



PALISADES[®]
CENTER

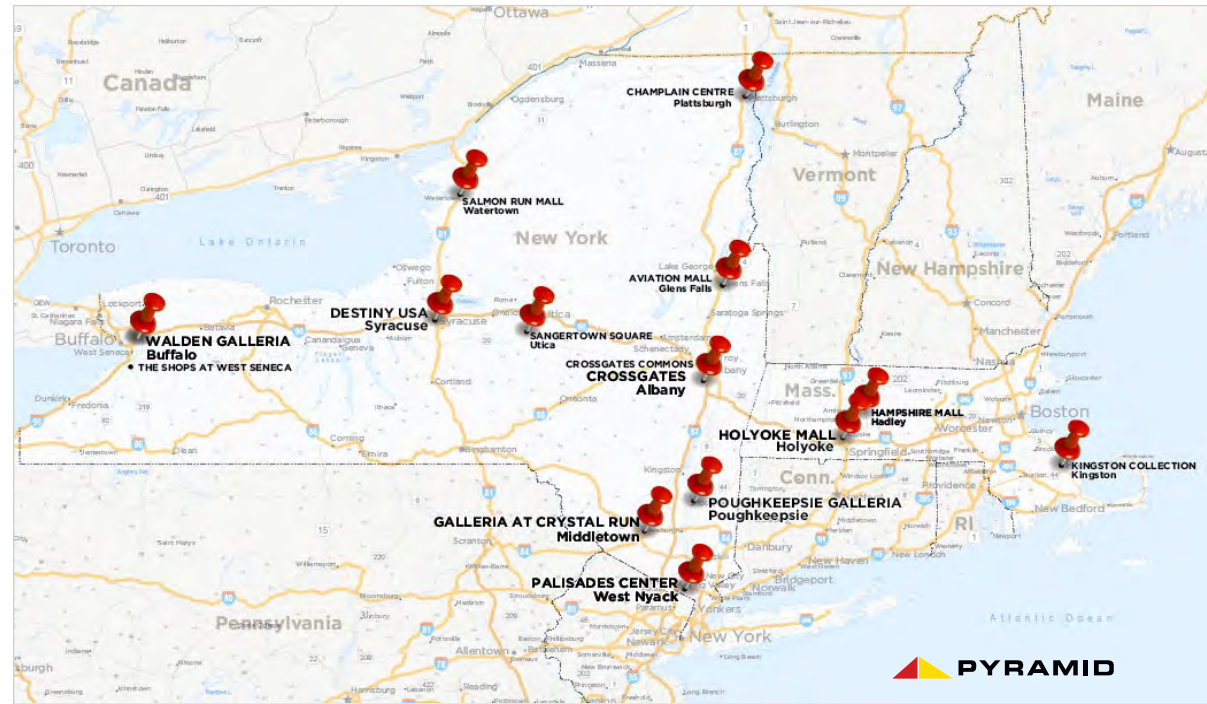
For Advertising Inquiries Contact:
Kate Horvath
Office: 845-348-1005 Ext. 118
CatherineHorvath@pyramidmg.com

Pyramid's Portfolio

13 Properties

Annual Sales **\$4 billion** Annual Visits* **104 Million**

Dominating New York State and Western Massachusetts, Pyramid properties feature a dynamic mix of retail, dining, entertainment, services, hospitality and events.



Destiny USA
Syracuse, NY – 2,400,000 sf



Palisades Center
West Nyack, NY – 2,200,000 sf



Crossgates
Albany, NY – 1,700,000 sf



Holyoke Mall
Holyoke, MA – 1,600,000 sf



Walden Galleria
Buffalo, NY – 1,600,000 sf



Galleria at Crystal Run
Middletown, NY – 1,200,000 sf



Poughkeepsie Galleria
Poughkeepsie, NY
1,200,000 sf



Sangertown Square
New Hartford, NY
869,000 sf



Kingston Collection
Plymouth, MA
835,000 sf



Salmon Run Mall
Watertown, NY
678,000 sf



Aviation Mall
Queensbury, NY
630,000 sf



Champlain Center
Plattsburgh, NY
610,000 sf



Hampshire Mall
Hadley, MA
456,000 sf

*Placer.AI provides aggregated geolocation insights using cell phone app location data. Annual Visits does not account for total visitation and excludes International visitors.



Palisades Center


Just 18 miles north of New York City, serving one of the most densely populated and wealthiest areas in the U.S.

