

· TEMPE ·
MARKETPLACE

2020 Marketing



TEMPE MARKETPLACE

Directory of Stores

SHOP

Clothing & Accessories

- 49 Buckle 966.3007
- 51 Claire's 921.4265
- 41 Creations Boutique 448.1687
- 4 Divaz Boutique 966.7467
- 23 F21 red 602.643.4056
- 89 Five Below 967.5826
- 27 H&M 855.466.7467
- 44 Hot Topic 557.9828
- 98 JCPenney 829.3555
- 86 Lane Bryant 426.7207
- 52 Lids 303.0526
- 72 Men's Wearhouse 921.3360
- 99 Nordstrom Rack 603.4600
- 17 Oakley 966.0261
- 83 Old Navy 894.4000
- 43 PacSun 921.5468
- 37 Q 921.2355
- 82 Ross Dress for Less 894.4032
- 45 Spencer's 921.3738
- 53 Sunglass Hut 967.2922
- 92 Target 214.2667
- 42 Tillys 894.5329
- 36 Torrid 966.3018
- 33 Victoria's Secret 968.2131

MOVE

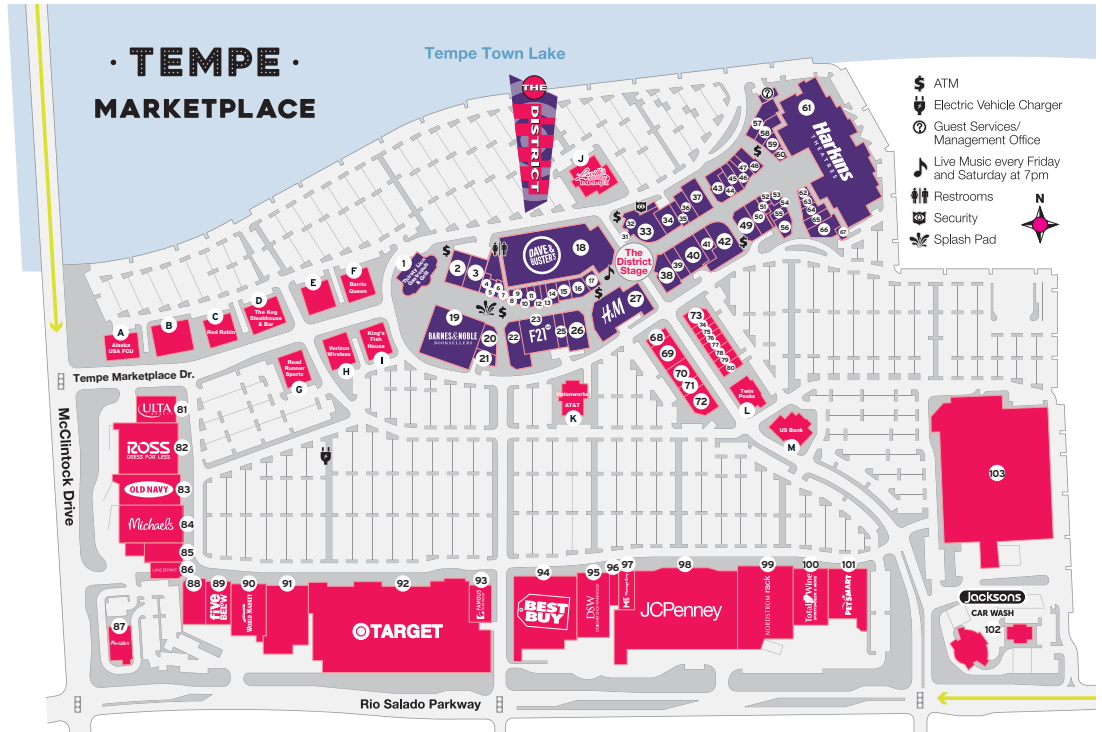
Footwear & Sportswear

- 95 DSW 623.463.6841
- 93 Famous Footwear 967.5442
- 35 Journeys 966.0055
- 46 Just Sports 967.7222
- 52 Lids 303.0526
- 17 Oakley 966.0261
- 6 Road Runner Sports 968.2022

PLAY

Entertainment Venues

- 47 As You Wish 557.9100
- 19 Barnes & Noble 894.6954
- 18 Dave & Buster's 281.8456
- 50 Fox in the Box Escape Room Coming Soon
- 74 GameStop 968.2303
- 61 Harkins Tempe Marketplace 16 557.0027



