



# Palm Beach Outlets Shopping Center Advertising

Palm Beach  
Outlets



Universal Media is an advertising network located in shopping malls and lifestyle centers throughout the United States.

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





Palm Beach Outlets, Palm Beach County's first outlet center, features over 100 stores including brand favorites Saks Fifth Avenue OFF 5TH, J.Crew / Crewcuts Factory, Ann Taylor Factory Store, Banana Republic Factory Store, Kenneth Cole, Talbots, Under Armour Factory Store, and White House I Black Market. Located directly off Interstate 95 on Palm Beach Lakes Boulevard in West Palm Beach, Palm Beach Outlets is the only outlet shopping destination within 55 miles of its site. The location benefits from strong demographics: Palm Beach County is one of the most affluent regions in the country. Nearly 1.5 million people make this their permanent home, with a seasonal influx of approximately 150,000 wealthy second home owners dramatically increasing this base population for nearly six months of the year. In addition, approximately 5 million tourists visit the area to enjoy its beaches, golf courses, resorts, and events.

- Ideally located just off Interstate 95 at Exit 71
- Superb visibility with one-half mile of unobstructed frontage on Interstate 95
- Average Daily Traffic on Interstate 95: 179,500
- No other outlet shopping within 55 miles
- Approximately 5 million annual visitors to Palm Beach County generate a \$5 billion impact
- Nearly 1.5 million people live within a 30 mile radius of the site

2013 Trade Area Demographics	10 Miles	15 Miles	20 Miles	30 Miles	50 Miles
Population	580,992	909,346	1,082,926	1,463,632	3,177,712
Households	231,830	363,836	445,435	612,858	1,292,488
Average Household Income	\$68,418	\$73,757	\$74,582	\$78,612	\$73,335
Number of Businesses	29,314	41,948	49,441	69,965	149,522
Daytime Employment	286,689	387,421	442,706	660,527	1,448,247



## 6'H x 4'W Backlit Ad Displays



18  
Locations

Palm Beach  
Outlets







Palm Beach  
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7ft H x 14' W Food Court Wall Banners



4 Locations

Palm Beach  
Outlets



# ADVERTISING DISPLAY LOCATIONS - ▼







## Palm Beach Outlets Advertising Rates

### **6ft h x 4ft w Backlit Displays**

3 - 5 months \$825 per month / per location

6 - 9 months \$775 per month / per location

12 months \$725 per month / per location

5% additional discount for multiple spaces

Poster production from advertisers artwork is \$170 including lamination for the outdoor environment. Tax and Shipping is additional.

### **7ft h x 14ft w Food Court Billboards**

\$2000 per month / per billboard

Banner production is \$350 from advertisers artwork. Tax and Shipping is additional

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# 48"w x 70"h Back-Lit Displays



## Actual Poster Size 48"w x 70"h

Build your files at half size (24" x 35") at 300 dpi

## Live area

46.5"w x 67.1875" h

## Copy area

44.5" w x 64" h

Please keep all live copy within this area

## Producing your own Ad

At Universal Media, it is our intention to provide superior service to our customers. To do this, we need your assistance. The following document outlines Universal's Advertising Requirements. Compliance with these guidelines is critical to our ability to provide superior service. Failure to comply could result in campaign delays or error. Please read and review all information.

## Photo and Logo requirements

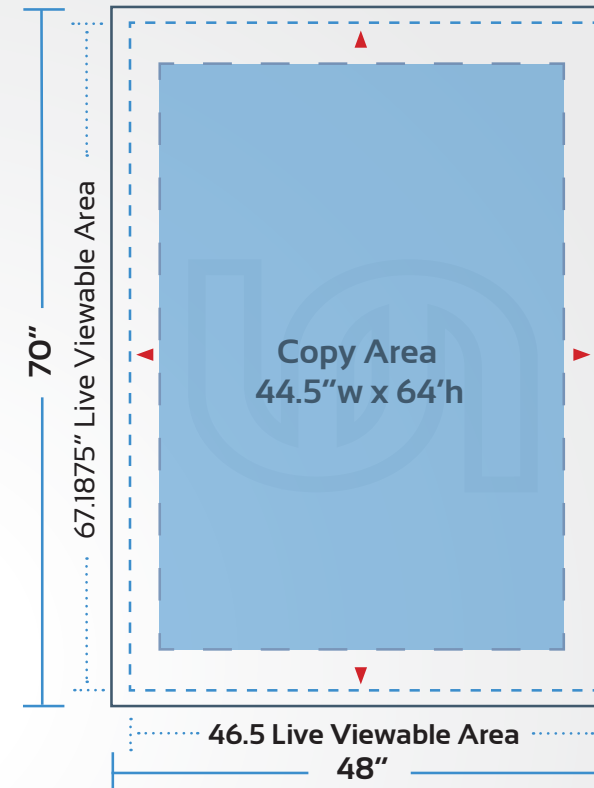
- Original photos work best (web images and digital print-outs are not acceptable.)
- Digital photos needs to be sent high resolution (300 dpi no smaller than 8" x 10")
- All logos need to be sent in illustrator EPS format (no jpg or raster images).
- Please include exact text that you wish to include in the Ad. Universal will alter your materials. If incorrect materials are sent, the reprint will incur an additional fee.

## Artwork can be created using the following

- Adobe Illustrator 10.0 or lower (ai or eps format). Document needs to be converted to outlines for PC.
- Adobe Photoshop C4s or higher (eps or tif format) for PC.
- Any files created in Mac format need to include file extensions and saved as PC format.
- Save all files including the individual graphic elements in RGB or CMYK mode.
- All photographs and images should be scanned at 300 dpi.
- All text and line art should be scanned at 800-1000 dpi.
- Include all screen and printer fonts, and supporting files on your final disk.

## Specs for producing the actual Ad that will be placed into Ad display

- Printing process can be silk screen, digital or lithographic printing.
- Posters materials (Duratrans, Rexam, Opaline, Ultraform or any other back-lit material).



( A color proof of Ad must be sent to Universal Media.  
Please include a file directory from your disk, and  
highlight the file we are to use. )

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Need help with production?

CALL US  866-950-3331

<http://advertisehere.today>





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