin, Chili's, Forever 21, 24 hr Fitness	AMC Theatres 15	37.0	Alternative Media - Sky Banners, Floor Graphics, Standees, Window Clings
8	Boston, MA	CambridgeSide Galleria	1,000,000	\$89,126	100 Cambridgeside Place	Cambridge	MA	02141	Macy's, Sears, Best Buy, Apple, H&M, Sephora, P.F. Chang's China Bistro, The Cheesecake Factory, California Pizza Kitchen, T.J. Maxx and more	AMC Loews 19 screens, 2 Miles From The Mall	35.0	Backlit Displays 70"h X 48"w, Sky banners
8	Boston, MA	Chestnut Hill Square	875,000	\$105,915	200 Boylston St.	Chestnut Hill	MA	02467	Bloomingdale's,The Capital Grille, Franchesca's,Luck Jeans, Dry Bar, True Runner, Equinox Gym, Starbucks, Anthropologie, Athleta, Brio & Seasons 52 Restaurants, Wegman's Super Market, Large Medical Facility	Showcase Super Lux 6 Adjacent to mall	34.0	Backlit Displays 70"h X 48"w
8	Boston, MA	Westgate Mall	600,000	\$70,173	200 Westgate Drive	Brockton	MA	02301	Macy's, Sears, Best Buy, Children's Place + 65 retail stores	AMC - 6 miles from mall	37.0	Backlit Displays 47.5"w X 69"h
10	Houston, TX	Greenspoint Mall	1,500,000	\$66,932	12300 North Freeway	Houston	TX	77060	Macy's, Dillard's, Fitness Connection, Premiere cinema and Palais Royal	Premier Cinema	34.0	Backlit Displays 68.5"h X 47.5"w, Sky banners
10	Houston, TX	Pasadena Town Square	950,000	\$51,704	171 Pasadena Town Square Mall	Pasadena	TX	77506	Macy's , Sears, Palais Royal, Foot Locker + 60 stores	Cinemark Hollywood 20 -3 miles from mall	34.0	Backlit Displays 68.5"h X 47.5"w
10	Houston, TX	West Oaks Mall	1,030,620	\$76,631	1000 West Oaks Mall	Houston	TX	77082	Macy's, Dillards, Sears, Champs Sports, Victoria's Secret, Fortis College	Edwards Theatres 14 + RPX	37.0	Alternative Media - Sky Banners, Floor Graphics, Standees, Window Clings
11	Tampa, FL	International Plaza - available by local selling agreement	1,200,000	\$107,000	2223 N. West Shore Boulevard	Tampa	FL	33607	Neiman Marcus, Nordstrom, Dillards, Apple, Hugo Boss, Tory Burch, Aldo, Guess, Gucci, 293 room Renaissance Hotel	Westshore Amc 14 - 1 mile	39.0	Backlit Displays 68.5"h X 47.5"w
13	Detroit, MI	Macomb Mall	950,000	\$62,498	32233 Gratiot Avenue	Roseville	MI	48066	Sears, Kohls, Dicks Sporting Goods, H&M, Old Navy, Ulta, Babies r Us, Party City	AMC - 10 miles from mall	34.0	Standees, Sky banners, Wall Murals