DINE

Restaurants & Bars

- 66 Bar Louie 602.609.6400
- 19 Barnes & Noble Café 894.6954
- F Barrio Queen 912.4052
- 38 California Pizza Kitchen 967.0498
- 56 Chipotle 829.0600
- 10 Churrolic 542.8808
- 62 Cold Stone Creamery 968.1255
- 18 Dave & Buster's 281.8456
- 3 GEN Korean BBQ House 939.2650
- 58 Genghis Grill 777.2695
- 55 It's All Greek to Me 557.7482
- 67 Jimmy John's 839.2100
- 2 Kabuki Japanese Restaurant 350.9160
- D The Keg Steakhouse & Bar 557.5552
- I King's Fish House 966.9121
- J Lucille's Smokehouse Bar-B-Que 966.7427
- 64 MAD Greens 602.283.3901
- 21 MOD Pizza 499.0440
- 7 Mojo Yogurt 968.6493
- 63 Nekter Juice Bar 771.5900
- 65 Noodles & Company 921.3500
- 48 Panera Bread 889.0683
- 87 Portillo's 967.7988
- C Red Robin 894.0655

- 6 Rocky Mountain Chocolate Factory 284.8724
- 54 Slices 966.2021
- 59 Smashburger 894.3469
- 92 Starbucks at Target 214.2667
- 1 Thirsty Lion Gastropub & Grill 968.2920
- L Twin Peaks Coming Soon
- 57 Yogis Grill 921.2110
- 11 Zero Degrees 247.7540

LIVE

Home & Personal Items

- 80 2nd Wind Exercise Equipment 967.7289
- A Alaska USA Federal Credit Union 602.716.8975
- 5 All Mobile Matters 553.1866
- K AT&T 557.0053
- 19 Barnes & Noble 894.6954
- 94 Best Buy 303.7251
- 71 Brooklyn Bedding 590.0770
- 90 Cost Plus World Market 921.0500
- 79 Cox Communications 553.7751
- 14 IT'SUGAR 966.3429
- 102 Jacksons Car Wash 751.3060
- 98 JCPenney Portraits 426.7125
- 84 Michaels 967.0795
- 76 Nationwide Vision 966.4992
- 101 PetSmart 303.7262

- 68 Sprint 967.7164
- 9 T-Mobile 642.9000
- 92 Target 214.2667
- 100 Total Wine & More 967.0313
- 81 ULTA Beauty 968.8200
- M U.S. Bank 303.5420
- H Verizon Wireless 557.9017
- K Visionworks 967.0563

STYLE

Health & Beauty Necessities

- 73 7 Day Spa & Nails 894.8001
- 15 Amazing Lash Studio 418.5204
- 77 Arizona Hair Co 967.2244
- 16 Bath & Body Works 557.9877
- 92 CVS Pharmacy at Target 214.2668
- 78 European Wax Center 446.9299
- 31 I Brow Threading 968.6551
- 70 The Joint Chiropractic 546.5931
- 97 Massage Envy 446.3689
- 76 Nationwide Vision 966.4992
- 75 Nutrishop Coming Soon
- 98 Salon at JCPenney 829.3555
- 26 Sephora Coming Soon
- 98 Sephora at JCPenney 829.3555
- 12 Soap des Jour Coming Soon
- 69 TaylorMade Phades 939.3073
- 13 TONI&GUY 435.9833
- 81 ULTA Beauty 968.8200

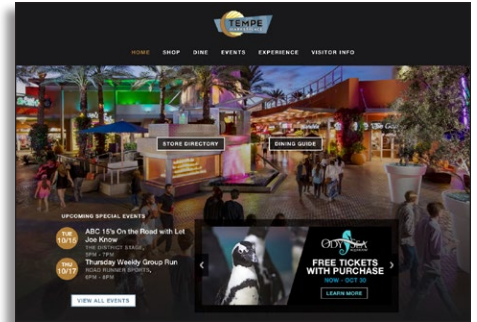
Area code for all tenants is (480) unless indicated.

Ongoing Marketing Initiatives

Website

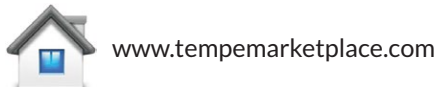
tempmarketplace.com offers the latest center information, including an interactive directory, store and restaurant descriptions and hours, events, sales and promotions and more. Approximately 36,941 people visit tempmarketplace.com every month! (As of October 2019)

Below are opportunities to feature your store or restaurant on tempmarketplace.com at no cost (unless otherwise noted). Please email updates to Jade Frazier at jfrazier@vestar.com.



