



2020 DIGITAL MARKETING OPPORTUNITIES

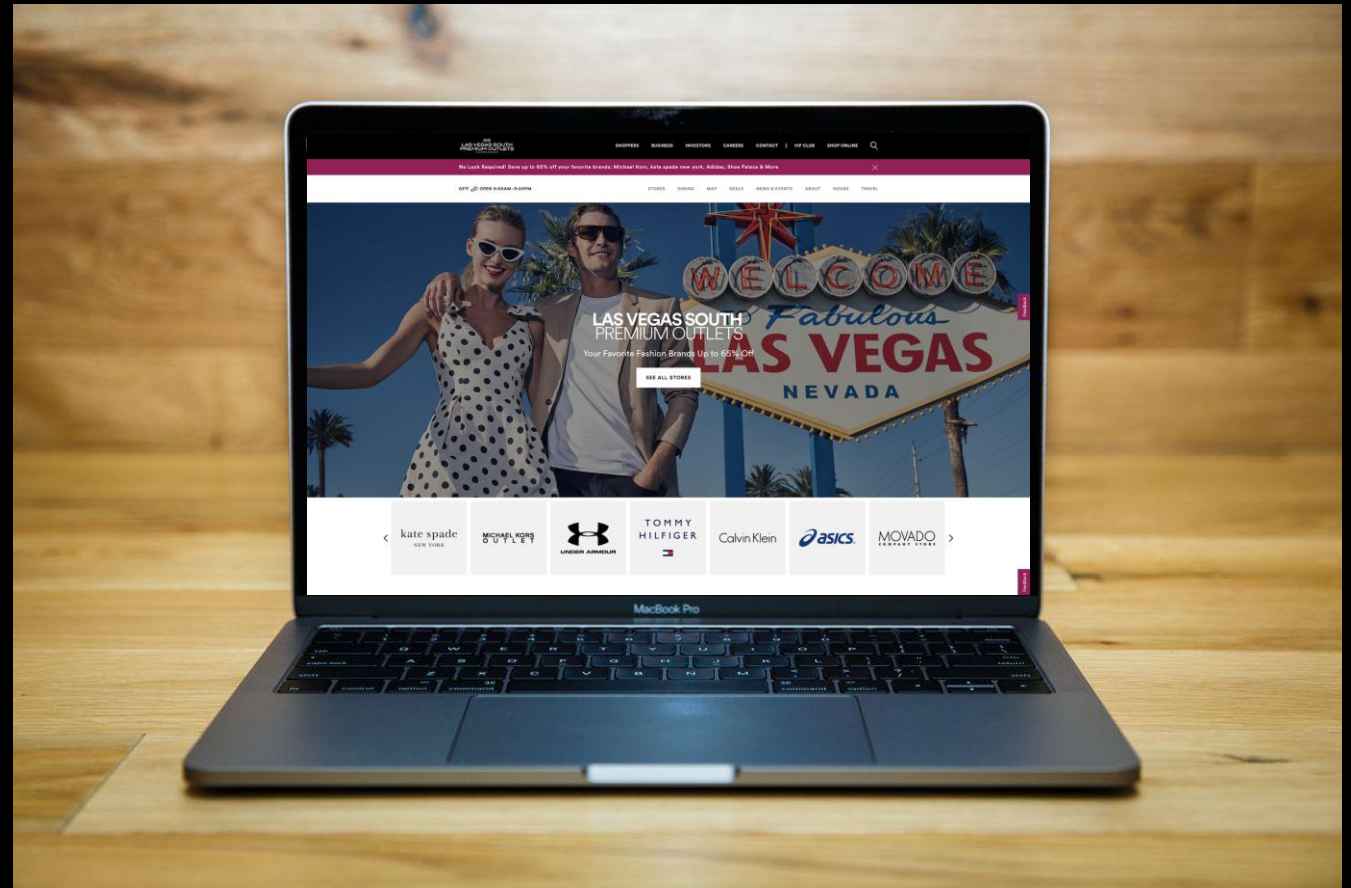
DETAILS AND INSTRUCTIONS

ALWAYS-ON DIGITAL MARKETING OPPORTUNITIES

- **LOCAL DIGITAL CONTENT**
- **RETAILER SHOWCASE**
- **SOCIAL MEDIA**
- **EMAIL**
- **PREMIUM OUTLETS VIP CLUB**

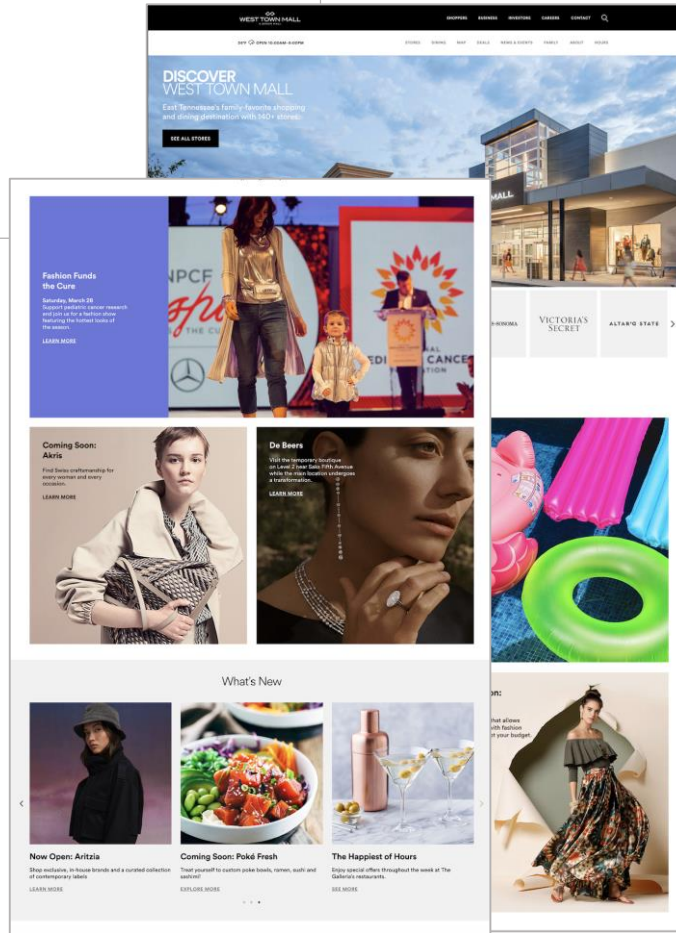


LOCAL DIGITAL CONTENT



LOCAL DIGITAL CONTENT OVERVIEW

LOCAL CONTENT



Simon has expanded and elevated the 'What's New Now' program as an always on initiative so that our best center-level, corporate and platform content, offers and promotions will now be prominently displayed on the front pages of more than 200 Simon center websites. There is more opportunity than ever for retailers to engage with Simon shoppers -- with expanded front page content opportunities, the ability to showcase video, multiple call-to-actions and more. Even better, this content can be repurposed across email, social media and interactive directories.

