

## Floor Programs

A great way to get a shopper's attention is to put your mall advertisements directly under their feet. With floor programs, you can do exactly that, and you have the flexibility be extremely creative with how you do it.

Floor programs can be placed in multiple locations throughout each mall, come in full color, and be created in several different shapes. One aspect of floor programs that makes it a popular option for mall advertising is the ability to strategically place programs anywhere on the floor of the mall.

You can place them in high-traffic areas, in front of specific stores, or right inside the main entrance of the mall. With all of these options at your fingertips, you can pull off a very strategic mall advertising campaign that reaches the demographics that make up your target audience.

With the option of choosing any shape and the ability to use full color, your floor advertisements will look great and can even be interactive with your customers. These mall ads can direct customers to walk in a specific direction, stand on them to take a picture, or anything else you can come up with.

With sizes of 2'x2' or 3'x3', you can easily make a powerful impression with your advertisements. Your floor mall ads can be simple reminders while people walk over them, or they can be showstoppers that get your target audience to stop and read more in-depth.

Whatever you choose to do with floor programs, you can bet that the shoppers will notice your mall advertisements.

Please call: 1-800-548-1196, or email: [info@mallads.com](mailto:info@mallads.com), for additional program information.

Photo examples for illustrative purposes only. Actual advertising displays will vary based on available space, views, structure size, location, mall regulations, and other variables at individual mall locations. Please consult Sullivan Media, Inc. for specific details on your advertising program.