- **Jobs:** Approximately 1,855 people visit tempmarketplace.com/Jobs every month! If your store or restaurant is hiring, send the position title(s) along with job description(s), requirements and how to apply to Jade at jfrazier@vestar.com.
- **Web Banner:** Banner ads are featured on homepage on tempmarketplace.com. To run a banner ad, contact Jade for details. (Costs may apply.)
- **Happy Hour & Specials:** In addition to being included on the Dining Guide, feature your restaurant’s happy hour, specials and other time-sensitive promotions here.
- **Sales & Promotions:** Store sales, promotions and special events are featured here. Send artwork (if available) and dates valid to Jade at jfrazier@vestar.com.

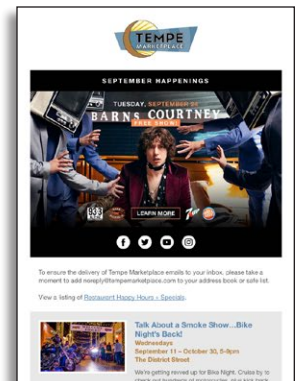
Also, please check your store or restaurant information (including phone number, hours and description) featured on tempmarketplace.com to ensure all content is correct. If any changes are needed, email updated information to Jade at jfrazier@vestar.com.



E-Mail Blasts

At the beginning of each month, Tempe Marketplace sends an email featuring upcoming events, specials and other center happenings to a database of more than 28,571 contacts (As of October 2019). A call-out and hyperlink to view the Tempe Marketplace Sales & Promotions web page as well as the Happy Hour & Specials web page is featured toward the top in the main cell of every monthly email. *Please send store and restaurant sales, promotions and events to Jade Frazier by the 20th of the month prior.*

Special dedicated emails are also sent throughout the month regarding center happenings. If your store or restaurant is interested in sending a special subject email, contact Jade at jfrazier@vestar.com for details. (Costs may apply.)



Enter-to-Win Promotions

To grow our database, Tempe Marketplace partners with local concert venues, sports teams and popular Valley attractions to secure giveaway prizes for special enter-to-win promotions. Shoppers must submit a valid email address for their chance to win. All submitted email addresses are then added to the Tempe Marketplace database. Shoppers can also sign-up for center news on tempmarketplace.com. *If your store or restaurant is interested in offering a special giveaway for an enter-to-win promotion, please contact Jade Frazier at jfrazier@vestar.com.*



Ongoing Marketing Initiatives

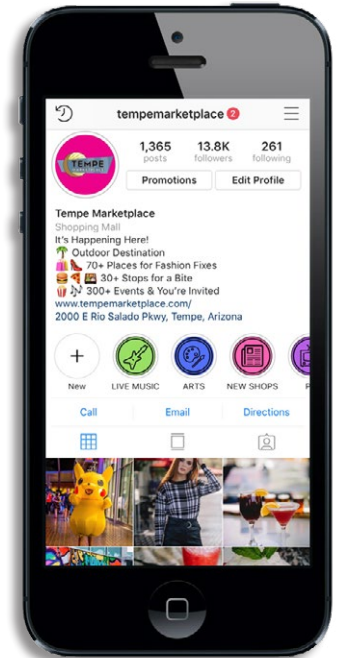
Social Media

Tempe Marketplace reaches thousands of people each day through social media. Center happenings, tenant sales, events, promotions and more are posted every day. Tempe Marketplace social handles and stats are below. (As of October 2019)

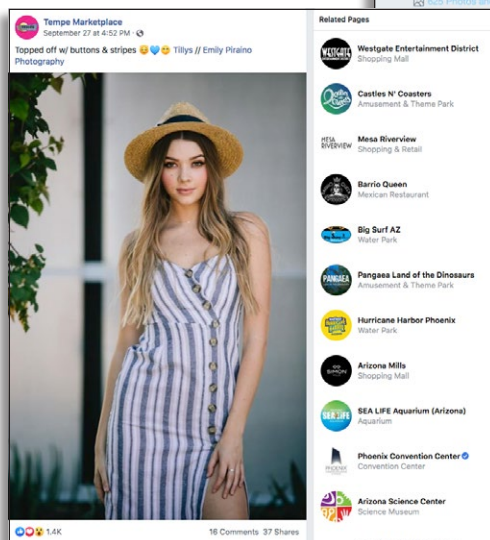
 www.facebook.com/TempeMarketplace (44,350+ likes and 675,000+ reached)

 www.twitter.com/TMPDistrict (4,877+ followers)

 www.instagram.com/TempeMarketplace (13,800+ followers)



Help keep us in the know and gain more exposure for your store or restaurant by sending news, events, promotions, etc. to Jade Frazier at jfrazier@vestar.com.