Dates: January 1–December 31, 2020

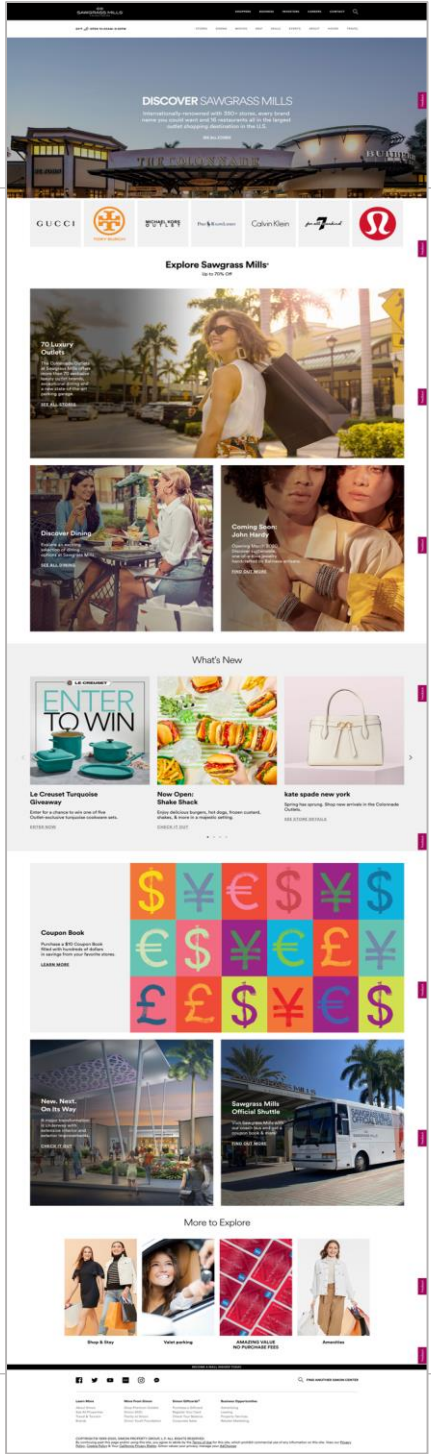
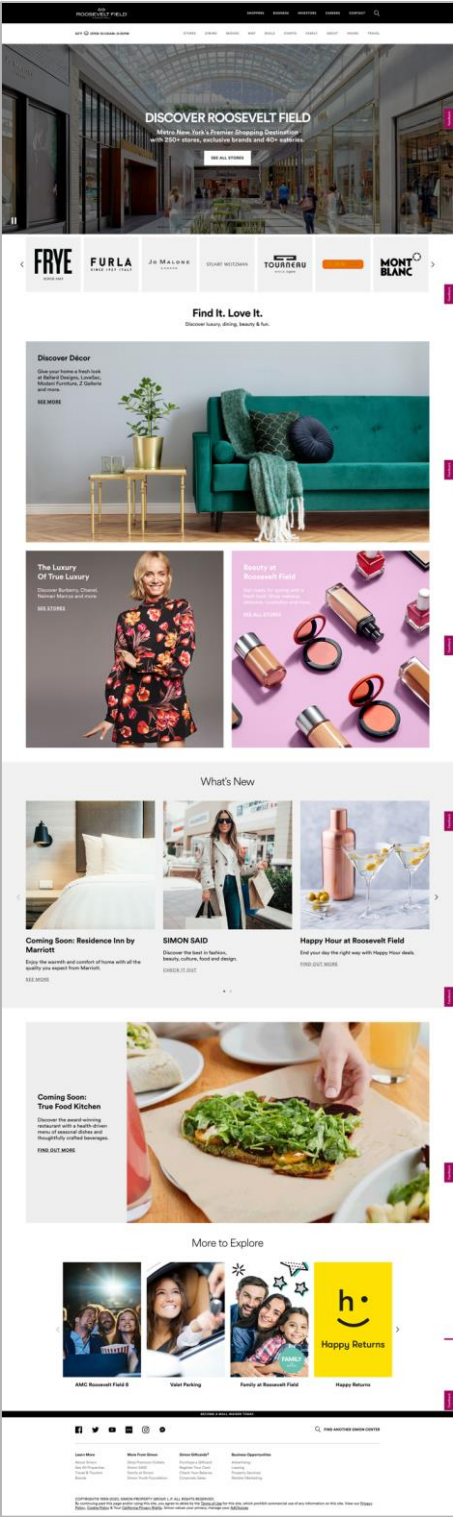
Where: All Simon Malls, Mills and Premium Outlets

To provide content for consideration please visit www.retailersupport.simon.com to post unique or date specific in-store events, promotions and events.

LOCAL DIGITAL CONTENT CONTENT EXAMPLES

CENTER HOMEPAGES

Content **lives on centers homepage** with prominent promotion spots.



