

THE SHOPS AT
ROSSMOOR
— SEAL BEACH —

A photograph of two women shopping. The woman in the foreground has long blonde hair and is wearing a white jacket over a white t-shirt. She is smiling and looking to the right, holding a large white shopping bag with a gold and red patterned handle. The woman in the background has short grey hair and is wearing a white and black striped jacket over a light purple top. She is also smiling and looking to the right, holding a teal gift box. Both women are holding other shopping bags. The background is a blurred outdoor setting, likely a shopping center.

MARKETING OPPORTUNITIES

2021

2021

MARKETING OPPORTUNITIES

As a valued tenant of The Shops at Rossmoor, we invest in your business by offering a variety of marketing opportunities to promote your initial opening and support your year-round marketing efforts. To participate, fill out the forms in this packet and email to us with your artwork/photos.

FOLLOWING IS A SUMMARY OF OUR MARKETING OPPORTUNITIES:

SOCIAL MEDIA POSTS

We can post your photo and caption on our Facebook and Instagram pages. We may also boost your post, resulting in a higher response rate. When submitting, please send a photo (without text) along with a caption for the post.

PUBLIC RELATIONS

Our publicist and social media team work together to create engaging content that promotes events, special offerings, and interesting tidbits. We are always looking for new content and want to know what you have that's unique, so get creative!

EMAIL BLAST

Your message can be email blasted to our growing database of more than 3,000 subscribers to promote your event or special promotion.

WEBSITE BANNER AD

Your banner ad can be displayed on our "Home" website page. The banner will link to the event or promotion listing. When designing, be sure to size your art for both desktop computers and mobile devices.

WEBSITE EVENT OR PROMOTION LISTING

You can supply an image and text for us to post on the "Events & Promotions" page within our website. Your listing can also include a link to your URL to further capture your audience.

ON-SITE POSTERS

You can participate in our bi-monthly poster program by first reserving your space, then supplying the art, built to size, by the deadline. Posters are printed and installed every 2 months in high traffic locations around the center. We ask that all messages remain valid for the entire 2 months. Space is limited, and first come, first served.

JOB OPPORTUNITIES POSTINGS

There is a page on the center website to post your job openings. Each posting will be uploaded for 30 days, unless otherwise specified.

DIRECT MAIL

Direct mail is scheduled for Spring, Fall, and Holiday to reach the neighborhoods around the Center. We will invite you to participate with an exclusive offer and track your redemptions.

EVENT SUPPORT

All our marketing programs are created to promote your in-store events and promotions in efforts to engage the public and increase traffic to your business.

ADDITIONAL OPPORTUNITIES

We work closely with the community and look for additional opportunities to show our support while continuing to create awareness for the center. We will reach out to you when opportunities to market your business are presented to us.

MARKETING PARTICIPATION FORM
FACEBOOK



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1080 pixels x 1080 pixels

Preferred file: High Res JPG

Send image only, NO TEXT on image

IMAGE EXAMPLE:



FACEBOOK CAPTION (REQUIRED), PLEASE INCLUDE SOCIAL HANDLE(S) FOR TAGGING & SPECIFIC HASHTAGS.

MARKETING PARTICIPATION FORM
INSTAGRAM



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1080 pixels x 1080 pixels

Preferred file: High Res JPG

Send image only, NO TEXT on image

IMAGE EXAMPLE:



INSTAGRAM CAPTION (REQUIRED), PLEASE INCLUDE SOCIAL HANDLE(S) FOR TAGGING & SPECIFIC HASHTAGS.

MARKETING PARTICIPATION FORM
PUBLIC RELATIONS



STORE NAME:

STORE REPRESENTATIVE:

PUBLIC RELATIONS SUBJECT:

EXPIRATION DATE (IF APPLICABLE):

COPY FOR PUBLIC RELATIONS PITCH (EVENT INFO, SPECIAL PROMOTION, ETC):

CONTACT NAME:

CONTACT PHONE:

CONTACT EMAIL:

MARKETING PARTICIPATION FORM EMAIL BLAST



STORE NAME:

STORE REPRESENTATIVE:

THE E-BLAST IS COMPRISED OF 2 COMPONENTS:

1. **940 x 550 image** (typically overlaid with logo & text)
2. **Required copy describing event/promotion** (this is placed below the image)

All artwork must be submitted in the correct specifications to be sent and copy must be written to promote the event/promotion to the consumer.

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

940 pixels wide x 550 pixels tall, 72dpi, RGB jpeg

IMAGE EXAMPLE:



COPY THAT WILL BE DISTRIBUTED WITH THE IMAGE. MUST BE FINAL DRAFT.