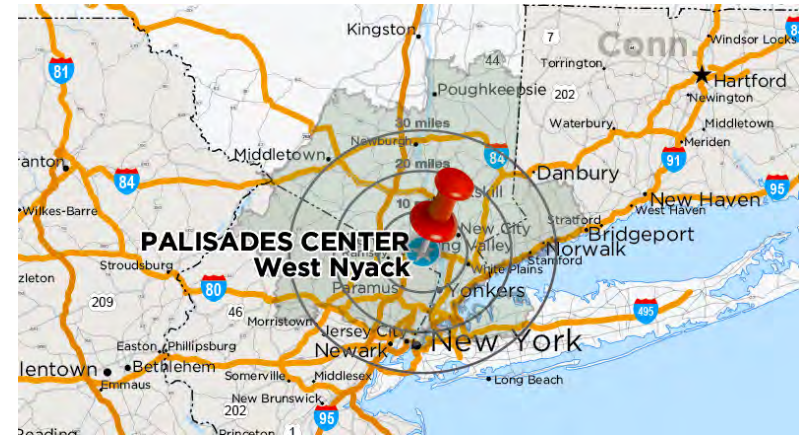

\$576 Million
 Annual Sales


\$123,009
 Average HH
 Income


9.5 Million
 Trade Area
 Population


15.1 Million
 Annual Visits*


2.2 Million sf
 Leasable Area



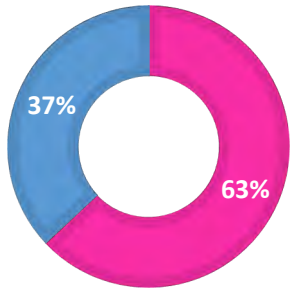
*Placer.AI provides aggregated geolocation insights using cell phone app location data. Annual Visits does not account for total visitation and excludes International visitors.

Palisades Demographics

Placer.AI provides aggregated geolocation insights using cell phone app location data. Annual Visits does not account for total visitation and excludes some key audiences such as international visitors.

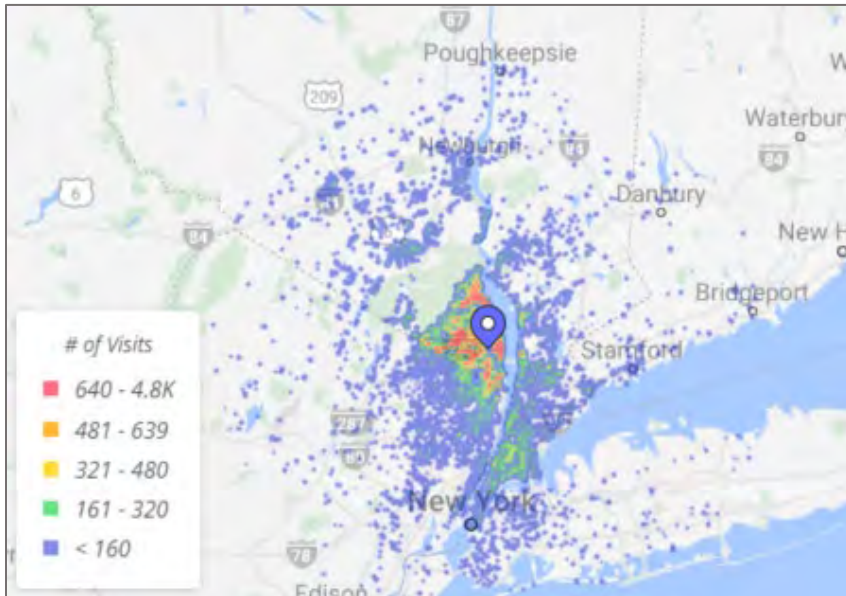
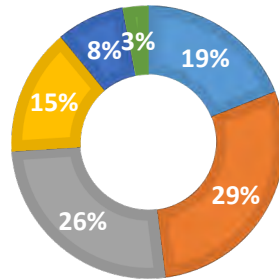
GENDER

Female Male



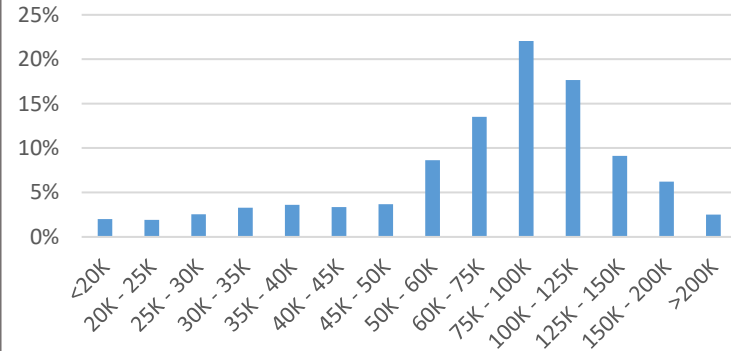
AGE

Age 18-24 Age 25-34 Age 35-44
Age 45-55 Age 55-64 Age 65+



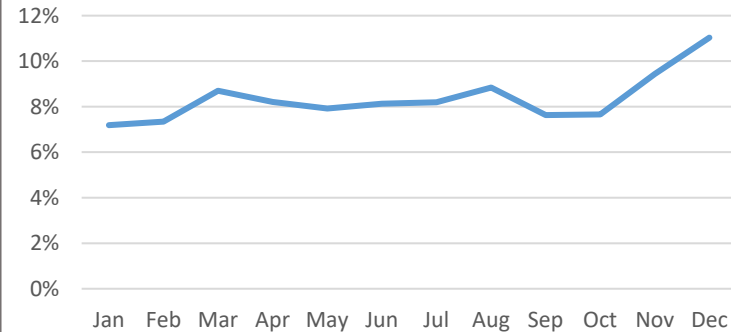
Home location of guests that visited 3 or more times in the last 12 months.
Does not include international visitors

AVERAGE HOUSEHOLD INCOME



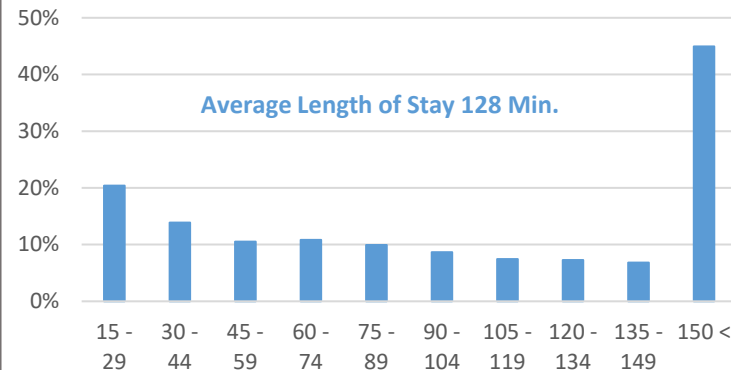
MONTHLY VISITS

15.1 Million Annual Visits



LENGTH IN MINUTES

Average Length of Stay 128 Min.