Ongoing Marketing Initiatives

Events & Art Installations

Each year, Tempe Marketplace hosts a number of free events and public art installations, encouraging attendees to visit our restaurants and shops. These events are marketed heavily through many outlets, including on our website, email blasts, on-mall signage, social media, paid digital advertisements and on our highway billboard off the Loop 101. We encourage tenants to participate in these events by sampling food, showcasing product, hosting a game or activity or by offering discounts and specials to attendees. If you would like to participate, please email Jade Frazier at jfrazier@vestar.com for information on how to get involved. Please also be on the lookout for emails from Tempe Marketplace’s Marketing Department for opportunities to capitalize on an event.



Live Music: Bands such as BØRNS, Sir Sly, Powerman 5000, The Wrecks and Dreamers have performed their latest music live on the Tempe Marketplace District Stage. Through our radio partnerships, we will continue to seek and book national artists for free concerts at Tempe Marketplace. We will also continue booking local and visiting bands to perform on The District Stage every Friday and Saturday night.

Holiday Programming: From Thanksgiving through Christmas Eve, we offer a number of free holiday activations near the Tempe Marketplace District Stage and our 60-foot holiday tree, including Candy Cane Lane, safely spaced Nightly Snowfall and a new Starry + Bright light-up, walk-through star tunnel – all for shoppers and diners to capture and make merry holiday moments.



Gift-with-Purchase

Throughout the year, Tempe Marketplace partners with popular Valley attractions as well as Tempe Marketplace tenants to offer special gift-with-purchase promotions. These promotions are designed as an incentive to shop, dine and play at Tempe Marketplace. It’s also our way of saying “thank you” to our loyal patrons by rewarding them with free gifts. We encourage tenants to utilize these offers as an incentive to upsell to shoppers. *If your store or restaurant is interested in participating in a gift-with-purchase promotion, please contact Jade at jfrazier@vestar.com for details.*



Tourism

Although the local community is Tempe Marketplace’s primary focus, tourism plays an integral part of the center’s marketing efforts. While more than 3.7 million visitors came to Tempe in 2018 and spent over \$730.5 million, we expect travel to increase through the remainder of this year and into 2020. Shopping and dining are always listed in the top activities visitors participate in while in Arizona. Some of our ongoing tourism initiatives include:

- Directories distributed to local hotels, businesses, Tempe CVB and local groups and tours
- Online listings on the Tempe CVB and Tempe Chamber websites
- Back cover ad in Tempe Office of Tourism main fulfillment piece

Complimentary Advertising Opportunities

Lunch Card – (See page 5 for form)

Marketing Target: Nearby Large Businesses

The Tempe Marketplace Lunch Card will be distributed to local businesses within a 10-mile trade area of the shopping center. To participate, offers must be valid through December 31, 2020 and offer a discount of significant perceived value (examples: 15% off or greater, 2 for 1 offer, free appetizer with entrée purchase, etc.). **The deadline for this offer is November 22, 2019, and cards will be distributed starting January 2020.***



ASU Discounts – (See page 6 for form)

Marketing Target: ASU Students

Approximately 80,000 students are enrolled in at least one class at Arizona State University's Tempe campus, located just two miles from Tempe Marketplace. ASU students receive special discounts at participating Tempe Marketplace stores and restaurants when they present a valid student ID. These offers are featured on tempemarketplace.com/asu and are promoted throughout the year through on-mall signage, email blasts, social media and more. If you would like to participate in this program, please complete and return the attached ASU Student Discount Form at anytime.*

Spring Training Discounts – (See page 7 for form)

Marketing Target: Spring Training Attendees

In 2019, there were over 251,000 tickets sold at the Chicago Cubs Spring Training games, and we had over 5,000 fans ride our free trolley to Sloan Park. Capitalize on this Spring Training traffic by extending fans a special offer when they show their gameday stub at your location. To participate, offers must be valid from the first game in late-February to the final game at the end of March (examples: 20% off, buy one get one free, free appetizer with entrée purchase, etc). Offers will be promoted via: Chicago Cubs Sloan Park playbill ad, gameday scoreboard announcement, flyer distribution at two games, along with Tempe Marketplace press release, website, email blast, social media and on-mall signage. **The deadline for this offer is January 24, 2020.***



Holiday Basket Enter-To-Wins

Marketing Target: Shoppers and Diners at Tempe Marketplace

Around Valentine's Day, St. Patrick's Day and Christmas, we will be putting together a basket of gift cards and goodies from shops and restaurants at Tempe Marketplace. Visitors can enter to win by submitting an email address. Increasing our email database through these types of enter-to-win promotions allows us to reach more people with your messages and our center happenings. The contests will be supported through on-mall signage, email blasts, web banners and listings, social media and PR pitches. The Marketing Department will notify you via email as these holidays approach providing details on participating with a donated gift card or item.



