



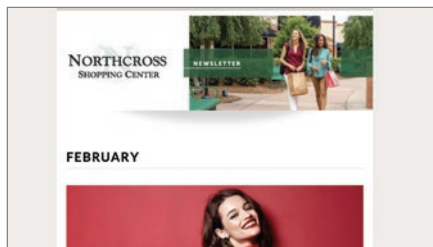
NORTHCROSS MARKETING SERVICES

Welcome to the Northcross Shopping Center! We are proud to offer all of our tenants a variety of marketing services to promote their businesses.

For more information please contact

Carmen Cousin,
Marketing Director
ccousin@aacusa.com

COMPLIMENTARY SERVICES



eNEWSLETTER

Tenants are encouraged to submit content for our monthly eNewsletter. This submission could be a deal, sale, newsletter exclusive, event, etc. We will send a reminder each month when submissions are due.



WEBSITE

Each tenant is provided with a landing page on the Northcross website. On this page, tenants can upload hours, information and photos. Tenants are also encouraged to submit sales or coupons to our 'Deals' page.

shopnorthcross.com



EVENTS

Northcross hosts shopping center events throughout the year. Tenants have the opportunity to reserve a booth to gain exposure. Tents and tables are also available for tenant booths if needed. An email asking for tenant participation will be sent out prior to each event.

SOCIAL MEDIA POSTS

Tenants can submit posts to be shared on the Northcross social media accounts (*Facebook and Instagram*) once a month. Submissions must follow the guidelines found in the 'Social Media Best Practices Guide' (*last page*).

Submit your request: <https://www.surveymonkey.com/r/NXSocial>



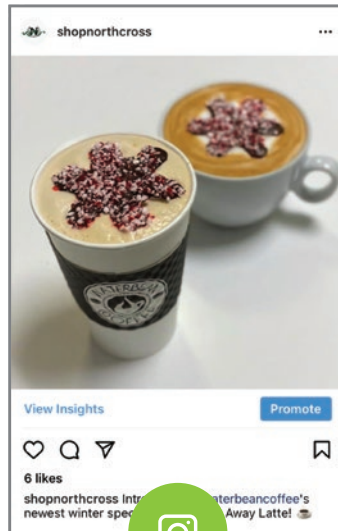
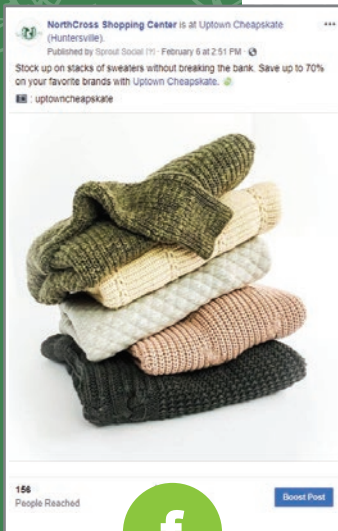
@shopnorthcross



Northcross
Shopping Center

MARKETING SERVICES

PROVIDED SERVICES AT-COST



PAID SOCIAL MEDIA POSTS

For \$25 per post, our Digital Marketing Manager will boost your post on Facebook and Instagram for five days. This will result in more people seeing your post, with up to an additional reach of 1,100 people per day. This cost will be billed back to you with your rent (*similar to banner costs*). Submissions must follow the guidelines found in the 'Social Media Best Practices Guide' (*next page*).

Please include the following information when requesting a boosted post:

- Target age group
- Target location (state and city/cities)
- What five days you would like your post boosted

NOTE: Social media requests must be submitted 3 business days in advance. We will accept one social post request per month.



GRAPHIC DESIGN SERVICES

Create graphics for social media platforms and for banners, flyers, posters, and rack cards.



PRINTING SERVICES

Printed marketing materials such as banners, flyers, posters, rack cards, etc.

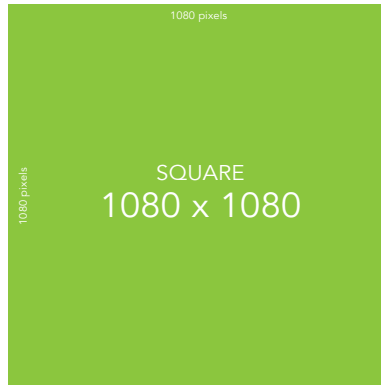
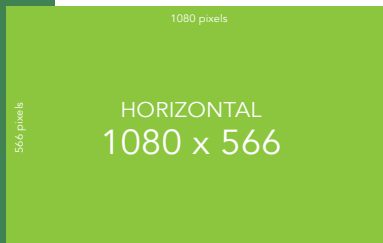
SOCIAL MEDIA BEST PRACTICES GUIDE

If you would like to submit a social media posts to be published on the main shopping center's Facebook & Instagram pages, please follow this Best Practices Guide.

1 / IMAGE SIZE

Images should be the following sizes:

- 1080 x 566 pixels for a horizontal (*landscape*) image
- 1080 x 1080 pixels for a square image
- 1080 x 1350 pixels for a vertical (*portrait*) image



2 / IMAGE QUALITY

Always post and submit HIGH QUALITY images.

- 50% of a post's success is determined by the image quality. Having grainy images will result in low engagement (*likes + comments*).
- Aim for an image with a 300 DPI (*dots per inch*).



Low Resolution (Bad)

An image viewed/printed at 72 DPI



High Resolution (Good)

An image viewed/printed at 300 DPI

3 / USE THE RIGHT CHARACTER COUNT

You want to say just enough to get your message across, but not too much that the user stops reading.



Facebook



Instagram

Main Copy Per Post

40- 100 characters

138-150 characters

Hashtags Per Post

No hashtags

5-9