Palisades Unique Tenant Mix

A dynamic retail, dining and entertainment experience.

Top Retail Brands



150
Retail
Tenants

25
Dining
Options

21
Entertainment
Options

Department & Big Box Retail



Exciting Dining & Entertainment



Coming Soon



PALISADES CENTER 8



Palisades *ThEATery*

A fusion of fine sit-down restaurants, state-of-the-art entertainment, luxurious health facilities & engaging interactive retail brought to life in one exhilarating place.

Palisades Center was built as a destination for entertainment, leading the industry long before current trend.

Full-service restaurants, bars, bowling alley, comedy club, AMC 21-screen movie theater, indoor racetrack and NHL size ice rink increase traffic and extend the visiting hours.

Restaurants

25

Entertainment

21



Levity Live is a 400-seat comedy club that brings the nation's top comedians to Rockland County, such as Tracy Morgan.

ACTIVATING OUR SOCIAL SPACE

Palisades Center's public spaces are routinely activated in highly memorable and experiential ways.

Engaging musical performances, Hollywood film productions, educational exhibits, fundraisers, and job fairs are just a few examples of hundreds of events that take place each year.



**FIFTH HARMONY ALBUM RELEASE
5,000 CD'S SOLD THAT DAY**



**FILMING OF "HUSTLERS" STARRING JENNIFER LOPEZ
MARCH 2019**



**TYKES TUESDAY SUMMER CONCERT SERIES
BOSSY FROG BAND**

Palisades Advertisers

Just a sample of the campaigns run at Palisades Center.

WHISKEY CAVALIER
SERIES PREMIERE
WEDNESDAY FEB 27 10|9c
abc

Volkswagen
Driving Experience
Atlas
Golf GTI
Jetta
Passat
Tiguan
Take your pick on a spin today!
11 a.m. - 7 p.m.
F Lot near The Cheesecake Factory

The Gift That DREAMS Are Made Of
TOP OFF ANY PRESENT WITH A \$1 GIFT TAG SCRATCH-OFF.

THREADING BROW BAR
THREADING • HENNA TATTOO • TINTING
WAXING • FACIAL • EYELASH EXTENSION
FOOD COURT: LEVEL 3
BEHIND BURGER KING
CALL:
845 689 0081

YOU GET A FREE APPETIZER
WHEN YOU ORDER TWO GOURMET BURGERS
AND MENTION THIS AD
Red Robin

NOW HIRING!
New Horizons Resources Inc.
Positions
Currently seeking candidates for Direct support Professional and Residence Coordinator roles. We offer a great benefits packet and rewarding opportunities.
OPEN INTERVIEWS
WEEKEND
Friday Nov 22nd
From 10a-3p
Crystal Run Mall
Crystal Run Mall
Middletown NY 10941
Come stop by our table on the 22nd
We also host open interviews every Tuesday from 10a-4p at our main office 123 West Rd Pleasant Valley, NY 12968 from 10a-4p.
We can be reached at
18451 473-2000 ext. 1252 or 1253 or www.nhrny.com

CIRCUS VAZQUEZ
YOUR 2018
PALISADES CENTER
1000 PALISADES CENTER DR.
(Commuter Lot J)
WEST NYACK, NY
SEPT 14-24
1 877 859 7939
CircusVazquez.com

American Idol
THE JOURNEY CONTINUES
TONIGHT 8|7c

BRIDGING THE GENERATIONS
Part of the InVite Concert Series
PERFORMANCES BY
BOBBY LANCE Saturday, March 2nd
& **MITCH LANCE** at 1pm
East Court, Level 1 by HMM
FREE GIVEAWAYS
FREE SAMPLES
Co-Sponsored by the Innovative Palisades Center
Find us at LEVEL 2 near Macy's across from Lane Bryant
Free Nutritional Consultations | Tune in to InVite Health Radio
at Rockwood Event Co. Booth 111 | 11:30am-12:30pm | 12:30pm-1:30pm | 1:30pm-2:30pm | 2:30pm-3:30pm | 3:30pm-4:30pm | 4:30pm-5:30pm
inViteHealth.com/palisades

DAVID'S TEA

WONDER PARK
IN THEATERS AND REAL D 3D
MARCH 15

palm ORGANIX
PREMIUM CBD
LOCATED 1ST LEVEL NEAR MACY'S
STOP IN FREE SAMPLES
DISCOVER THE BENEFITS OF CBD
PALMORGANIX.COM

MODERN ROUND
SHOOT • EAT • SIP
STOP BAD GUYS
FREE ANNUAL MODERN ROUND MEMBERSHIP*
LOCATED INSIDE
LUCKY STRIKE

BE THE COSMIC OVERLORD OF GIFT GIVING
THINK GEEK
JOIN IN. GEEK OUT.

