



# ADVERTISING & PROMOTIONAL OPPORTUNITIES

MALL POSTERS, BANNERS & SPECIALTY PRODUCTS  
DIGITAL FOOD COURT AND COMMON AREA ADVERTISING  
PROMOTIONAL DISPLAYS



**Ivanhoe  
Cambridge**

Caisse de dépôt et placement  
du Québec





## PATTISON MALL POSTERS, BANNERS & SPECIALTY PRODUCTS

*REACH FOR CONSUMERS — AS THEY REACH FOR THEIR WALLETS!*

Pattison mall posters provide a unique opportunity to reach your audience and influence their decision where they are primed to purchase. Mall Posters get your message into the heart of each shopping centre, where it rubs shoulders with your audience. Mall posters can be used to promote a product or service, or individual displays can be used to drive traffic right to your store.



Pattison also offers a range of specialty advertising displays in each shopping centre that allow for imaginative and customizable creative that heighten awareness of your message. Break out of the box and reach your market.

Depending on the specific mall configuration and where allowed by the property, Pattison also offers large spectacular banners and trumpet banners. Spectacular Banners come in various sizes and are single-sided when mounted on a wall and double-sided when hanging from the ceiling. Trumpet Banners are often used for complete mall coverage and high impact.

Statistics show that a consumer spends about 72.4 minutes per mall visit on average. Mall advertising is your last chance to influence the consumer at the point of purchase. Make your brand the clear choice in malls across Canada.

Take your message in a new direction! Contact Christina Ogradnick by phone at 905.465.0114 or via email at [cogradnick@pattisonoutdoor.com](mailto:cogradnick@pattisonoutdoor.com)





## Ivanhoe Cambridge Digital Television (ICDTV)

With consumers making over 290 million shopping trips annually the Digital Mall Network is a great way to get your message out to your target demographic. Each advertising loop is 5-minutes long and Shoppers can be exposed to your Digital campaign up to 18 times per trip. Digital ads air at a 9:16 aspect ratio in a portrait (vertical) orientation. High resolution LCD screens displaying full motion video advertising located in the heart of 29 of Canada's top malls.

Reach more than 5.5 million shoppers weekly

100 million potential exposures delivered weekly, based on the average mall trip of 90 minutes

Ads alternate with mall news and information, running every 5 minutes

Target shoppers close to the point-of-sale

Digital Mall Network reaches your audience in an environment where they are primed to purchase.

Large, vivid, strategically placed 52-inch floor mounted and 46-inch pillar mounted LCD

Full-screen full motion, animated or static advertisements alternate with current mall event information, capturing the attention of shoppers

Ads air 12 times per hour, and offer the flexibility of purchasing a mall, city or network.

Contact Information:

**Pattison Outdoor**

Christina Ogrodnick @ 905.465.0114 /  
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**Ivanhoe Cambridge**

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kshankar@ivanhoecambridge.com





# NEO ADVERTISING INTRODUCES “FOOD COURT LIVE<sup>©</sup>” DIGITAL FOOD COURT ADVERTISING NETWORK\*

Neo Advertising’s 46” High Definition LCD flat screens are a spectacular way to communicate with a captive audience. The Neo two channel concept will deliver dedicated, relevant and entertaining content and provide a competitively priced venue for tenants to advertise their goods and services. With Food Court Live, you have the ability to advertise at different times with unprecedented ease and flexibility. Advertisements are created by the Neo Advertising’s experienced production team. Advertising is affordable and it works.



Drive Sales! Increase Awareness! It’s all about a competitive edge!

Communicate up to the minute special offers — you have the control!

Increase presence and prestige where it matters most — your immediate marketplace!

Drive traffic to your store and initiate trial — first step in building customer loyalty!

Connect with a captive audience — average food court visit lasts 30 minutes!

Contact Information:

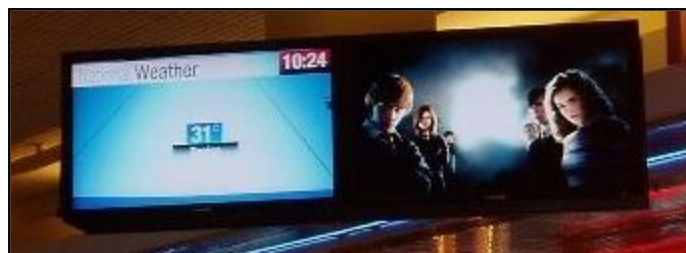
Neo—Traffic

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Ivanhoe Cambridge

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## COMMON AREA EVENTS PROMOTIONAL DISPLAYS

*ENHANCE THE SHOPPING EXPERIENCE!*



Utilize the common area of the centre to introduce new products, conduct events or create brand awareness.

There are also a wide range of sponsorship programs ranging from events, themed zones (lounges) and neighborhoods.

Your Specialty Leasing & Partnership team can guide you toward a successful event!

Contact Jennifer Cipollone at 416.369.2909 or [jcipollone@ivanhoecambridge.com](mailto:jcipollone@ivanhoecambridge.com)





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