LOCAL DIGITAL CONTENT

RETAILER SUBMISSIONS AND IMAGE SPECS

LOCAL CONTENT

Website Asset

Specification Guide

Spot 1 & 4 Image Dimensions

Vertical - Desktop 720px x 1470px
Horizontal – Desktop 1470px x 735px
Mobile 400px x 400px

Spot 2, 3, 5 & 6 Image Dimensions

Image (Desktop & Mobile) 720px x 720px

Promospots Image Dimensions

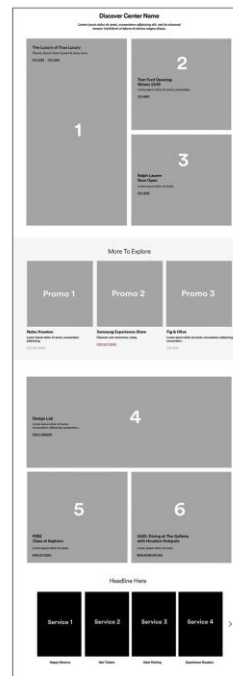
470px x 470px

Services Image Dimensions

285px x 420px

Recommended Character Counts: (including spaces)

Headline: 35 max characters
Description: 75 max characters
CTA: 20 max characters



Content can be submitted online for consideration at www.retailersupport.simon.com

Provide your contact information, copy, list of participating centers, images and start/end dates.