*Please complete the participation forms accompanying these information sheets and return to Jade Frazier in the Marketing Department to confirm your participation. Placement is based on availability and Tempe Marketplace reserves the right of final advertisement approval. Jade Frazier - jfrazier@vestar.com, Phone: 602-553-2626.

2020 Lunch Card Participation Form

Offer – FREE



DISTRIBUTION:

10,000 distributed to large businesses within a 10-mile radius

IMPORTANT DATES:

Deadline to participate:

November 22, 2019

Distribution: **January – December 2020**

TO PARTICIPATE, LUNCH CARD OFFER MUST:

Be valid through Dec. 31, 2020 and offer a discount of significant perceived value (e.g. 15% off or greater, 2 for 1 offer, free appetizer with entrée purchase, etc.).

STORE NAME:

CONTACT PERSON:

CONTACT PHONE:

E-MAIL ADDRESS:

(required for proofing)

THE OFFER IS AS FOLLOWS:

Due to the limited space available on the lunch card, please keep your offer as brief and concise as possible.

RESTRICTIONS:

See below for primary disclaimer included at bottom of card. Please list additional restrictions (if any) you'd like added below your offer that are not already included in the primary disclaimer. Due to the limited space available on the lunch card, please keep your additions as brief and concise as possible.

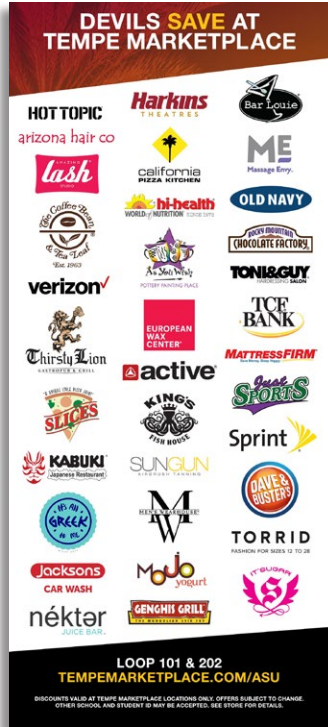
PRIMARY DISCLAIMER: Valid at Tempe Marketplace locations only, Mon.-Fri., 11am-3pm unless otherwise indicated. Must present card to receive discount. Tax, alcohol and gratuity not included. Not valid with any other offer, coupon, discount, exchanges, prior purchase or purchase of gift cards. One discount per guest, per visit. Other restrictions may apply. See restaurant for details. Expires 12/31/2020.

Please contact the TMP Marketing Department if you have any questions regarding this program.

Jade Frazier 602-553-2626 phone
 jfrazier@vestar.com 480-966-5445 fax
 Alexa Mayer 602-553-2705 phone
 amayer@vestar.com

2020 ASU Discounts Participation Form

Offer – FREE



MARKETING TARGET
ASU Students, 80,000+

REDEMPTIONS:
Students must present a valid ASU ID to receive special offer/discount.

IMPORTANT DATES:
This program is ongoing. Changes to offer/discount can be made anytime throughout the year.

STORE NAME:

CONTACT PERSON:

CONTACT PHONE:

E-MAIL ADDRESS:

(required for proofing)

THE OFFER IS AS FOLLOWS:

RESTRICTIONS:

All offers are posted online at tempemarketplace.com/ASU and are promoted through print advertising (including on-mall signage) and social media.

Please contact the TMP Marketing Department if you have any questions regarding this program.

Jade Frazier 602-553-2626 phone
jfrazier@vestar.com 480-966-5445 fax

Alexa Mayer 602-553-2705 phone
amayer@vestar.com

2020 Spring Training Discounts Participation Form

Offer – FREE



MARKETING TARGET
Spring Training Attendees,
251,000+ at Sloan Park

REDEMPTIONS:
Attendees must present
their same-day gameday
ticket stub to receive special
offer/discount.

IMPORTANT DATES:
February 22, 2020 –
March 24, 2020

STORE NAME:

CONTACT PERSON:

CONTACT PHONE:

E-MAIL ADDRESS:

(required for proofing)

THE OFFER IS AS FOLLOWS:

RESTRICTIONS:

All offers are posted online at tempemarketplace.com/PLAYBALL and are promoted through advertising (including on-mall signage) and social media.

Please contact the TMP Marketing Department if you have any questions regarding this program.

Jade Frazier 602-553-2626 phone
jfrazier@vestar.com 480-966-5445 fax
Alexa Mayer 602-553-2705 phone
amayer@vestar.com

Advertising Opportunities

The following advertising opportunities are free for LRA (Lease Required Advertising) tenants. If you are unsure if you are a LRA tenant, please refer to Article 29C of your lease agreement. LRA tenants can choose four of the following options to participate in throughout the year. If you are not a LRA tenant, these opportunities may be available for purchase.