Digital Spectacular



Dimensions 1280px (w) x 720px (h)

Format Mp4 or jpg (RGB, 72dpi)

Duration 15 seconds

Frequency 4-minute rotation

Digital Advertising Screens



Digital Ad Screens

Dimensions 1080px (w) x 1920px (h)

Format Mp4 or jpg (RGB, 72dpi)

Duration 15 seconds

Frequency 4-minute rotation



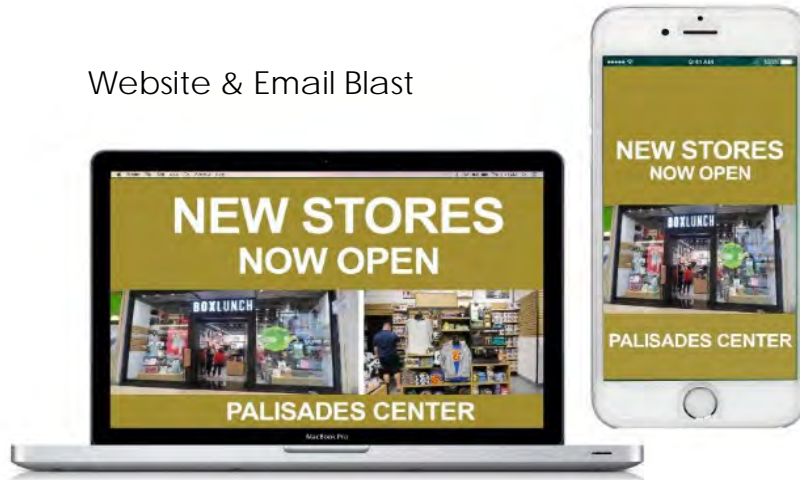
Digital Touch Screens

Digital *Online Advertising*

Online Performance Metrics (2021 YTD)

Property	Facebook Followers	Instagram Followers	Twitter Followers	Email Database	Website Impressions
Palisades Center	78,966	4,252	4,217	45,253	2,522,899