URL (WEBSITE):

PROPOSED SEND DATE:

MARKETING PARTICIPATION FORM WEBSITE BANNER AD



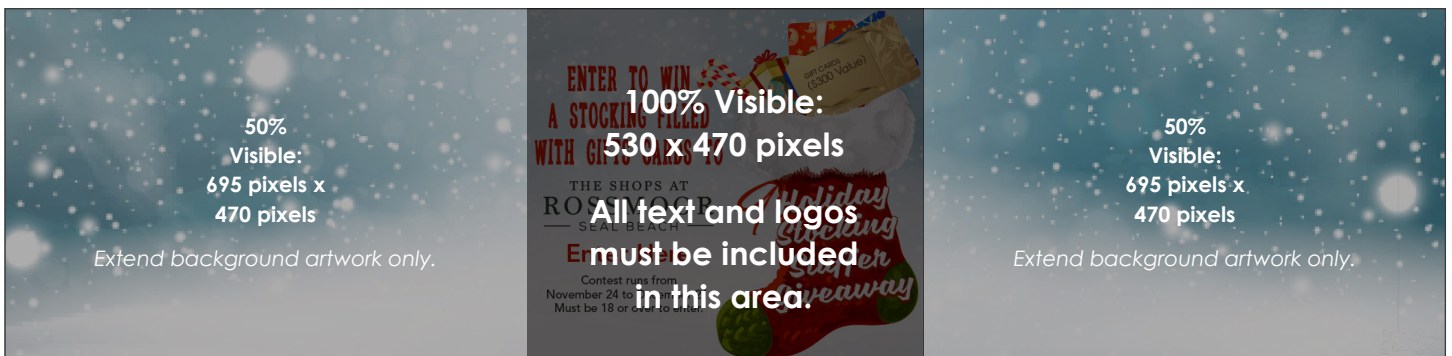
STORE NAME:

STORE REPRESENTATIVE:

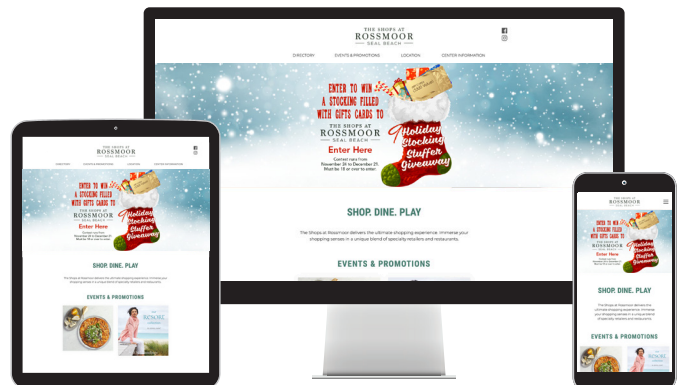
PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1925 pixels wide x 470 pixels tall, 72dpi, RGB jpeg

IMAGE EXAMPLE:



Our website is adaptable to mobile and tablet devices. Because of this, all copy and pertinent information must be included in the 100% area. Design components and branding must extend through the "50% Visible" areas. **Please note that all artwork must be submitted in the correct specifications listed above in order to be displayed.**



WEBSITE URL FOR BANNER LINK (REQUIRED):

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Please fill out and return this form to: Breana Yore,
Marketing Director, at byore@vestar.com. **THANK YOU!**

MARKETING PARTICIPATION FORM

WEBSITE EVENT LISTING



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

640 pixels wide x 450 pixels tall (max of 640 pixels tall), 72dpi, RGB jpeg

IMAGE EXAMPLE:



EVENT TITLE:

EVENT LOCATION:

EVENT DATE:

CUSTOMER-FOCUSED DESCRIPTION OF EVENT. MUST BE FINAL DRAFT.

MARKETING PARTICIPATION FORM

WEBSITE PROMOTION LISTING



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

640 pixels wide x 450 pixels tall (max of 640 pixels tall), 72dpi, RGB jpeg

IMAGE EXAMPLE:



PROMOTION TITLE:

PROMOTION DATES:

COPY FOR PROMOTION. MUST BE FINAL DRAFT.

MARKETING PARTICIPATION FORM ON-SITE POSTERS (22" X 28")

NEWS

STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

Final trim size: 22 inches wide x 28 inches tall

Visual area: 18 inches wide x 24 inches tall

IMAGE EXAMPLE:



POSTER PROGRAM
SCHEDULE:

RESERVATION
DEADLINE:

ART DUE FOR APPROVAL
(BEFORE PRINTING):

<input type="checkbox"/>	January/February	December 15th	December 20th
<input type="checkbox"/>	March/April	February 15th	February 20th
<input type="checkbox"/>	May/June	April 15th	April 20th
<input type="checkbox"/>	July/August	June 15th	June 20th
<input type="checkbox"/>	September/October	August 15th	August 20th
<input type="checkbox"/>	November/December	October 15th	October 20th

*Limited Space Available. First Come, First Served Basis. Each tenant is allowed one single-sided poster. Poster Art must be approved prior to printing. Poster will be installed the first week of each bi-monthly rotation. You can only mark one (1) time slot each selection period (every 2 months) – do not select multiple time slots above.

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Please fill out and return this form to: Breana Yore,
Marketing Director, at byore@vestar.com. **THANK YOU!**

MARKETING PARTICIPATION FORM
JOB POSTINGS



STORE NAME:

STORE REPRESENTATIVE:

JOB TITLE:

CONTACT INFO:

TEXT:

START DATE:

END DATE:

Job posting will be posted for 30 days unless otherwise specified.