Digital Billboard Ad

Tempe Marketplace tenants can now garner exposure on a digital billboard face at the Loop 101 just south of the Loop 202, with an estimated 238,000 weekly impressions. Due to the high volume of impressions, topics and artwork will be coordinated with the Marketing Department. Also, please be advised that there are a limited number of spots for billboard ads throughout the year, and they will be offered on a **first come, first serve basis to LRA tenants only**.



Digital Display Ad

Tenants have an opportunity to participate in a digital advertising campaign that will geo- and behaviorally-target customers through outside partner websites. Digital display ads reach thousands of people across the internet. Because of the high volume of impressions, the topic and artwork will be coordinated with the Marketing Department to best fit the purchased ad platform. Also, please be advised that there are a limited number of spots for digital display ads throughout the year, and they will be offered on a **first come, first serve basis to LRA tenants only**.



Overhead Center Audio Ad Messages (choice of 2 consecutive months)

Audio MOOD messages play throughout the center and are a creative way to speak directly to customers visiting the marketplace. Tenants may provide 75-80 words (30 seconds worth of copy) for the Marketing Department to produce, or provide a pre-produced MP3 audio file. A minimum of 1,000 messages will be played for an entire month, beginning on or around the first day of the selected month.*

LED Video Wall Ad Messages (choice of 1 month)

The Tempe Marketplace LED Video Wall is located in one of the highest traffic areas of the center at the District Stage where over 450 special events and concerts are held annually. Tenants may provide images and copy to be produced by our video designer into a static video spot or provide a high quality (.jpg still) 1536 pixels wide x 1080 pixels high image or a 30-second pre-produced video commercial advertisement (MP4) that will be played for an entire month, beginning on or around the first day of the selected month. This is an exciting opportunity to speak directly to customers visiting the marketplace.*



Custom Tenant E-Blast (choice of 1 date)

Looking for a direct way to advertise to more than 20,000 people? Then the tenant specific e-blast is the perfect opportunity for you! In the e-blast, tenants may include a seasonal offer or highlight a special event or promotion. All graphic design production and coordination will be handled by the Marketing Department.*

*The cost to participate for non-LRA tenants is \$875 plus tax. These opportunities are free for LRA tenants. Please complete the attached participation form and return to Alexa Mayer in the Tempe Marketplace Marketing Department to confirm your participation and select your months - E-mail: amayer@vestar.com, Phone: 602-553-2705. Placement is based on availability and Tempe Marketplace reserves the right of final advertisement approval.

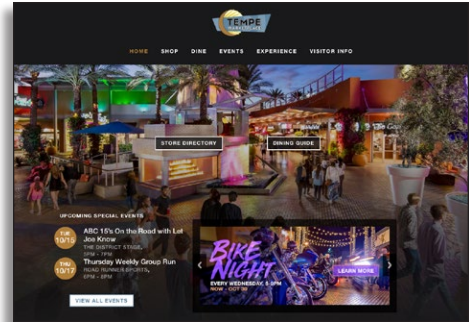


Advertising Opportunities

tempemarketplace.com Web Banner Advertisements

(choice of 1 month)

The Tempe Marketplace website, www.tempemarketplace.com, features upcoming events and promotions and an interactive store directory. The rotating web banner ads appear on the homepage on the website and auto rotate to equalize impression views. On average there will be 6-8 ads in rotation each month. Tenants may provide an image and copy for the Marketing Department to design for them, or submit a pre-created ad. Specifications for the advertisements are 555 pixels wide x 230 pixels high .jpg format. Ads are to be no larger than 45KB in size.*



Poster Signage

(choice of 1 month - (4) 22" x 28" signs or (2) 30" x 70" signs)

Poster signage is displayed throughout the center to promote on-site events, promotions, sponsors and tenants. There are a total of 6 free standing 30" x 70" signs displayed throughout The District and 23 free standing 22" x 28" signs throughout The District and surrounding common area. Placement is available on the 1st of each month and includes 4, 22" x 28" sign locations or 2, 30" x 70" sign locations.*

Specifications:

- 22" x 28" Signage Art – high resolution (100 dpi minimum), visual opening of sign holder is 20" wide x 26" tall – for best visibility, vital graphics and text should be kept within 19" x 25".
- 30" x 70" Signage Art – high resolution (100 dpi minimum), visual opening of sign holder is 28" wide x 68" tall – for best visibility, vital graphics and text should be kept within 27" x 67".
- Art must be submitted to Marketing for review and approval prior to print.
- Printing – 10 mil (255 g/m²) thick paper is recommended. 2mm Coroplast is also acceptable. (Note that other substrates are prone to warping in hot weather.)
Fade-resistant ink (UV-curable, solvent or pigment based) recommended.
Tenant is responsible for printing posters or paying for print cost.

