



**POINT OF  
PURCHASE**

**INTERACTIVE**

**RECEPTIVE  
*Audience***

## BENEFITS

- Located throughout shopping malls to allow advertisers to communicate directly with consumers
- 70% of all consumers purchases take place in a mall
- Targets consumers ready to make a purchase
- Delivers highly desirable audience ready to shop, open to buying and receptive to advertising
- Designed to attract attention, brand companies, products or services, encourage point of sale

## DISTRIBUTION

- Located in almost every mall in the US and the world

## SIZE

- Varies according to type of display

## PRODUCTION

- Varies according to type of display

## CONTRACT TERMS

- Typically purchased four weeks or longer
- Typically purchased in multi-market campaigns
- Number of locations contracted determines coverage and cost

## TYPES OF DISPLAYS

- Dioramas
- Double Dioramas
- Spectaculars
- Wall Wraps
- Backlit Directory Displays
- Floor Exhibits
- Shopping Carts
- Banner Poles
- Sky Murals/Banners
- Integrated Marketing Programs