# Market List by DMA continued

16	Miami, FL/ Ft. Lauderdale/ Palm Beach, FL	Palm Beach Outlets & Marketplace	1,175,000	\$85,000	1801 Palm Beach Lakes Blvd	West Palm Beach	FL	33401	Saks Fifth Ave, Ann Taylor, Charlotte Russe, Nike Store, Reebok, Calvin Klein, Jones NY, J. Crew, Banana Republic, Whole Foods, Bed Bath & Beyond, Pier One	Muvico 12 Theatre - 2 miles	41.0	Backlit Displays 70"h X 48"w, Wall Billboards
16	Miami, FL/ Ft. Lauderdale/ Palm Beach, FL	Mall at Wellington Green - available by local selling agreement	1,272,000	\$74,878	10300 W. Forest Hill Boulevard	Wellington	FL	33414	Nordstrom, Dillards, JC Penny, Macy's, Guess, Coach, Apple, Ashley Furniture, California Pizza Kitchen	Movies at Wellington 1 mile	40.0	Backlit Displays 68.5"h X 47.5"w
16	Miami, FL/ Ft. Lauderdale/ Palm Beach, FL	Dolphin mall - available by local selling agreement	1,390,000	\$76,930	11401 NW 12th Street	Miami	FL	33172	Bloomingdales, Saks off 5th, Ann Taylor, Bose, Banana Republic, Tommy Hilfiger, Coach, Aldo, Kenneth Cole, Nautica, Dave and Busters, 17 Restaurants, Bowling Alley, Cobb Theatres 19	Cobb 19	43.0	Backlit Displays 68.5"h X 47.5"w
24	Portland, OR	Bridgeport Village	675,000	\$89,446	7455 SW Bridgeport Road	Tigard	OR	97224	Anthropologie, Apple, The Container Store, Loft, Orvis, Saks Off 5th, Sleep Number, PF Changs, California Pizza Kitchen, Regal Cinemas	Regal Cinema Stadium 18	40.0	Backlit Displays 41.75" h x 30" w
33	Salt Lake City, UT	City Creek Complex	1,100,000	\$95,210	50 S Main St	Salt Lake City	UT	84144	Nordstrom, Macy's, Tiffany, Rolex Store, Michael Kors, Disney Store, Marriot Hotel, Salomon Sports, Banan Republic, Pandora, Porsche Design	Larry Miller IMAX Theater, Megaplex 12	37.0	Backlit Displays 70"h X 48"w, Wall Billboards
33	Salt Lake City, UT	University Mall	1,400,000	\$82,145	575 University Mall	Orem	UT	84097	Macy's, H&M, Cinemark Megaplex, 14 + 200 stores	Cinemark Megaplex, 14	32.0	Backlit Displays 70"h X 48"w
33	Salt Lake City, UT	Gateway Shopping Center	780,000	\$79,562	400 W 100 S South Rio Grande St	Salt Lake City	UT	84101	Dick's Sporting, IMAX Theater, Megaplex 12, Clark Planetarium, Gateway Children's Museum, Plus 90 stores	Larry Miller IMAX Theater, Megaplex 12	37.0	Backlit Displays 70"h X 48"w
33	Salt Lake City, UT	Station Park	950,000	\$85,472	320 N Station Parkway	Farmington	UT	84025	Nordstrom Rack, Dresses for Less, Apple Store, Marshalls, Sports Authority, H&M, Victoria Secret, J. Crew, Forever 21, Athletica, The Gap, Gymboree, Old, Navy, Cinemark XD Megaplex + 90 s	Cinemark XD Megaplex- 12	34.0	Backlit Displays 70"h X 48"w
33	Salt Lake City, UT	Provo Town Center	900,000	\$85,000	I-15 and University Avenue	Provo	UT	84601	Dillards, JC Penny, Sears, Cinemark Theatre	Cinemark Tinseltown 16	32.0	Backlit Displays 70"h X 48"w Sky banners
33	Salt Lake City, UT	Shops at South Town	1,279,000	\$82,805	10450 S State St.	Sandy	UT	84070	Macy's, JC Penny, Forever 21, Ethan Allan, Buy Buy Baby, Barnes & Noble	Jordan Commons Megaplex 2 miles	31.0	Digital ad displays with HD 75" screens
33	Salt Lake City, UT	Layton Hills Mall - available by local selling agreement	610,860	\$79,500	1201 N Hill Field Rd	Layton	UT	84041	Macy's, JC Penny, Dicks Sporting Goods, SeaQuest Aquarium, Famous Footwear, American Eagle, Retro Fitness	Cinemark Layton and XD	34.0	Backlit Displays 69"h X 47"w
33	Salt Lake City, UT	Newgate mall - available by local selling agreement	725,000	\$72,000	36th St. & Wall Ave	Ogden	UT	84405	Dillard's, Sears, Downeast Home, Cinemark theatre, Burlington, Express, Longhorn Steakhouse	Cinemark Tinseltown 14	34.0	Backlit Displays 69"h X 47"w
42	Norfolk, VA	McArthur Center - available by local selling agreement	932,000	\$84,452	300 Monticello Avenue	Norfolk	VA	23510	Nordstrom, Dillards, Apple, Johnston & Murphy, Restoration Hardware, Talbots, Eddie Bauer, Banana Republic	Regal McArthur 18	37	Backlit Displays 68.5"h X 47.5"w
51	New Orleans, LA	The Esplanade Mall	914,823	\$76,000	1401 W Esplanade Ave	Kenner	LA	70065	Macy's, Dillards, Target, Old Navy, CVS, Café du Monde	The Grand 14	39	Alternative Media - Sky Banners, Floor Graphics, Standees, Window Clings
57	Richmond, VA	Regency Square - available by local selling agreement	820,000	\$68,000	1420 North Parham Road	Richmond	VA	23229	Macy's, Sears, JC Penny, Sephora, Foot Locker, American Eagle, XXI Forever, Victoria Secret, Aeropostale	Regal Cinemas 4 miles	39	Backlit Displays 68.5"h X 47.5"w
59	Albany-Schenectady-Troy, NY	Colonie Center	1,340,610	\$77,997	131 Colonie Center	Albany	NY	12205	Macy's, Boscov's, Barnes & Noble, Cheesecake Factory, Whole Foods	Regal Cinemas	38	Alternative Media - Sky Banners, Floor Graphics, Standees, Window Clings
66	Honolulu, HI	Queen Ka'ahumanu Center	570,904	\$75,173	275 West Ka'ahumanu	Kahului	HI	96732	Macy's, Sears, Forever 21, Victorias Secret, American Eagle, Payless Shoes	Consolidated Theatres 6	35	Alternative Media - Sky Banners, Floor Graphics, Standees, Window Clings
109	Boise, ID	Village At Meridian	925,000	\$77,000	3600 E Fairview Ave	Meridian	ID	83642	Marshall's, GAP, Nike, Ann Taylor, Loft, Toys r Us / Babies r Us, Petco, Axiom Fitness, Yard House, Toby Keith's I Love this Bar and Grill	Cinema West-Village Cinema	37	Backlit Displays 70"h X 48"w
124	SantaBarbra-SanMar-SanLuOb, CA	Plaza Nuevo	500,000	\$98,100	651 Paseo Nuevo	Santa Barbara	CA	93101	Macy's, Nordstrom, Gap, Bath & Body Works, California Pizza Kitchen,	Plaza Nuevo Cinema	40	Alternative Media - Sky Banners, Floor Graphics, Standees, Window Clings