*The cost to participate for non-LRA tenants is \$875 plus tax. These opportunities are free for LRA tenants. Please complete the attached participation form and return to Alexa Mayer in the Tempe Marketplace Marketing Department to confirm your participation and select your months – E-mail: amayer@vestar.com, Phone: 602-553-2705. Placement is based on availability and Tempe Marketplace reserves the right of final advertisement approval.



Cooperative Advertising

Blue Outdoor

Backlit directory signs are 47.5" x 68.5" in size and strategically located at high-traffic points throughout Tempe Marketplace and are available on a monthly basis through Blue Outdoor. Buy an ad to impact consumers as they are about to make their final purchase decisions.

For more information contact Mall Media US:

Daniel Reback

Blue Outdoor

sales@blueoutdoor.com



2020 Advertising Opportunities for Purchase Participation Form

Refer to pages 8 and 9 for a full description of each opportunity.

STORE NAME: _____

CONTACT PERSON: _____

TELEPHONE: _____ FAX: _____

E-MAIL (required for proofs of marketing material): _____

Please choose which opportunities you want to participate in and return to Alexa Mayer:

___ Overhead Center Audio Ad Messages (choice of 2 consecutive months), \$875 plus tax
Preference of months requested _____ and _____

___ Center LED Video Wall Ad Messages (choice of 1 month) - \$875 plus tax
Preference of month requested _____

___ Custom Tenant E-Blast (choice of timing for one E-Blast), \$875 plus tax
Preference of month requested _____

___ tempmarketplace.com Web Banner Advertisements (choice of 1 month) - \$875 plus tax
Preference of month requested _____

___ 22" x 28" Center Signage (choice of 1 month) - \$875 plus tax and the cost of printing the poster
Preference of month requested _____

___ 30" x 70" Center Signage (choice of 1 month) - \$875 plus tax and the cost of printing the poster
Preference of month requested _____

All opportunities are subject to space availability.

Financial Responsibility and Terms

- Payment is due within 30 days of advertisement date.
• Slow and partial payments will result in tenant's account being placed on "Credit Hold"
• A late payment fee, per tenant's lease, will be charged on any past due amounts.
• Tenant shall assume liability for all reasonable collection agency fees, attorney fees and court costs related to the collection of amounts due to Tempe Marketplace.

Except as provided below, tenant agrees to indemnify and hold harmless Tempe Marketplace, Vestar-CPT Tempe Marketplace, LLC its owners, employees and agencies from any claim arising from approved advertising. In the event of a material error by Tempe Marketplace, liability will be limited to the cost of the advertising space containing the error.

Tempe Marketplace reserves the right to refuse any advertising as determined at the sole discretion of Tempe Marketplace. Tenant has read, acknowledges and understands the attached information outlining the advertising, rates, material requirements and payment policies.

Authorized Signature: _____ Date: _____

Please return via e-mail or fax to the
Tempe Marketplace Marketing Department:
ATTN: Alexa Mayer
2000 E. Rio Salado Parkway, Suite #1150
Tempe, AZ 85281
Phone: (602) 553-2705, Fax: (480) 966-5445
Email: amayer@vestar.com



2020 Lease Required Advertising Program Participation Form



How do I know if I am an LRA Tenant? Refer to Article 29C of your lease agreement, or contact Alexa Mayer if you have further questions.

Tenant understands that their participation in this program will apply toward Tempe Marketplace advertising requirements per Article 29C of the lease agreement.

STORE NAME: _____

CONTACT PERSON: _____

TELEPHONE: _____ FAX: _____

E-MAIL (required for proofs of marketing material): _____

Please choose 4 options below and return by November 22, 2019 (Refer to pages 8 and 9 for full description.)

___ Digital Billboard Ad (choice of 1 month) – Preference of month requested _____

___ Digital Display Ad (choice of 1 month) – Preference of month requested _____

___ Overhead Center Audio Ad Messages (choice of 2 consecutive months)
Preference of months requested _____ and _____

___ Center LED Video Wall Ad Messages (choice of 1 month) – Preference of month requested _____

___ Custom Tenant E-Blast (choice of timing for one E-Blast) – Preference of month requested _____

___ tempemarketplace.com Web Banner Advertisements (choice of 1 month) – Preference of month requested _____

___ 22" x 28" Center Signage (choice of 1 month) – Does not include the cost of printing
Preference of month requested _____

___ 30" x 70" Center Signage (choice of 1 month) – Does not include the cost of printing
Preference of month requested _____

All opportunities are subject to space availability.

*It is the responsibility of the tenant to fulfill the selected advertising options and submit artwork no later than 3 weeks prior to the 1st of the month that is selected.