Website & Email Blast



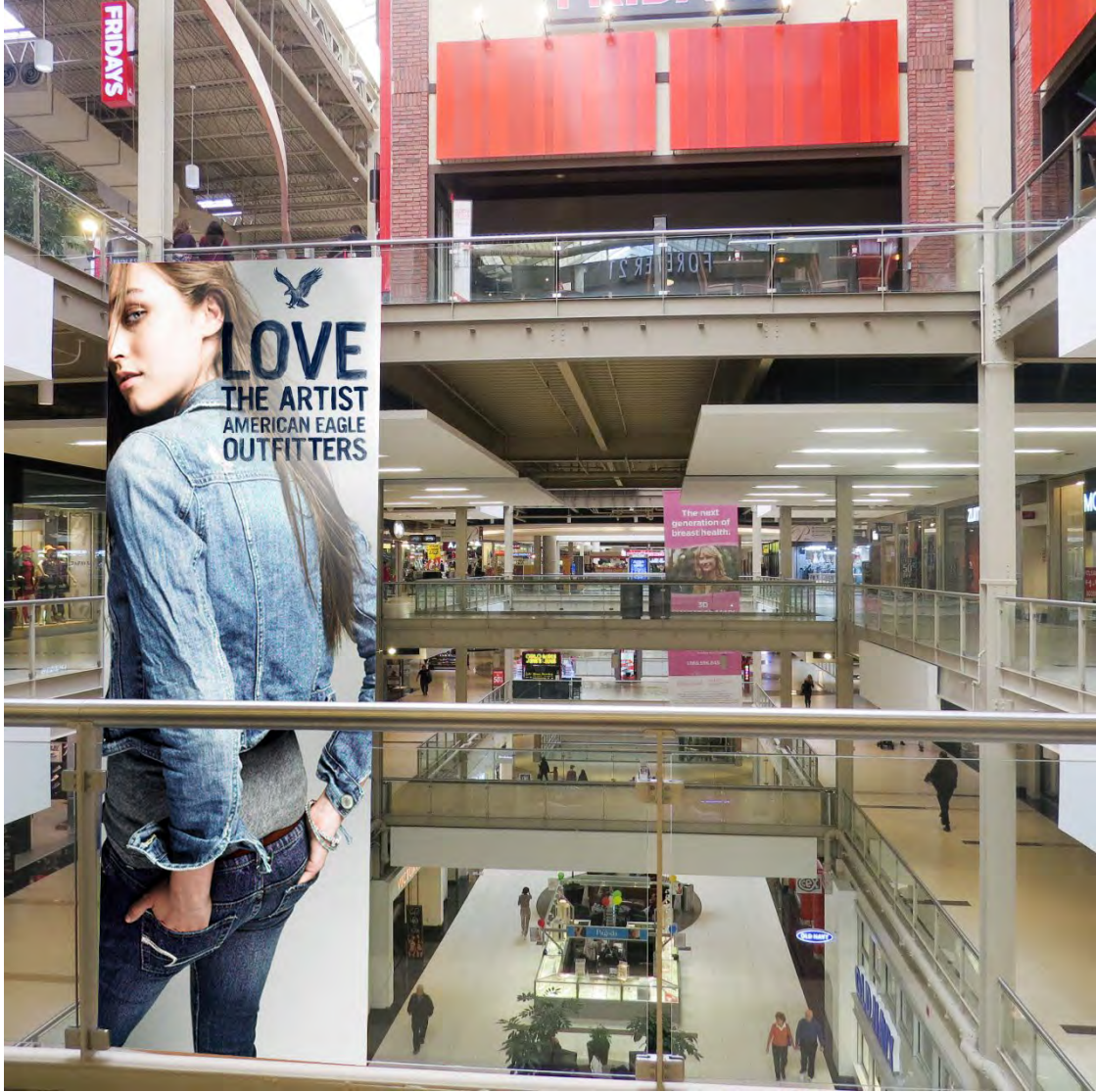
Dimensions

<i>Website Feature Ad</i>	1600px (w) x 545px (h)
<i>Website Carousel Slider</i>	1000px (w) x 500px (h)
<i>Email Banner</i>	600px (w) x 110px (h)
<i>Email Header</i>	600px (w) x 400px (h)
<i>Facebook Cover</i>	851px (w) x 315px (h)
<i>Facebook Ad</i>	1200px (w) x 628px (h)
<i>Instagram</i>	1080px (w) x 1080px (h)
<i>Twitter</i>	1500px (w) x 500px (h)
<i>Wi-Fi Graphic</i>	640px (w) x 640px (h)
Format	Jpg or PDF

Social Media



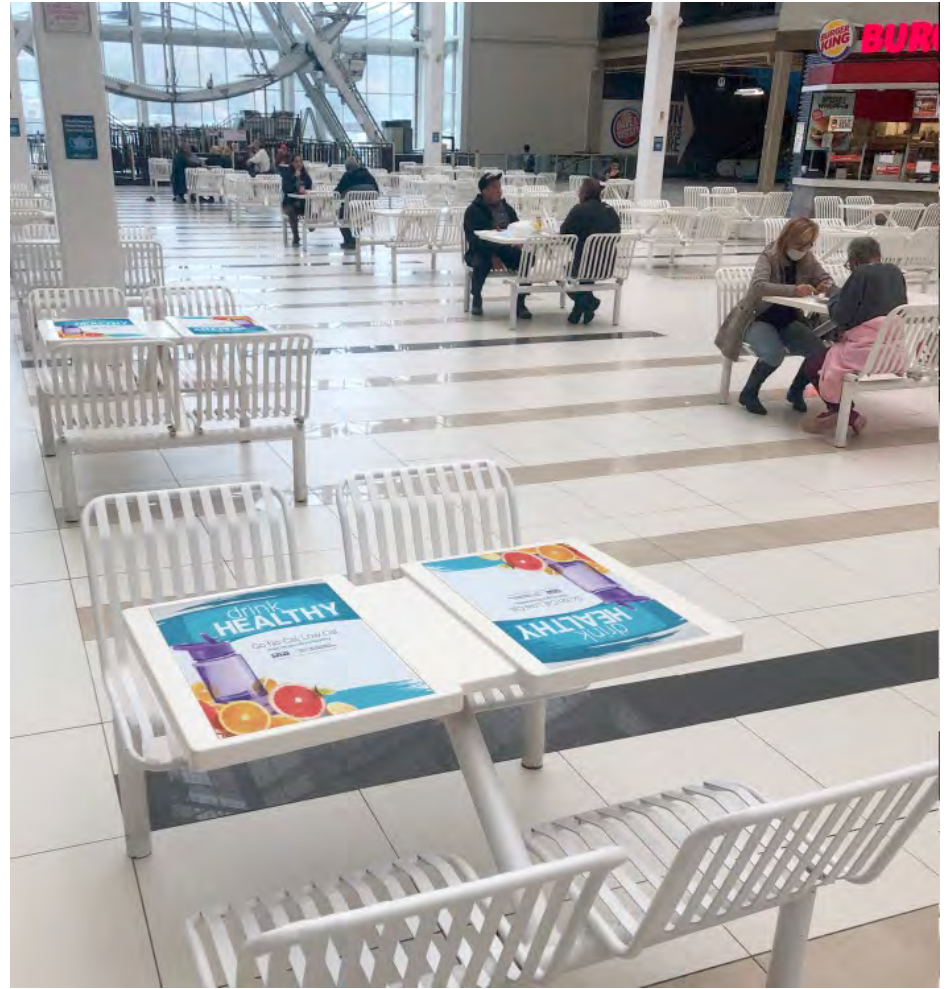
Static Sky Banners



Dimensions 10' (w) x 30' (h)

Format Jpg or PDF, CMYK, 300dpi

Static Tabletop Clings



Dimensions

Small	24" (w) x 18" (h)
Large	41.5" (w) x 24" (h)
Format	Jpg or PDF, CMYK, 300dpi

