

On-Mall Advertising Rates

CambridgeSide Galleria offers you innovative marketing strategies for promoting a business or product. Our programs, which include sponsorship, signage and collateral opportunities, provide highly effective marketing tools for increasing visibility among mall shoppers. Featuring over 120 great stores, boutiques and restaurants, CambridgeSide boasts more than 10 million visits every year. Our marketing opportunities allow you to choose which programs will best enable you to reach this large and diverse customer base.

The following information provides specifics about the availability of in-mall signage and collateral. Costs refer to mall rental space only. Production and related costs are the responsibility of the advertiser. All are based upon availability and must be approved and coordinated with Mall Marketing Department.



Posters

Size 22" x 28"
Quantity 6 faces
Cost \$600 per month



Tall Boys

Size 40" x 70"
Quantity 2 faces
 (1 double sided sign)
Cost \$750 per month



Floor Decals

Size 25" x 19" maximum
Quantity 5
Cost \$1,000 per month



Interior Banner

Size 8' x 20'
Quantity 1
Cost \$3,000 per month
 + production
 + \$500 installation



Elevator Doors

Size 42" x 84"
Quantity 1
Cost \$2,000 per month
 + production
 + installation



Exterior Banner

According to Cambridge Dept. of Public Works
 an average of **65,000 cars per day** pass
 CambridgeSide Galleria on Edwin Land Boulevard.

Size 10' x 24' total
Quantity 1
Cost \$4,000 per month
 + production
 + \$1,000 installation

Product Sampling/Table Rentals:

\$1,500 per day/\$4,000 per week

CambridgeSide Galleria is the perfect medium for one-to-one interaction with ethnically diverse shoppers each day. Allowing potential customers to see, touch and interact with a product can provide invaluable information and drive sales. Sampling and tabling opportunities are typically located at the entrance to the highly trafficked Food Court on Level 1 (based on availability).

On-Mall Events:

Starting at \$1,500-\$2,500 per day based upon size and details of event.

CambridgeSide Galleria is the perfect venue to host your touring event, show or program. Our highly trafficked Food Court can accommodate relatively large sized events or display areas. Contact the Mall Marketing Department for further information.

Website & Automated Phone System:

All events/programs can be promoted on the event page of www.shopcambridgeside.com and Shopping Line automated phone system.

Other On-Mall Advertising Platforms:

- Lighted Ad Panels
- CBS Outdoor 212-297-6554
- In-Mall Radio Broadcast Network
- Mall Marketing 617-621-8668
- Food Court Table Advertising
- Creatable Media 818-884-7141

Rates quoted above are for January thru October only. All rates subject to increase during holiday period. Please contact the Mall Marketing Department at 617-621-8668, Fax: 617-621-6078 or email jrotigliano@neddevelopment.com.



Display Cube

Size 30" x 40" x 30"
Quantity 1
Cost \$750 per month



Door Decals

Size 6" x 6" maximum
Quantity 10
Cost \$1,000 per month



Display Window

Size 5' x 7' x 2' deep
Quantity 1 on Level A
Cost \$1,000 per month



Elevator Wrap

Glass elevator located in the center of the mall with high visibility.

Size 2' x 7'
Quantity 1
Cost \$1,500 per month
 + production
 + installation



100 CambridgeSide Place • Cambridge, MA 02141
Tel: 617-621-8668 • Fax: 617-621-6078
Open: Monday-Saturday 10am-9:30pm • Sunday 11am-7pm