

Mall of Abilene

Advertising and Sponsorship Opportunities



Looking for exposure?

Look no further.

Looking for potential customers to see your advertisement in one of our properties? We have a host of on-property media opportunities to promote your business, from utilizing our common area displays to being featured in Property signage. Create a custom display that will showcase your business more effectively – and more cost efficiently – than any traditional media ever could.



MALL OF ABILENE

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Why Mall of Abilene?

- Abilene's premier shopping, dining and community destination for over 40 years features Best Buy, Books-A-Million, Victoria's Secret, Shoe Dept. Encore, Zales, Aeropostale, Journeys Kidz, Premiere Lux Cine 10 theatre, locally-owned Heff's Burgers, and more
- With three private universities, one technical college, one community college, and Texas Tech University's Health Sciences Center, the center has a substantial draw of out-of-town visitors
- Located near Dyess Air Force Base, home to more than 13,000 personnel, both military and civilian, with a total economic impact of \$3.8 billion to the Abilene economy
- Excellent visibility and access from Highway 83/84 with over 60,000 vehicle travelled daily
- Opening in 2023, the addition of Hendrick Service Center will add approximately 400-500 employees to the property



Static displays



- Located in the high-traffic walkway with 360-degree visibility
- Easily merchandised with advertising signage and stocked with collateral
- May be unmanned or staffed at peak times
- Ideal for specialized merchandise sales, product launches or lead generation
- Available for monthly, seasonal or year-round agreements



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Clings

- Clings in the high-visibility areas
- Ideal for new product or event promotion, awareness campaigns
- Available for monthly, seasonal or year-round agreements



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Standees and Posters

- Standee sign locations and Posters in the high-visibility areas
- Ideal for new product or event promotion, awareness campaigns
- Available for monthly, seasonal or year-round agreements



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Banners and Column Wraps



- Large scale with high impact
- Ideal for new product or event promotion, awareness campaigns
- Available for monthly, seasonal or year-round agreements



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Directories

- Static advertising available through Smartlite
- Please contact (561) 416-0220 for more information



Sponsorships

- A variety of sponsorships are available including, but not limited to: Children's play area, soft seating area, Santa & Easter photo set, etc.
- Customize a sponsorship that targets and engages your consumer market through advertising and direct consumer interaction
- Ideal for community awareness campaigns or building brand awareness
- Sponsorships customized to your needs from seasonal, annual or multi-year campaigns



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Events

- Hold a sampling, product launch, community or display event
- Ideal for building awareness and community involvement campaigns
- Events can be customized to your needs; rates are subject to availability and seasonality



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Rates

Rates listed are per media type. Discounts are available on custom packages.

Static Displays	Clings	Posters	Standees
RMU/Kiosk/Customized (mall-owned unit)	12"W X 19"H recommended size Double-sided	22"W X 28"H Single-sided, matte paper	2'W X 8'H recommended size Double-sided
Locations vary	3 main mall entrances (up to 2 locations per entrance)	Locations vary (up to 8 locations)	Locations vary (up to 4 locations)
\$400/month \$4,800/year	\$50/cling/month (mall installs)	\$50/poster/month (mall stand provided)	\$200/sign/month (sponsor provides stand)
Banners	Column Wraps	Sponsorships/Events	Directories
4'H X 8'W or 4'H X 10'W recommended size	26"W X 9'1.5"H (per side) 4 sides per column	Size is dependent on sponsorship type	Available through Smartlite
Locations vary	Locations vary (up to 8 locations)	Children's Play Area, Soft Seating Area, Santa/Easter, etc.	3 main mall entrances
\$300/banner/month (mall installs)	\$300/wrap/month (sponsor to install)	Pricing varies and is dependent on sponsorship type	Pricing quoted by Smartlite

Advertiser/Sponsor responsible for printing and maintaining elements.

Prices shown are for placement only. Installation and production provided by Licensee. Prices may vary due to seasonality and availability. All media placement and content must be approved by Property Management.

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Property Contact

For more information, please contact:

+1 325 698 4351

This proposal constitutes merely an invitation to Licensee to negotiate a license agreement of the premises described above on the general terms and conditions herein. No contract between the parties will exist unless or until the parties have signed a complete, final lease agreement and any other required documentation containing all essential terms of the proposed transaction. The parties acknowledge that they have not set forth herein, nor agreed upon, all essential lease terms.

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Thank you