Static Column Banners



Dimensions	30" (w) x 60" (h)
Format	Jpg or PDF, CMYK, 300dpi

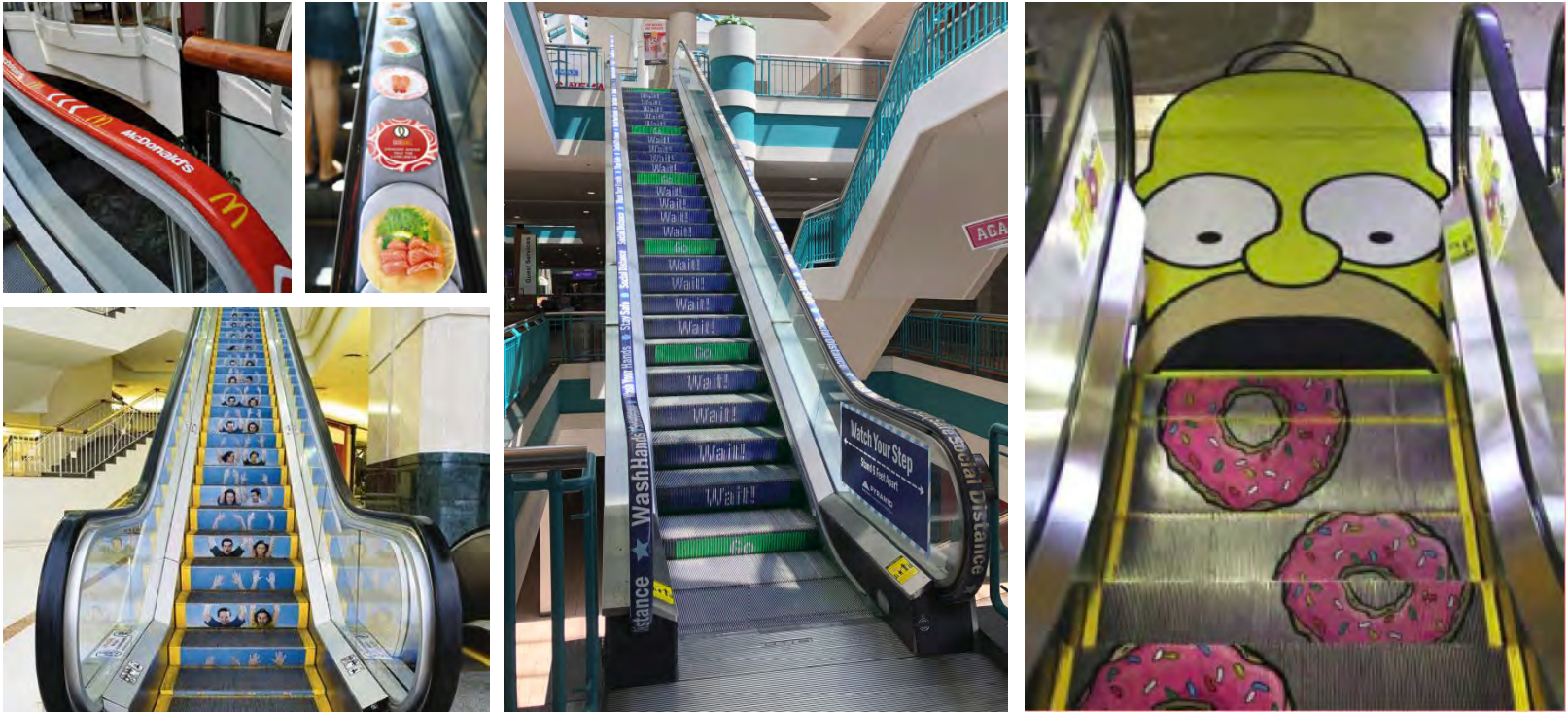
Barricade Wraps



Dimensions Based on location

Format Jpg or PDF, CMYK, 300dpi

Escalator Railings and Risers



Railings, Risers and Treads

Capture the attention of everyone riding the escalators. These dynamic graphics are now available for the first time in the United States. The durable graphics last for over 12 months and the railing wraps have an antibacterial coating.

Video of the installation at Destiny USA

<https://youtu.be/XCmEP4-hlKk>

<i>Dimensions</i>	Based on location
<i>Format</i>	Jpg or PDF, CMYK, 300dpi

Elevator Graphics



Dimensions 42" (w) x 84" (h)

Format Jpg or PDF, CMYK, 300dpi

Escalator Wraps



<i>Dimensions</i>	Based on location
<i>Format</i>	Jpg or PDF, CMYK, 300dpi

Door Clings



Dimensions Based on location

Format Jpg or PDF, CMYK, 300dpi

Entrance Wraps



Dimensions Based on location

Format Jpg or PDF, CMYK, 300dpi

Event Sponsorships

Sponsor an event such as Mall-O-Ween, Tykes Tuesday or Santa. Capitalizing on the event's crowds and be featured on the PR, email, website and on-site event promotion.



tykes tuesday

SPONSORSHIP OPPORTUNITIES

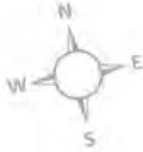
Children ages 0-4 are invited to attend FREE in-mall events on various Tuesdays at Palisades Center. Dance at the Summer Concert Series, watch a magician at Levity Live, hang with a princess in the East Court and climb at Palisades Climb Sky Tykes! Includes logo in on-site advertising – including digital directory, door & floor clings

- Logo inclusion on eblast & social media posts
- Logo inclusion in event ads in Rockland Parent Magazine
- Creation of fully branded sponsor weeks
- Live Instagram coverage
- Inclusion on press releases
- Inclusion on website landing page
- Cover header photo
- Sponsor table at events



