

## FEE BASED ADVERTISING & PROMOTIONAL OPPORTUNITIES

### 1. Cineplex Digital Media



#### Digital Backlit Displays, Backlit Posters, LED Screens & Other Opportunities

At Cineplex Digital Media, it's all about experience. Using the very latest technologies including, wireless interactive media and touchscreens driven by content, context, and concepts to delight audiences and enhance brand experiences. These advanced systems capture data to assist with merchandising and customer loyalty programs that motivate customers and drive sales. Cineplex has partnered with Vaughan Mills to provide services that go beyond traditional digital signage. Cineplex Digital Media builds solutions using customized digital signage to help lift sales at point of purchase and attract, inform and direct users on the path to purchase. Vaughan Mills currently has six (6) double sided digital screens and two (2) LED digital boards which can showcase both static

and motion based advertisements. Have a big event coming up? Launching a new product? Take the experience to the next level. Take advantage of the opportunities Cineplex Digital Media and Vaughan Mills offer with a brand take over throughout the shopping centre!

In addition, located at the entrances of the shopping centre are backlit posters offering an advertising space in a high traffic area.

Our Digital Lounge offers interactive capabilities perfect for capturing your ideal audience and can help direct traffic to your store through multiple media channels.

Contact Cineplex directly for bookings and pricing:

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### 2. Common Area Events & Promotional Displays

Enhance the shopping experience! Making the shopping centre a part of your marketing strategy is a bold concept! More than a print ad or 30-second spot, the shopping centre offers your customers the chance to interact with your brand. Our partnership opportunities allow you to develop and execute integrated marketing programs that will enhance your own marketing programs and engage your customers directly.

Utilize the common area of the centre to introduce new products, conduct events or create brand awareness. Our spacious courts provide the perfect area to create interactive customer experiences which can include brand ambassadors to help get the message across about your store.

Your Specialty Leasing & Partnership team can guide you to find the best area and timing for your event!

Contact Jane Santen at 905.879.2131 or [specialtyleasing@vaughanmills.com](mailto:specialtyleasing@vaughanmills.com) for more information on how you can get started.

