

City of Geneva Eastview Mall Kiosk *Demographics*



GENEVA, NY
SENSATIONAL BY NATURE!
Geneva Area Chamber of Commerce

Your City and Chamber working for you!

The City of Geneva and the Geneva Area Chamber of Commerce have joined forces to create a fabulous opportunity for your business promotion.

Get in on the Action

Take advantage of this opportunity to promote your business or organization to the greater Rochester audience on the **Geneva NY Kiosk**. It can't be missed; located straight down the corridor from the main entrance at Biaggi's and PF Changs, just past Starbucks.

Screen Advertising Opportunity

The Kiosk is a 3-sided **electronic billboard in the Mall**. Each side presents one of three attributes of Geneva as a great place to live, work and play. Each side accommodates a 37" video screen allowing for individual business promotion. Your 30 second ad can be viewed from all three sides, appearing at a minimum of 3 times within 5-minute time span.

Plus, there's room for your 4" x 9" promotional brochures.

Eastview Mall Demographics

- It is estimated that Eastview Mall in Victor, NY has over 11 million visitors a year.
- Over 50% of the primary trade area to the mall has a household income of \$75,000 and above.
- Average household income within a 3 mile radius of the mall is \$128,352; within 5 miles is \$103,865.
- The mall is within a 30 minute drive for almost 800,000 people.
- 42% of the primary trade area are between the ages of 25 and 54; 13% are 65 and over.
- 39% of the primary trade area are employed as executives and professionals.



See more on the **Features** Page and reserve your space today!



Kiosk managed by In House Graphic Design, Inc.
68 Castle Street, Suite 201, Geneva, NY 14456
Phone: 315-789-8180 teresa.angelo@useinhouse.com

City of Geneva Eastview Mall Kiosk *Features*



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The LCD screen space on the Kiosk is specifically designed for individual business advertising. Businesses may purchase a 30 second ad produced especially for the kiosk. See the example on the right.

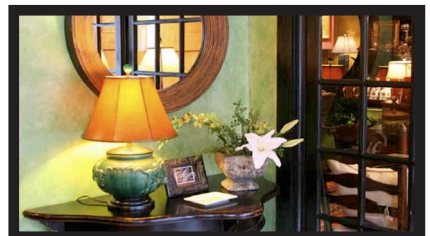
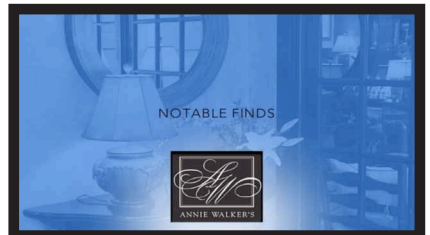
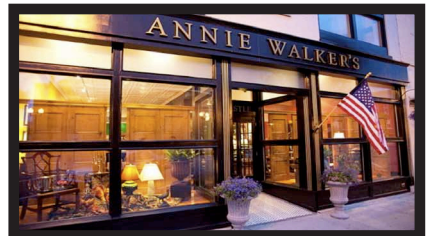
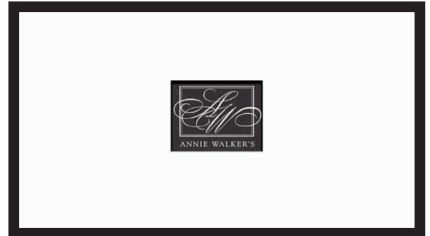
Features

- Each ad segment is 30 seconds.
- All Ads use professional photography and are professionally produced.
- Advertisers own the rights to the photographs that are shot specifically for their Ad and are given a CD with those images upon completion of the Ad.
- Ads are displayed on a 37" diagonal LCD monitor.
- Current advertisers and their contact information are posted on the Kiosk, providing continuous exposure.
- **Your Ad space rental includes a brochure rack space for your 4" x 9" brochure. Brochure quantities are monitored and tracked.**
- **The three 37" screens are reserved for up to 9 advertisers only. Your 30 second ad can be viewed from all three sides, appearing at a minimum of three times within a 5-minute time span. That's 75 times every hour and over 27,000 exposures a month.**
- Human interest information is on the kiosk face to enhance your message.
- With each new contract, you may choose to either repeat your existing Ad or purchase a new presentation.
- Exclusively offered to City of Geneva businesses and organizations and the Geneva Area Chamber of Commerce membership.

Terms For Screen Ad

1. The kiosk committee has ultimate oversight authority over the content.
2. The kiosk committee reserves the right to make adjustments to the presentation without notice.

ad example



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City of Geneva Eastview Mall Kiosk *Opportunity*



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Fill out and return to In House Graphic Design.