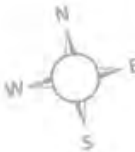
Palisades Center Level 1

-  Digital Directories
-  Backlit Coke Machines
-  Entrance Clings
-  Restrooms



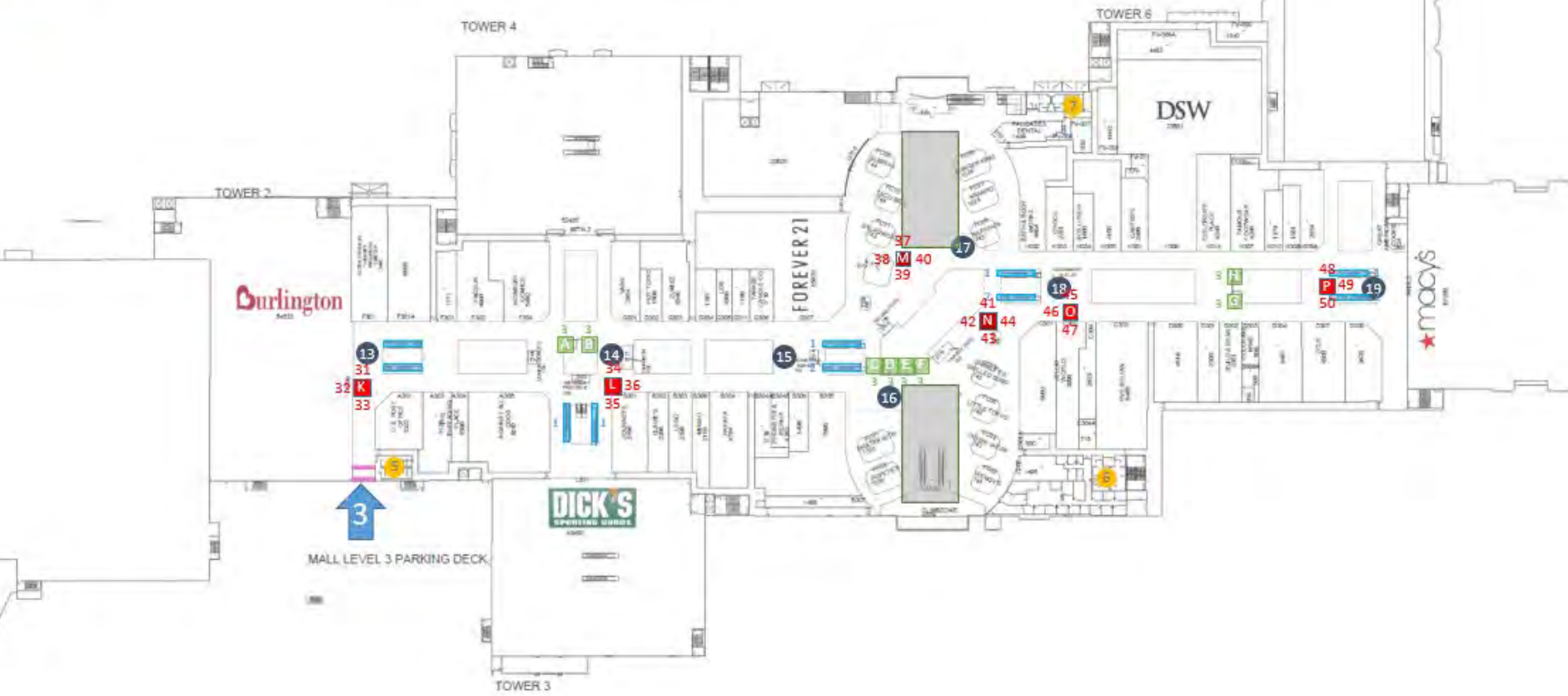
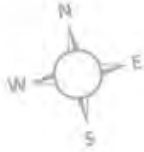
Palisades Center Level 2

- 28 Digital Directories
- Backlit Coke Machines
- Entrance Clings
- Restrooms



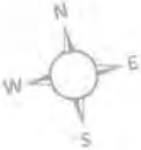
Palisades Center Level 3

- 28 Digital Directories
- Backlit Coke Machines
- Food Court Tables
- Entrance Clings
- Restrooms