6ft h x 4ft w Backlit Displays































14 ft x 10 ft Sky Banners





14 ft x 10 ft Sky Banners





8ft.H X 14ft.W BANNER



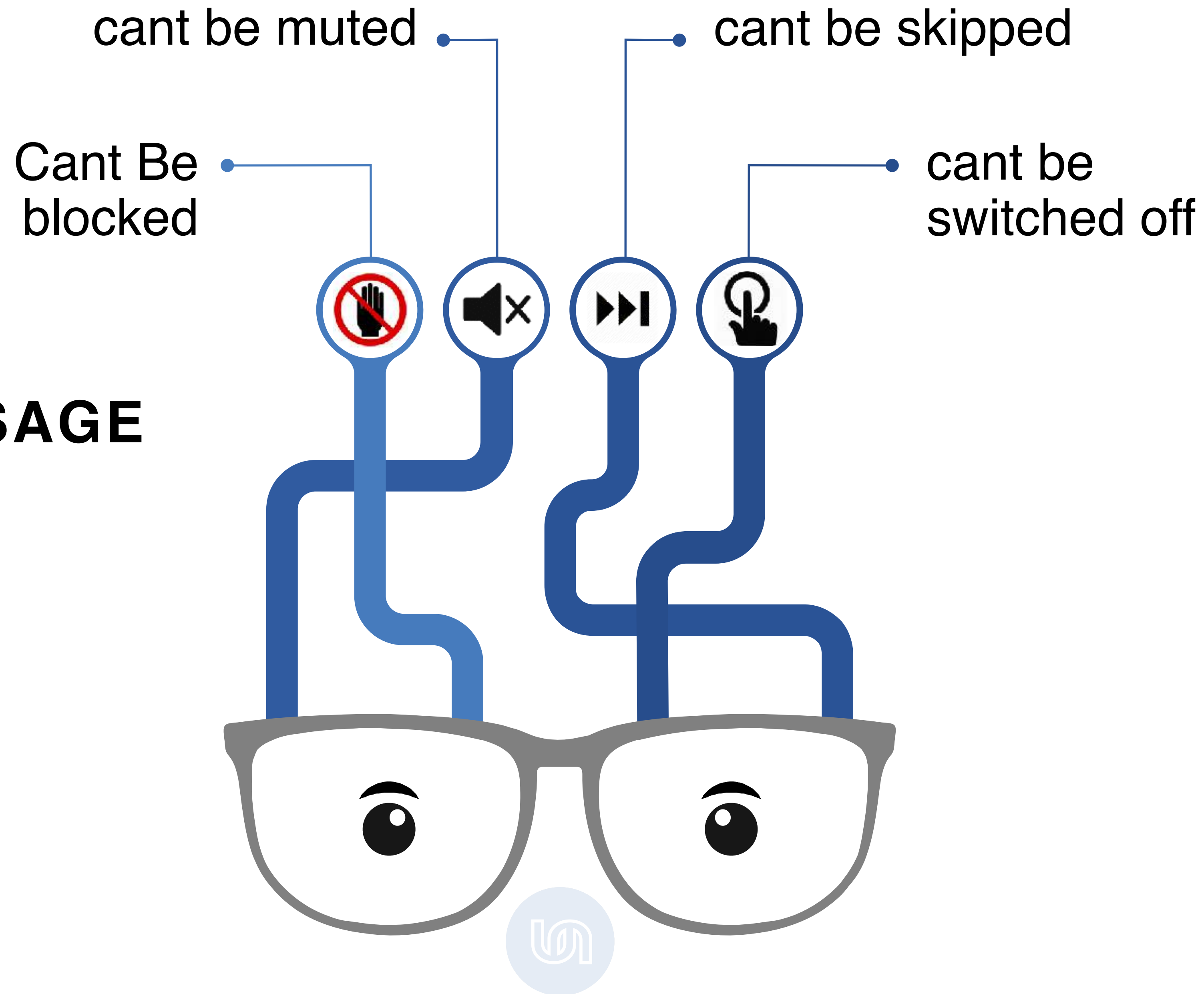


7' H x 14' W Billboards

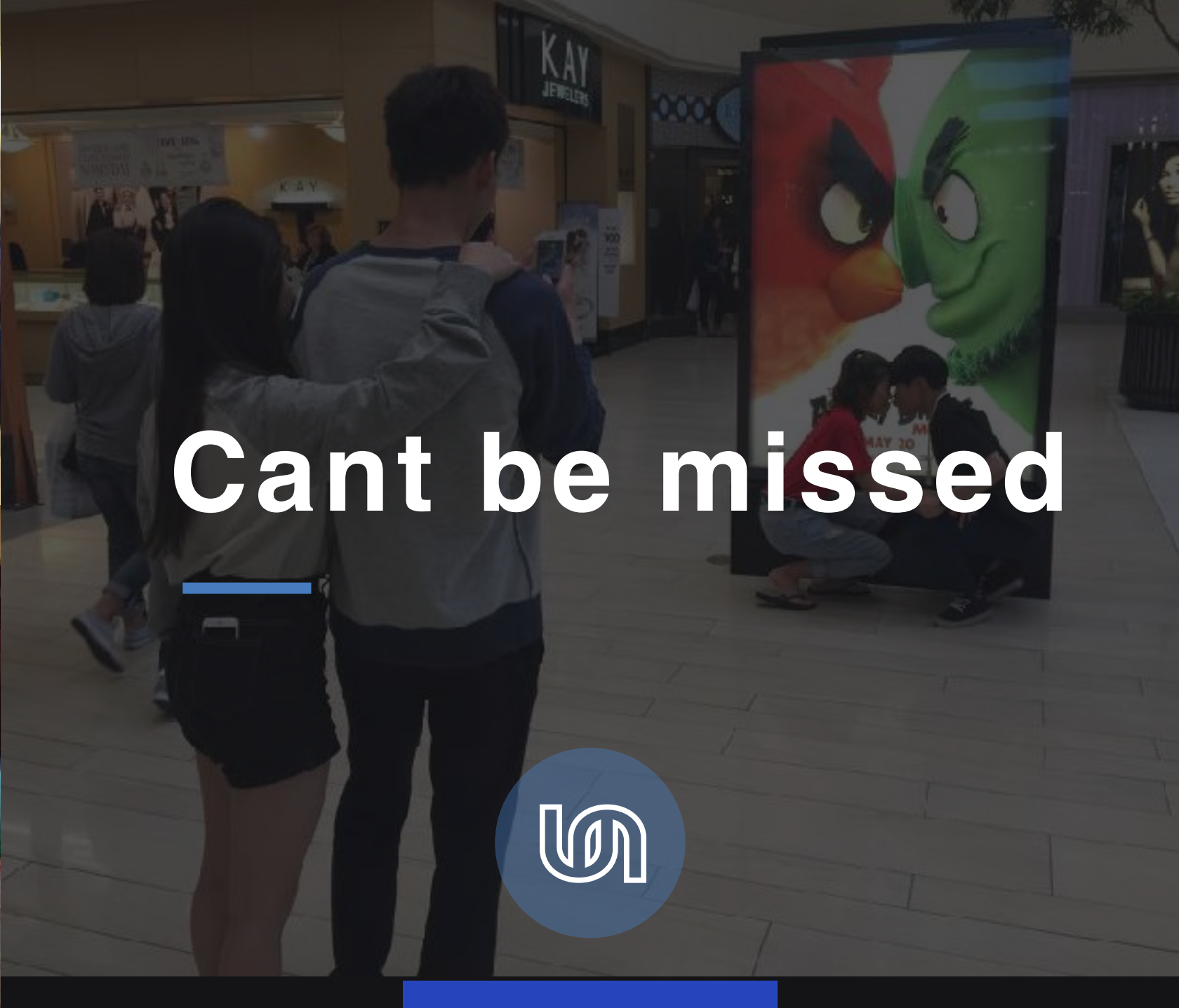


**YOUR MESSAGE**

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# Looking for the perfect opportunity to stop shoppers in their tracks?

LET'S TALK!

Let us put over 30+ years of experience in OOH media to work for you.



**Mark Miller**

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