

Backlit Programs

A great way to get your mall advertisement to stand out is to make it glow by utilizing our backlit programs. If you're concerned about your mall advertisement being in a poorly-lit location, choose a backlit program, and it will create its own lighting! Perfect for jewelry, cosmetic ads, and more, a backlit program will make the images on your mall ad look better than ever before.

Backlit programs come in a couple of different sizes so you can choose the best one for your mall advertising needs. Choose from a large 47" x 69" sign or a slightly smaller 40" x 50" sign, both in full color with super high visibility. These backlit kiosks are usually connected to mall directories so your mall ads are certain to get a lot of attention from shoppers. With the backlit program, you have the option of using multiple locations throughout each mall, so you'll have the flexibility to strategically place your mall ads in order to best reach your target audience.

Some other benefits of using backlit mall programs include: Backlit programs are an affordable option in comparison to other video advertising programs with many of the same benefits, including the ability to place advertisements strategically in multiple areas throughout the mall.

Backlit programs appeal to a wide demographic audience and are available in most mall locations throughout the nation, which makes them an easily scalable advertising choice for businesses looking to reach more than just a local audience. Production costs for backlit programs are relatively inexpensive, allowing advertisers to put more of their budget into the actual placements of the ads.

With the versatility and reliability that backlit programs provide for businesses of all types, it shouldn't come as a surprise that they are frequently used in regards to mall advertising.

Please call: 1-800-548-1196, or email: 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.