Financial Responsibility and Terms

- Tenant will be billed monthly on your rent statement.
- Slow and partial payments will result in tenant's account being placed on "Credit Hold."
- A late payment fee, per tenant's lease, will be charged on any past due amounts.
- Tenant shall assume liability for all reasonable collection agency fees, attorney fees and court costs related to the collection of amounts due to Tempe Marketplace.
- Failure to pay Lease Required Advertising related cost, per your lease agreement, will result in a default violation of your lease.

Except as provided below, tenant agrees to indemnify and hold harmless Tempe Marketplace, Vestar-CPT Tempe Marketplace, LLC, its owners, employees and agencies from any claim arising from approved advertising. In the event of a material error by Tempe Marketplace, liability will be limited to the cost of the advertising space containing the error. All claims to be asserted by the tenant in connection with participation in the lease required advertising pieces may be made in writing within (30) days of distribution of the piece or they are forever barred.

Tempe Marketplace reserves the right to refuse any advertising as determined at the sole discretion of Tempe Marketplace. Tenant has read, acknowledges, and understands the attached information outlining the advertising, rates, material requirements and payment policies.

Authorized Signature: _____ Date: _____

Please return via e-mail or fax to the
Tempe Marketplace Marketing Department:

ATTN: Alexa Mayer
2000 E. Rio Salado Parkway, Suite #1150
Tempe, AZ 85281
Phone: (602) 553-2705, Fax: (480) 966-5445
Email: amayer@vestar.com



Tempe Marketplace Advertising Spec Sheet

Poster Signage

- Specs: 22" wide x 28" tall, graphics and text should be kept within 19" x 25", 100 dpi minimum, full color, pdf format
- or
- Specs: 30" wide x 70" tall, graphics and text should be kept within 27" x 67", 100 dpi minimum, full color, pdf format
- Deadline: Due 2 weeks prior to requested display date
- Printing: Once artwork is final, we will submit to Page One (local print vendor) for print, unless otherwise noted. Advertiser is responsible for the cost of printing. Please submit the appointed name and address for the invoice.



Web Banner

- Specs: 555 pixels wide x 230 pixels tall
- Deadline: 1 week prior to run date



LED Video Walls

Stage Screen

- Static Specs: 1.422:1 aspect ratio, 1536 pixels wide x 1080 pixels high, 72dpi, jpg format
- Video Specs: 1.422:1 aspect ratio, 1536 pixels wide x 1080 pixels high, MP4 video format

Kabuki Screen

- Static Specs: 3.6:1 aspect ratio, 1008 pixel wide x 280 pixels high, 72dpi, jpg format
- Video Specs: 3.6:1 aspect ratio, 1008 pixel wide x 280 pixels high, MP4 video format

- Deadline: 1 week prior to requested run date



Email Blast

- Specs: 700 pixels wide x no more than 1000 pixels high, 72 dpi, jpg format
- Deadline: 1 week prior to requested send date



MOOD (Overhead Center Audio Ads)

- Specs: 70-80 words OR a pre-produced 30 second MP3 audio file
- Deadline: 15th of each month to run the following month

Contact Information

Management Office

2000 E. Rio Salado Parkway, Suite #1150
Tempe, AZ 85281
Phone: (480) 966-9338
Fax: (480) 966-5445
Hours: Monday-Friday, 8:30am – 5pm

Property Management

Jim Brennan, CRX, CSM
General Manager
2000 E. Rio Salado Parkway, Suite #1150
Tempe, AZ 85281
Phone: (602) 553-2665
Fax: (480) 966-5445
jbrennan@vestar.com

Yen Phung
Assistant Property Manager
2000 E. Rio Salado Parkway, Suite #1150
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yphung@vestar.com

Security

Tempe Marketplace Security
Trident Security
2000 E. Rio Salado Parkway, Suite #1115
Tempe, AZ 85281
Phone: (480) 968-0004

Marketing Department

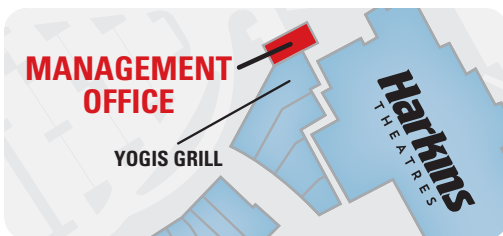
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Maintenance

U.S. Diversified Services
Phone: (480) 538-8603



Located on the far northeast side of The District adjacent to Yogis Grill

Important Phone Numbers

Security Dispatch (24 Hours)	480.968.0004
Management Office (8am-5pm)	480.966.9338
Maintenance Office	480.538.8603