

Advertising Opportunities For Purchase

Seasonal Direct Mail Advertisement

Peninsula Shopping Center tenants also have the opportunity to be included in the Spring and/or Holiday Direct Mail Pieces. Ads will provide increased exposure for your business. Tenants will have to provide a coupon that expires on December 31, 2021.

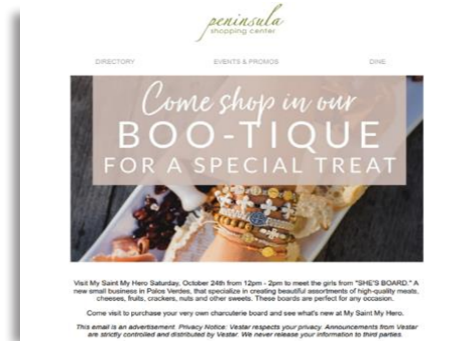
- Deadline: Holiday – October 6, 2021
- Distribution: mid-November



Custom Merchant E-Blast (choice of 1 date)

Looking for a direct way to advertise to more than 5,000 people? Then the merchant 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.*

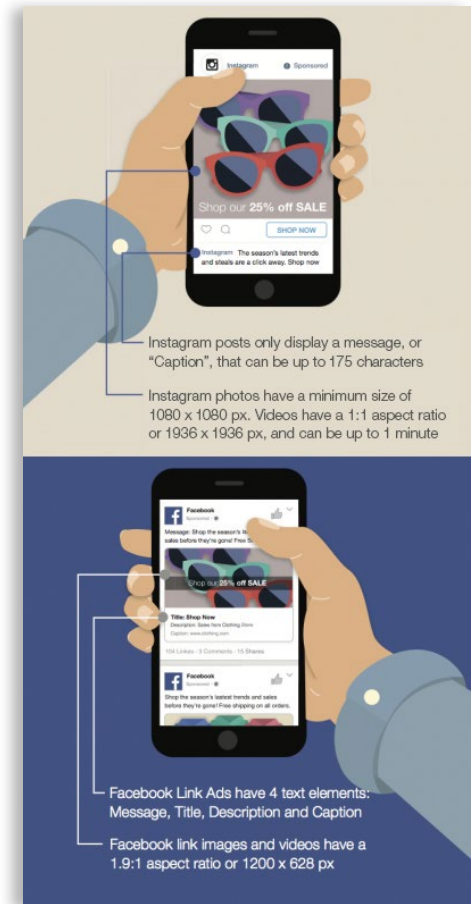
- Specs: 940 pixels wide x no more than 550 pixels high, 72 dpi, jpg format
- Deadline: 2 weeks prior to requested send date



Social Media Advertising

Ads are served up to Facebook and Instagram users based on user activity, demographic information, device use information, advertising and marketing partner-supplied information, and off-Facebook and Instagram activity. This is different from an average Facebook or Instagram post. Space is based on availability. Tenants must provide an image and copy for the advertisement. Artwork must be submitted two weeks prior to advertisement run date. Artwork must be hi-resolution and saved as .jpg or .png. To get the most exposure from your ad and to ensure your ad gets approved to run through Facebook and Instagram, please limit text on the image to less than 20% and rather include the text in the description/caption.

- Specs for **Facebook**: Headline: 45 characters. Description: 30 characters. URL: Where the click-throughs will go to. Image size: 1080 x 1080 pixels. Image ratio: 1.9:1
- Specs for **Instagram**: Caption: up to 125 characters. URL: Where the click-throughs will go to. Instagram Handle: Instagram name for your business (ex: @shoppencenter). Image size: 1080 x 1080 pixels. Max. file size: 30 MB



Advertising Opportunities For Purchase

Peninsulashoppingcenter.com Web Hero Banner Advertisements (choice of 1 month)

Peninsula Shopping Center website, www.Peninsulashoppingcenter.com, features upcoming events and promotions, and an interactive store directory. The rotating web banner ads appear on every page 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.