2010 Rates

Regular monthly rate is \$395. **Look for your discounts below.**

For First Time Advertisers

For first time advertiser, space is sold in blocks of 6 or 12 months. For your commitment you receive, in addition to your space on the kiosk, your ad design and production **PLUS** full rights to the use of the two photos shot for your ad. **AND**, if you already have quality photographs to use in your ad, you get one month space rental **FREE**.*

Choose Your Time Length

___ 6 months **\$2,370** ___ 6 months with quality photography supplied **\$1,975**
___ 12 months **\$4,740** ___ 12 months with quality photography supplied **\$4,345**

For Repeat Advertisers

Repeat Advertiser rates are only available to advertisers who rented space in 2009.

2009 advertisers receive a **5% discount** if renewing in 2010 and electing to advertise for more than 3 months. There is an **additional 5% discount** on the monthly rate for those advertisers electing 12 months.

Choose Your Time Length

___ 3 months **\$1,185**
___ 6 months **\$2,250** (reflects the 5% discount)
___ 12 months **\$4,266** (reflects the 10% discount)

If you would like to change your ad from 2009, please call for a price quote.

Choose Your Time Slot(s)

Must agree with your time length.

___ January 2—March 31, 2010 (reservation deadline December 1, 2009)
___ April 1—June 30, 2010 (reservation deadline March 1, 2010)
___ July 1—September 30, 2010 (reservation deadline June 1, 2010)
___ October 1—January 2, 2011 (reservation deadline September 1, 2010)

Contract Information (Remember to sign this contract.)

Contact Name _____ Phone _____
Business _____ Email _____
Address _____ Web _____

YOUR SIGNATURE _____

* Inhouse reserves the right to determine the quality of the photograph.

Deadlines

Contracts will not be valid until payment is received. To receive the discounted rates and to be on the kiosk, payment in full must be received or payment arrangements must be made on or before **the deadlines indicated under Choose Your Time Slot(s)**. First time advertisers will be contacted to schedule photography once payment arrangements are made.

Mail Your Payment

Send in this form along with your payment for the amount of the time length purchased **or contact us to set up payment arrangements at (315) 789-8180**. Ad space is reserved on a first-come first-served basis. No refunds.

Make check payable to:

City of Geneva

Mail check and form to:

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In House Graphic Design, Inc.
68 Castle Street, Suite 201
Geneva, NY 14456*



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City of Geneva Eastview Mall Kiosk Presentation Venue Rental OPPORTUNITY



GENEVA, NY
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City businesses, organizations and Geneva Area Chamber of Commerce members have access to the space around the kiosk for presentations. The rental of the space around the Kiosk includes the use of a 24" x 48" table with tablecloth, two folding chairs, and a floor easel.

This is a great opportunity to meet and greet the mall going public in person!

Ask for your application today!

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Terms for in person presentations

1. A written request must be submitted. Forms are available.
2. The renter must be promoting an event, product or service that will attract new residents, visitors and businesses to Geneva and surrounding area.
3. Space can be reserved up to three months in advance. (Space rental is contingent on Eastview Mall programming.)
4. The fee and deposit must be paid in full before use of the space.
5. The rental time and renter's organization must be approved by Eastview Mall Management.
6. Renter must comply with all Eastview Mall requirements.
7. The kiosk committee reserves the right to refuse a rental request.
8. The City of Geneva and the Geneva Area Chamber of Commerce are not liable for any personal injury or property damage. The renter must sign a liability form.



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Requirements:

- Rental Fee is \$25.00 per hour with a for 4 hour minimum
- A deposit of \$100.00. This deposit will be returned upon return of the accessories.
- A Certificate of Liability Insurance
- A signed Exhibitor Agreement from Eastview Mall (see attached)

Contact In House Graphic Design to make arrangements.

Today's Date _____

Contact Name _____

Organization _____

Phone _____

Address _____

Email _____

Date(s) of in-person venue rental _____

Time(s) of in-person venue rental _____

Describe your purpose for the rental: _____

Describe your activities at the venue: _____

List all Associate(s) making the presentation:

By signing this form you acknowledge and agree that The City of Geneva, the Geneva Area Chamber of Commerce, In House Graphic Design, Inc., and Eastview Mall are in no way for any reason liable for any property damage or personal injury of you or your associates concerning this rental.

your signature

_____ Mall personnel permission
(initial here)



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