

ADVERTISING OPPORTUNITIES



ROSEDALE
CENTER

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.



Why Rosedale Center?

Perfectly positioned between the Twin Cities of Minneapolis and Saint Paul, Rosedale Center draws over 14 million visitors each year and has over 1 million square feet of retail spanning two levels. This includes Macy's, JCPenney, Von Maur, Potluck Food Hall, and AMC Theatres, plus 160 specialty shops, fast-casual and full-service restaurants.

**The shopper at Rosedale Center is well-employed;
55% work within the professional sector.**

The shopper is:

- + Physically active, participating in a variety of sports including: yoga, Pilates, backpacking, football, and basketball
- + 75% have a wide range of international foods on their shopping lists
- + 53% prefer fresh and healthy foods
- + Digitally engaged and up on the latest technology
- + Actively supports the arts, theater, concerts, and museums
- + The majority own their own home and they are likely to purchase kids' products



Events

- + Hold a sampling, product launch or display event
- + Ideal for building awareness and community involvement campaigns
- + Events can be customized to your needs

DETAILS

Subject to availability and seasonality

CONTACT US FOR RATE INFORMATION



Static Displays

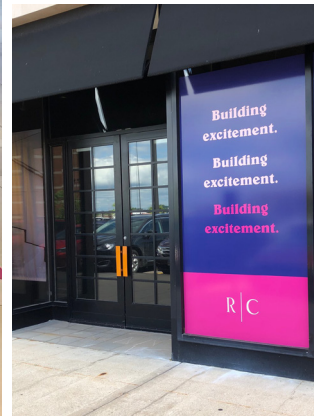
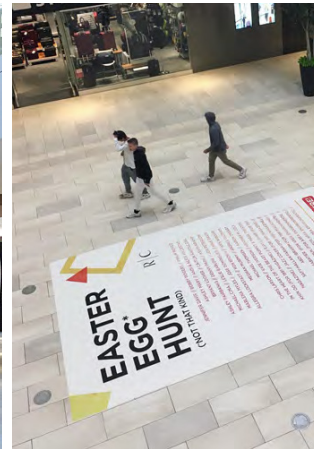
- + Located in the high-traffic walkway with 360 degree visibility
- + Easily merchandised with advertising signage and stocked with collateral
- + May be unmanned or staffed at peak times
- + Ideal for specialized merchandise sales, product launches or lead generation
- + Available for monthly, seasonal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

DETAILS

RMU // Kiosk // Customized licensee-owned unit

Locations vary

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Clings

- + Available on entrances or in high-traffic areas throughout the mall
- + Clings in the high-visibility areas
- + Ideal for new product or event promotion, awareness campaigns
- + Available for monthly, seasonal or year-round agreements

DOOR DECALS

Every other door at all 5 mall entrances

Between 12"W x 12"H and 16"W x 16"H

FLOOR DECALS

Up to 12 decals installed at each upper and lower entrance

Between 3'W x 3'H and 4'W x 4'H

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Standees and Posters

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

DETAILS

22" W x 28" H

3' W x 6' H

Request locations

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Escalator Wraps

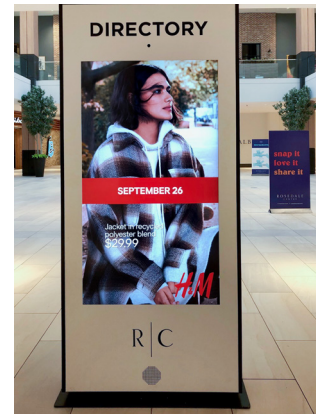
- + Located in the high-traffic area with high visibility
- + Ideal for companies looking to make an investment in their campaign and tie into other digital advertising
- + Available for monthly, seasonal or year-round agreements

DETAILS

209" H x 445.5" W

East court

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Digital Directories

- + Impactful and high-tech advertising throughout the property
- + Ideal for companies looking to make an investment in their campaign and tie into other digital advertising
- + Available for yearly sponsorship

DETAILS

Seven predetermined locations throughout the mall

Image resolution:
2160 pixels x 3840 pixels

Video resolution:
1080 pixels x 1920 pixels

MP4 files only

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Sponsorships

- + A variety of sponsorships are available; including, but not limited to: children's play area, tabling events, soft seating area, Santa/Easter photo sets, WiFi, amenities areas
- + 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

DETAILS

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ROSEDALE CENTER

For more information and rates:

JESSICA DRAACK

Specialty Leasing Manager

+1 (651) 746-5328 // Jessica.Draack@am.jll.com

1595 Highway 36 W #10, Roseville, MN 55113