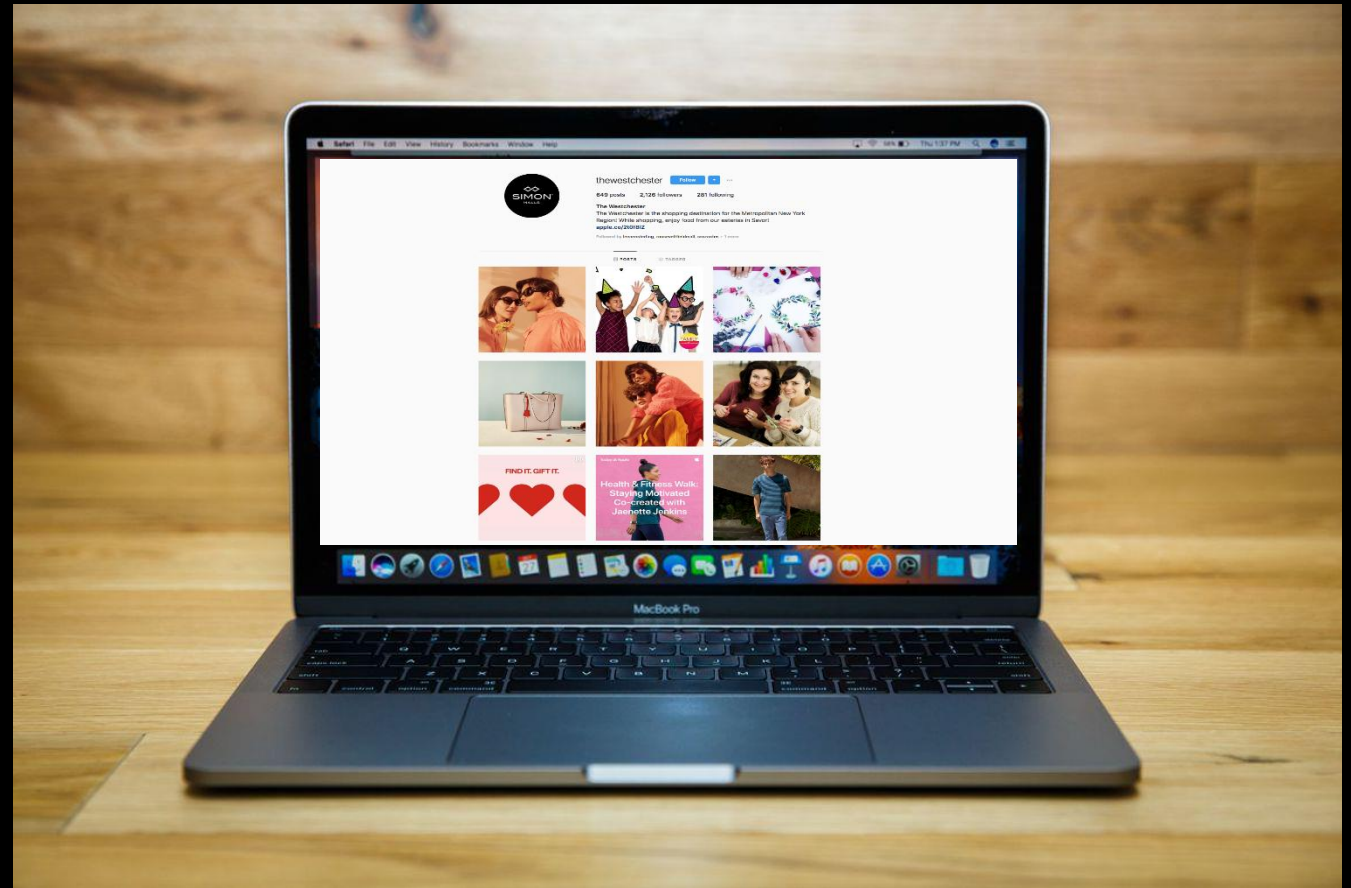
Retailer Showcase Image
450 x 500px

Facebook & Instagram Images
1200 x 1200px

Images should be saved **at 72dpi**. Simon could boost the content on Facebook, so please send images with no more than a 20% text to image ratio.

Note: Content submitted will undergo a creative review and we cannot