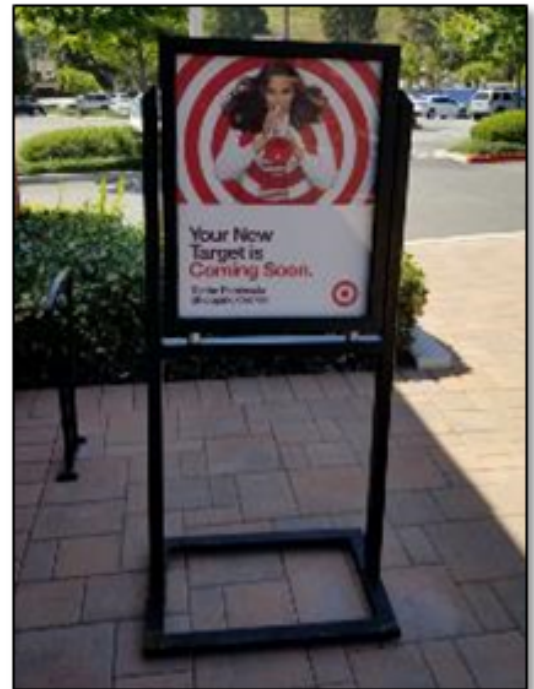
- Specs: 1920 pixels wide x 470 pixels tall, jpg format, no larger than 45KB in size
- Deadline: 1 week prior to run date



Poster Signage (choice of 1 month - (1) 22" x 28" signs)

Poster signage is displayed throughout the center to promote on-site events, promotions, sponsors and tenants. There are 7 free standing 22" x 28" signs throughout the center and surrounding common area. Placement is available on the 1st of each month and includes one 22" x 28" sign locations.

- Specs: 22" wide x 28" tall, 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", full color, pdf format.
- Art must be submitted to marketing for review and approval prior to print.
- Deadline: Due 2 weeks prior to requested display date
- Printing: 10 mil (255 g/m²) thick paper or 2mm coroplast is recommended.
(Note that other substrates are prone to warping in hot weather.)
- If you would like Peninsula Shopping Center to have your signs printed for you, please submit final artwork to Alixandria Ogawa at aogawa@vestar.com. Advertiser is responsible for the cost of printing. Please submit the appointed name and address for the invoice.



2021 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 Alixandria Ogawa if you have further questions.

Merchant understands that their participation in this program will apply toward Peninsula Shopping Center 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.

- ____ Social Media Advertising (choice of Facebook and/or Instagram for 1 month)
 Month requested _____ Facebook only Instagram only Both Facebook and Instagram
- ____ Holiday Direct Mail Ad (Mid-November 2021)
- ____ Custom Merchant E-Blast (choice of timing for one E-Blast) – Preference of month requested _____
- ____ Peninsulashoppingcenter.com Web Banner Advertisements (choice of 1 month) – Preference of month requested _____
- ____ 22" x 28" or 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

- Merchant will be billed monthly on your rent statement.
- Slow and partial payments will result in merchant's account being placed on "Credit Hold."
- A late payment fee, per tenant's lease, will be charged on any past due amounts.
- Merchant shall assume liability for all reasonable collection agency fees, attorney fees and court costs related to the collection of amounts due to Peninsula Shopping Center.
- 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, merchant agrees to indemnify and hold harmless Peninsula Shopping Center, its owners, employees and agencies from any claim arising from approved advertising. In the event of a material error by Peninsula Shopping Center, liability will be limited to the cost of the advertising space containing the error. All claims to be asserted by the merchant 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.

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

Authorized Signature: _____ Date: _____

Please return via fax or e-mail to the Peninsula Shopping Center Marketing Department:
 Peninsula Shopping Center Marketing Department
 ATTN: Alixandria Ogawa
 2437 Park Avenue, Tustin, CA 92782
 Phone: 714-259-9090
 Email: aogawa@vestar.com

