

## Banner Programs

The best way to get your mall advertisement seen is to make it so big that it can't be ignored, and banner programs definitely help you do that. Take advantage of the busy hallways in large malls with full-color, double-sided mall advertisements that will garner a lot of attention. With banners ranging from 4'x8' up to 14'x16', you can leave a good impression with a lot of shoppers and still have the power to choose which banner size best fits your needs and your budget.

### Sky Banner (a)

When it comes to mall advertising, a sky banner is one of the largest and most noticeable options available. Whether you need a 10'x14' or 14'x16' sky banner, your mall advertisement will be seen by all when it's taking advantage of the airspace hanging above the shopper's heads. Most malls have a lot of untapped potential when it comes to placing mall advertisements. With a sky banner, you can tap into the large spaces in most malls. Double-sided and full color, a sky banner is a surefire way to get your mall ads noticed.

### Small or Large Banner (b)

Not quite as gigantic as a sky banner, banners ranging from 4'x8' to 8'x14' can still be just as effective at grabbing shoppers' attentions. With more locations available throughout each mall compared to sky banners, regular banners can be strategically placed in specific areas to gain the best results and are typically closer to eye level. Double-sided and full color as well, your mall advertisements will be looking as sharp as ever.

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.