guarantee all content will be posted. You will receive a notification when your request is completed (marked as closed).

SOCIAL MEDIA



SOCIAL MEDIA OVERVIEW

BY THE NUMBERS



6.9 M Fans
1.1 B Impressions
552 M Shoppers Reached
8.4% Engagement



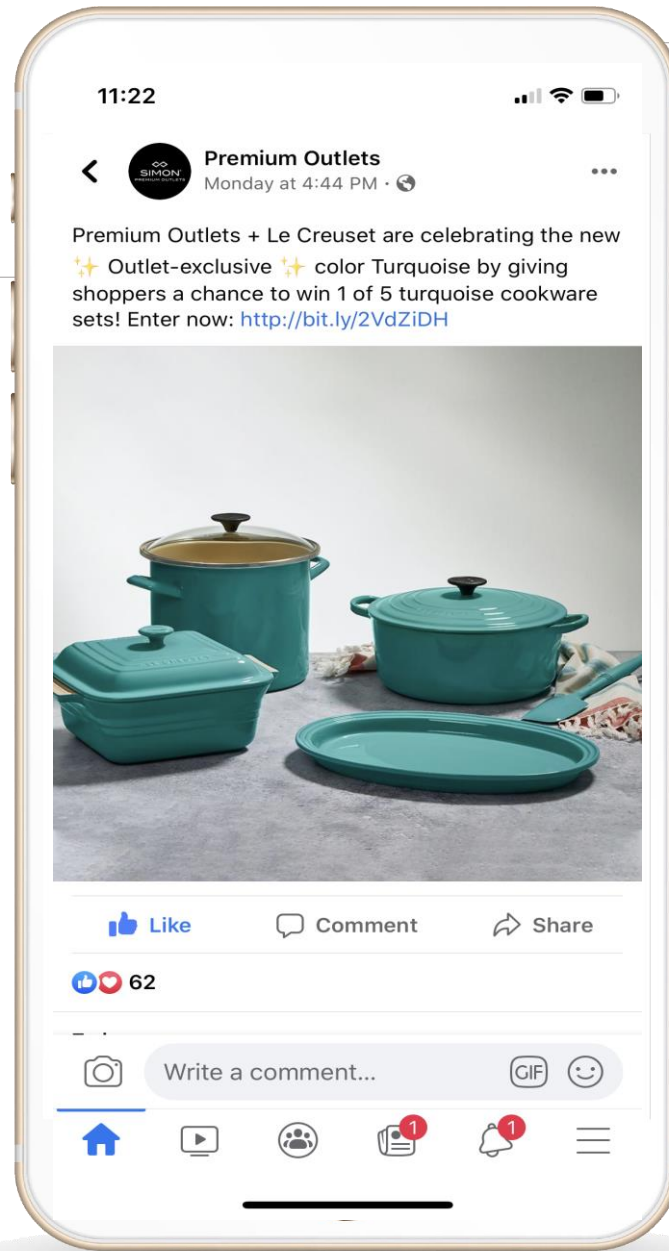
554 K Followers
32 M Impressions
4% Engagement