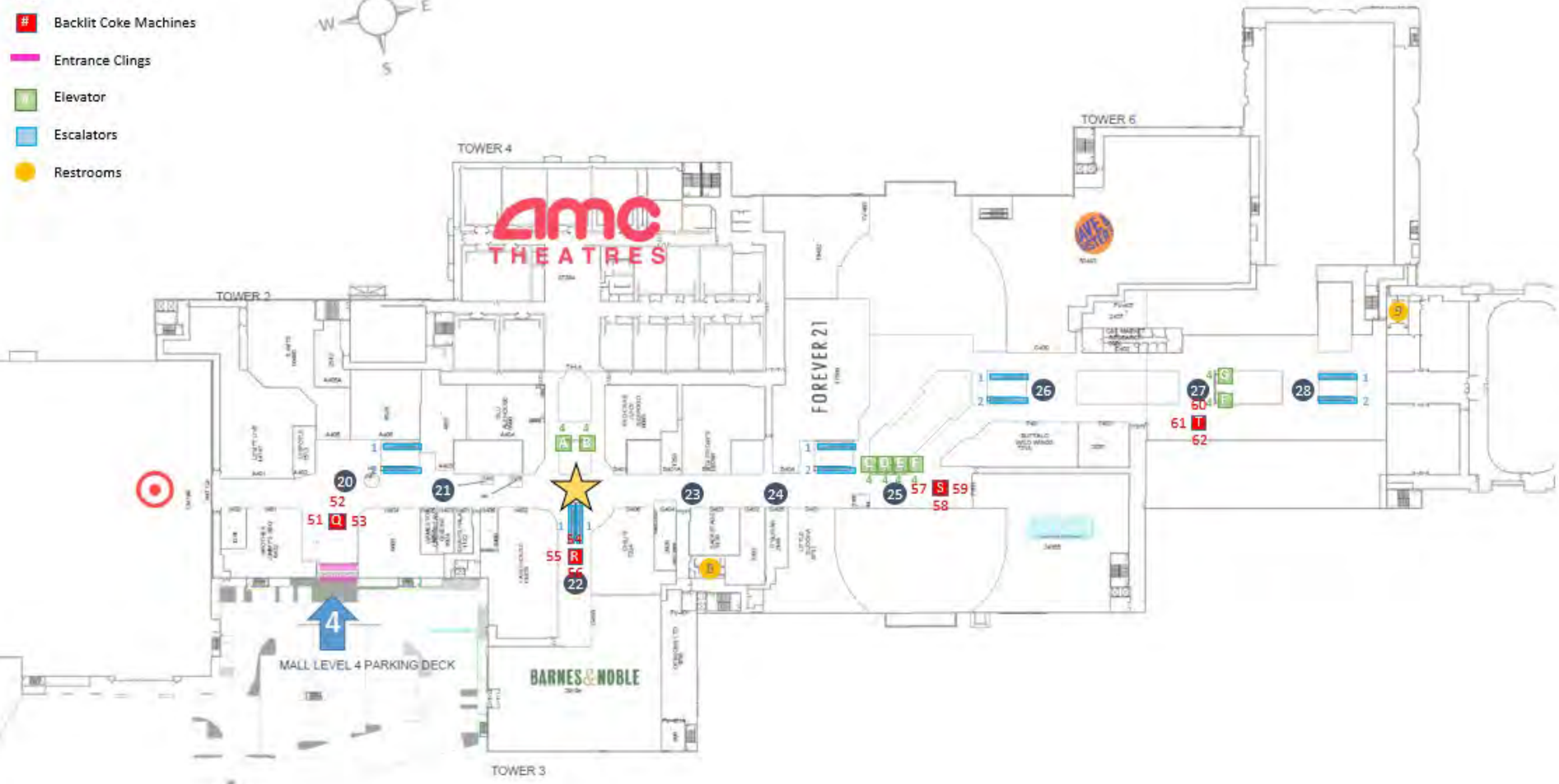
Palisades Center Level 3

4 Sky Banner Locations



Palisades Center Level 4

- 28 Digital Directories
- ★ Digital Spectacular
- # Backlit Coke Machines
- Entrance Clings
- Elevator
- Escalators
- Restrooms



2022 Palisades Advertising Rate Card

Please check with your Advertising Sales Rep for availability and additional advertising or sponsorship opportunities.

PALISADES - 2022 ADVERTISING RATE CARD

INVENTORY	DESCRIPTION	4 WEEK RATE*	HOLIDAY RATES*
Backlit Panel	20 Available - Per Backlit	\$1,000	\$1,250
Barricade Wrap	Size Based on Location	\$3,000	\$3,750
Column Banners	Price Per Banner	\$200	\$250
Digital Advertising Screens	15 Sec Spot on a 28 Screen Network	\$2,800	\$3,500
Digital Directory Touchscreens	15 Sec Spot on a 28 Screen Network	\$2,800	\$3,500
Digital Pedestrian Bridge Screens	Entrance or Exit Available	\$1,500	\$1,875
Digital LED Spectacular	Double Sided	\$4,000	\$5,000
Digital Video Screens	46 Screen Network	\$2,300	\$2,875
Elevator Doors Exterior	Price Per Set of Doors	\$3,000	\$3,750
Elevator Doors Interior	Price Per Set of Doors	\$3,000	\$3,750
Entrance Door Clings	Price Per 10 Clings	\$1,000	\$1,250
Entrance Wrap	Size/Price Based on Location	\$4,000	\$5,000
Event Space	Size/Price Based on Location	\$3,000	\$3,750
Print Directory Ads	6 Available	\$2,000	\$2,500
Restroom Clings	Price Per 10 Clings	\$1,000	\$1,250
Sky Banner	Price Per Banner	\$3,000	\$3,750
Escalator Wraps	Includes both doors	\$3,000	\$3,750
Email Banner Ad	Per Email	\$500	\$625
Email Dedicated	Per Email	\$1,500	\$1,875
Social Media Posts	Price Per Post	\$700	\$875
Table Set Up	1 Table 1 Day	\$1,000	\$1,250
Table Tops Large - Food Court	Price Per 10 Clings	\$2,000	\$2,500
Table Tops Small - Food Court	Price Per 10 Clings	\$1,000	\$1,250
Website Ad	Price Per Ad	\$500	\$625
Website Feature	Price Per Ad	\$1,000	\$1,250

*Rates Increase 25% for November and December. Prices do not include production, install or removal.

*P*ALISADES^o
CENTER