

## Sign Programs

A great way to promote your product or service in a mall is with a high-quality sign program. With a variety of options available, sign programs can be custom tailored to your specific mall advertising needs. Sign programs are freestanding, full-color advertisements that can be placed in high-traffic areas of every mall to ensure that your ad will be seen by a lot of shoppers.

### 22"x28" Sign (a)

A very standard approach to mall advertising, a 22"x28" sign comes on a stand that holds it at eye level so it will be easy for all shoppers to notice. You can place these signs all throughout the mall in order to maximize the exposure of your mall advertisements. A 22"x28" sign can be either single or double-sided, so it doesn't matter which way your mall ad faces in a crowded hallway or opening. These signs are great for placing right inside the main entrance or near a food court.

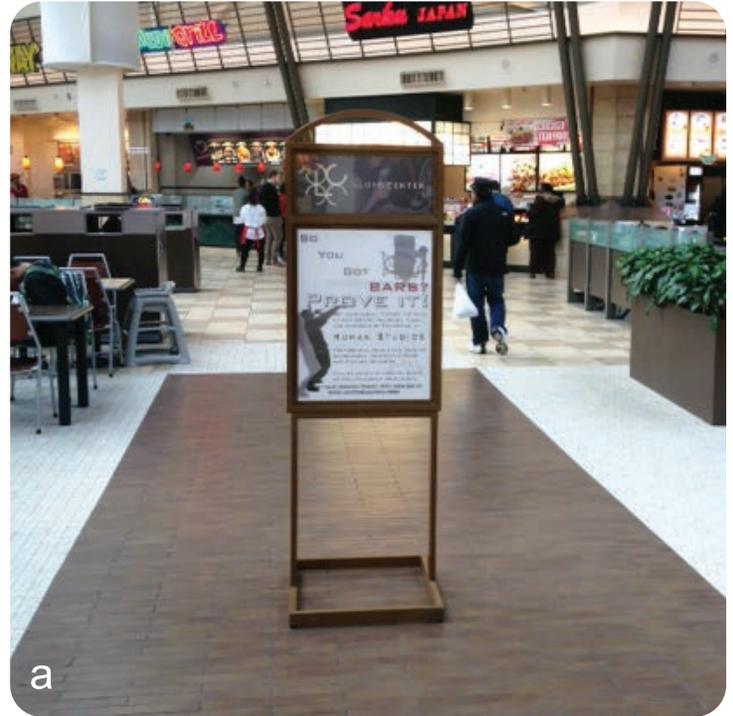
### T-Stand (b)

For larger impact, some companies prefer to use a 3"x6" T-stand sign, which is also freestanding and can be placed in areas with high traffic or other strategic areas around each mall. Because T-stand signs are so large, they stand out to shoppers. These signs can have many great features and even have the option of adding a "take one" holder to place pamphlets or other material in. If you don't want a regular flat-panel sign, a T-stand sign can be cut to the image of your mall advertisement.

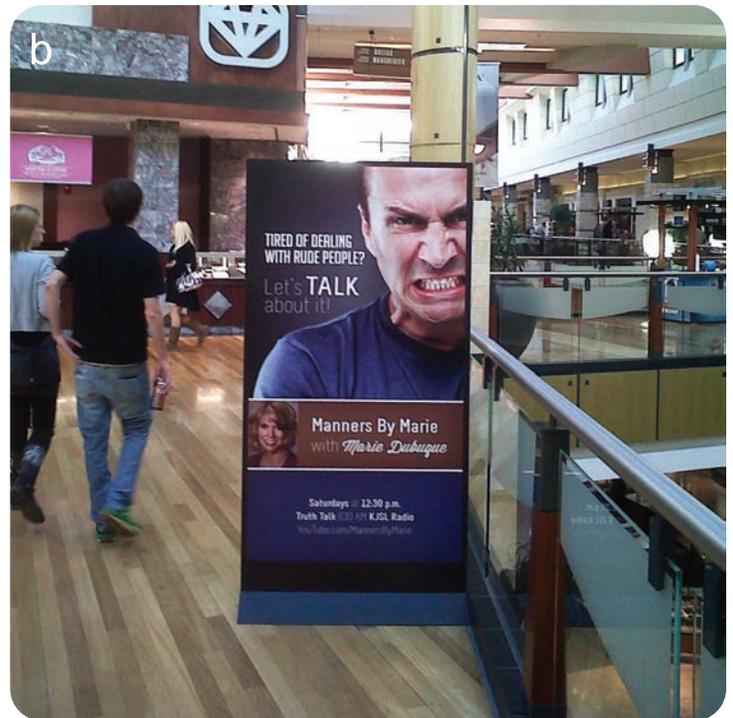
Of course, these options will vary based on specific mall guidelines, so be sure to consult us for details on your mall advertising program.

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.



a



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