473 K Followers
24 M Impressions
1% Engagement

SOCIAL MEDIA RETAILER SUBMISSIONS

SOCIAL MEDIA



Content can be submitted online at www.retailersupport.simon.com

Select “Facebook, Twitter & Instagram Post Request” in the dropdown menu.

Complete required fields, including suggested content for posts.

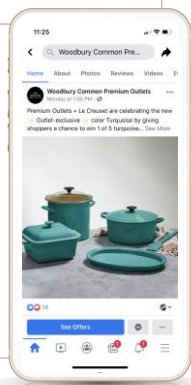
Attach images as per the required specs.

Submit five business days in advance of desired post date.

Note: Content submitted will undergo a creative review and we cannot guarantee all content will be posted. You will receive a notification when your request is completed (marked as closed).

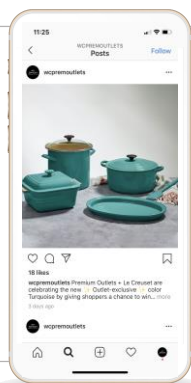
SOCIAL MEDIA IMAGE SPECS

FACEBOOK



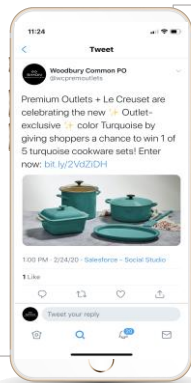
Landscape: 1200x630px (min. 600x315 px)
Square: 1200x1200px (min. 500x500px)
No more than two lines of copy in image.
20% copy to image ratio requirement (Facebook)
JPG and PNG formats. No PDFs

INSTAGRAM



Square: 1080x1080px (min 642x642px) Landscape: 1080 x565px (min. 600x314px)
Portrait: 1080x1349px(min. 602x752px)
JPG and PNG formats. No PDFs.

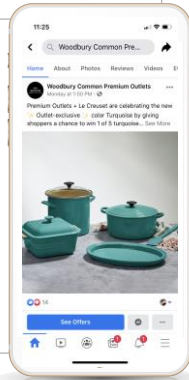
TWITTER



506x253px (min. 440x220 px)
JPG and PNG formats. No PDFs.

SOCIAL MEDIA VIDEO SPECS

FACEBOOK



.MP4 Format

Recommended video dimensions is 1280 x 720 pixels

Minimum width is 600 pixels (length depends on aspect ratio) for Landscape and Portrait.

Landscape aspect ratio is 16:9.

Portrait aspect ratio is 9:16 (if video includes link, aspect ratio is 16:9).

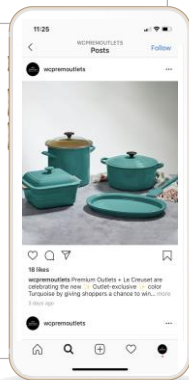
Mobile renders both video types to aspect ratio 2:3.

Max file size is 4GB.

Video length max is 120 seconds.

Video max frames 30fps.

INSTAGRAM



Minimum resolution for landscape video is 600 x 315.

Minimum resolution for square video is 600 x 600.

Minimum resolution for vertical video is 600 x 750.

Landscape aspect ratio is 1:91:1.

Square aspect ratio is 1:1.

Vertical aspect ratio is 4:5.

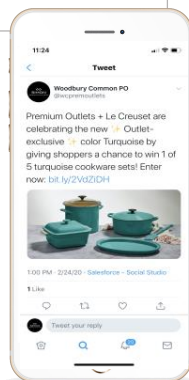
Max file size for all formats is 4GB.

