



## GETTING YOUR MESSAGE ACROSS TO MILLIONS OF SHOPPERS

A terrific way for brand awareness advertising or just to get your name out there through a range of media options including Large Format Banners, Digital Shopalites, TV Screens or even a Pop UP Decal. Engage with shoppers and get your message across with many eye-catching experiences.



# I PORTFOLIO OVERVIEW

CENTRE	LOCATION	MAJOR RETAILERS	NUMBER OF SPECIALTIES	ANNUAL TRAFFIC
ASPLEY HYPERMARKET	Aspley	Coles, Woolworths, Kmart, Aldi, Mr Toys	65	3.9m
AUSTRALIA FAIR	Southport	Woolworths, Coles, Kmart, Best & Less, Event Cinemas	235	10.6m
BOOVAL FAIR	Booval	Big W, Woolworths	60	3.25m
BROOKSIDE	Brookside	TK Maxx, BIG W, Woolworths, Coles, The Reject Shop, Target	102	4.7m
CALAMVALE CENTRAL	Calamvale	Woolworths	55	2.3m
CANNON HILL KMART PLAZA	Cannon Hill	Coles, Kmart	55	2.7m
CAPALABA PARK	Capalaba	Coles, Woolworths, Kmart, Target	105	4.1m
FAIRFIELD GARDENS	Fairfield	Coles, Aldi	34	2.2m
LOGAN CENTRAL PLAZA	Logan Central	Coles, Kmart	58	3.2m
MARGATE VILLAGE	Margate	Woolworths	14	1.7m
MT GRAVATT PLAZA	Mt Gravatt East	Woolworths, Coles	39	2.8m
MT OMMANEY CENTRE	Mt Ommaney	Coles, Kmart, Woolworths, Aldi, Big W, Target	172	5.0m
PENINSULA FAIR	Kippa Ring	Coles, Kmart, Best & Less, Captain Cook Tavern, Dan Murphy's, Hoyts Cinemas	76	3.7m
REDBANK PLAZA	Redbank	Coles, BIG W, Kmart, Aldi, Cineplex	89	3.9m
STAFFORD CITY	Stafford	Woolworths, Kmart, Aldi, Hoyts Cinemas	80	2.9m
SUNNY PARK	Sunnybank	Woolworths, Fresco	43	2.3m
SUNNYBANK HILLS SHOPPINGTOWN	Sunnybank Hills	Coles, Woolworths, Aldi, Kmart	88	5.0m
SUNNYBANK PLAZA	Sunnybank	Coles, Kmart, Hoyts Cinemas	139	7.6m
TOOWONG VILLAGE	Toowong	David Jones, Coles, Kmart	86	8.4m





## I POP UP BANNER

Large Format Banners are highly visible in Centre Court areas and from multiple levels.  
Standard Large format 2.5m(W) x 4m(H) – Minimum 2 week booking.

(Please refer to the Media Rate Card for Centres availability)



## I POP UP DIGITAL

Connect with customers via our Landscape Digital TV Screens. Located in prime position designed to create a cinematic experience with customers.

2 screens at Mt Ommaney Shopping with exposure every 4 minutes (15 sec loop) 1 of 8 advertisers





## I POP UP DECALS

Decals are designed to capture customers approaching entry and exit doors, or floor decals that are strategically placed with great visibility through high traffic mall areas. Both formats work well together to get your brand across.

POP UP FIRST **MEDIA KIT**



## I OTHER OPPORTUNITIES

POP UP First can offer a range of unique advertising solutions as well, including tabletops, escalators, lifts, hoarding wraps, boom gates, and much much more.



# I MEDIA RATE CARD

CENTRE	LARGE FORMAT BANNERS	DOOR DECALS	FLOOR DECALS	LIFT DECALS	TABLE TOPS DECALS <small>up to max 50 tables</small>	ESCALATOR GLASS DECALS	HOARDINGS	DIGITAL SCREENS <small>1 x 15" spot</small>	EXTERNAL SUPERSITES <small>(min 6 mth booking)</small>	BILLBOARDS <small>(min 6 mth booking)</small>
ASPLEY HYPERMARKET	-	\$800	\$300	-	-	-	POA			
AUSTRALIA FAIR	\$2,000	\$1,200	\$500	\$700	\$500	\$1,100	POA			
BOOVAL FAIR	-	\$800	\$500	-	\$500	-	POA			
BROOKSIDE	\$1,600	\$1,200	\$500	-	\$500	-	POA			
CALAMVALE CENTRAL	-	\$800	\$300	-	-	\$800	POA			
CANNON HILL KMART PLAZA	-	\$800	\$300	-	-	-	POA			
CAPALABA PARK	\$1,500	\$1,200	\$500	-	\$500	\$800	POA			
FAIRFIELD GARDENS	-	\$800	\$300	-	-	-	POA			
LOGAN CENTRAL PLAZA	-	\$800	\$300	-	-	-	POA			
MARGATE VILLAGE	-	\$500	\$300	-	-	-	POA			
MT GRAVATT PLAZA	-	\$800	\$500	\$700	-	-	POA			
MT OMMANEY CENTRE	\$2,000	\$1,200	\$500	-	\$500	\$1,100	POA	\$900 - \$2500	POA	POA
PENINSULA FAIR	\$1,600	\$800	\$500	-	\$500	-	POA			
REDBANK PLAZA	\$1,600	\$1,200	\$500	-	\$500	\$1,100	POA			
STAFFORD CITY	-	\$800	\$500	-	\$500	-	POA			
SUNNY PARK	-	\$500	\$300	-	-	-	POA			
SUNNYBANK HILLS SHOPPINGTOWN	-	\$800	\$500	\$700	\$500	\$1,100	POA			
SUNNYBANK PLAZA	-	\$800	\$500	-	\$500	-	POA			
TOOWONG VILLAGE	\$1,600	\$1,200	\$500	\$700	\$500	\$1,500	POA			

All rates are on based on a weekly rate excluding GST. Print/production/installation is at own costs (agency details can be provided).  
Installation & removal for banners only is FOC by the centre with remote control banner system is available. POA - price on application.





If you are interested in booking a site or would like further information please contact:

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