Recommended video formats are .MP4

Video length max is 60 seconds.

Video max frames 30fps.

TWITTER



.MP4 Format

Recommended dimensions: 320 x 180 (256K bitrate), 640 x 360 (768K bitrate) and 1280 x 720 (2048K bitrate).

Minimum dimensions is 32 x 32.

Maximum dimensions is 1280 x 1024.

Aspect ratios are between 1:2.39 to 2.39:1.

Max file size is 512MB.

Recommended video formats are .MP4

Video length max is 140 seconds.

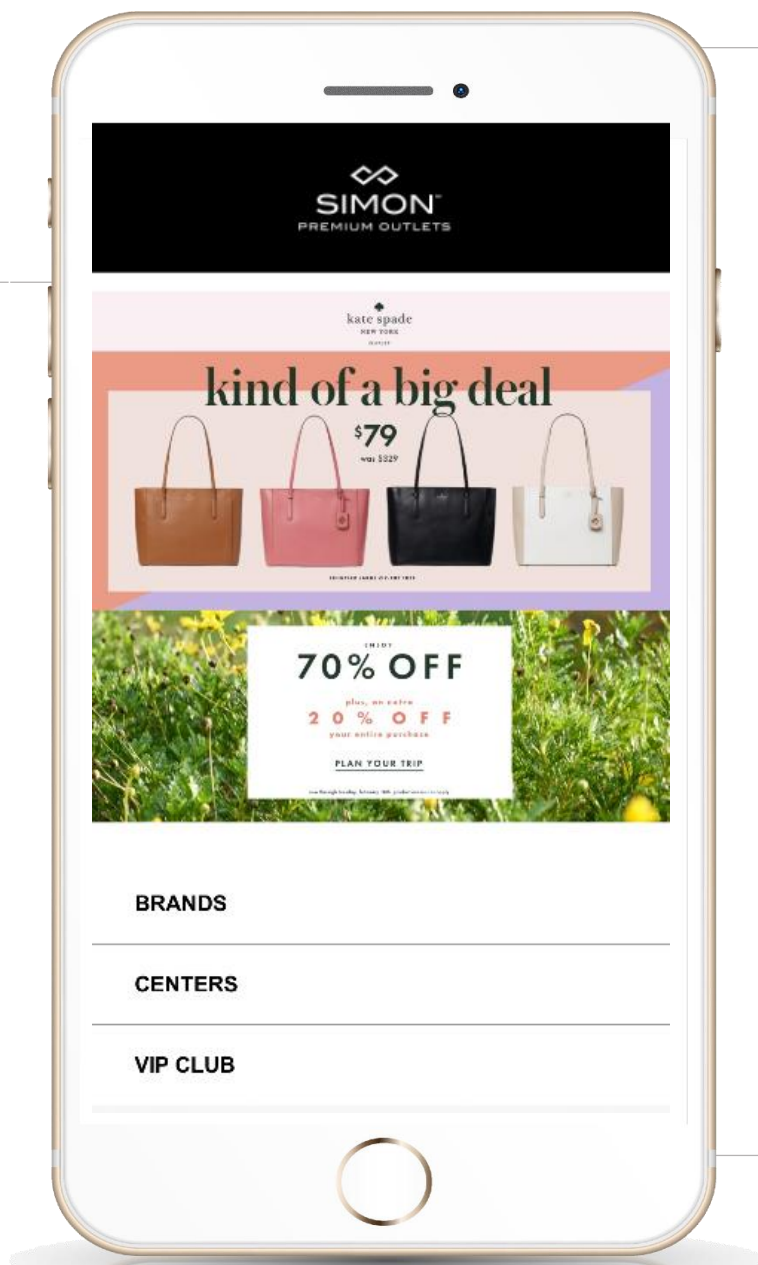
Video max frames 40fps.

EMAIL



EMAIL OVERVIEW AND SPECS

EMAIL



We can partner with you to send emails to our database. This is a paid opportunity and your account manager can provide additional details.

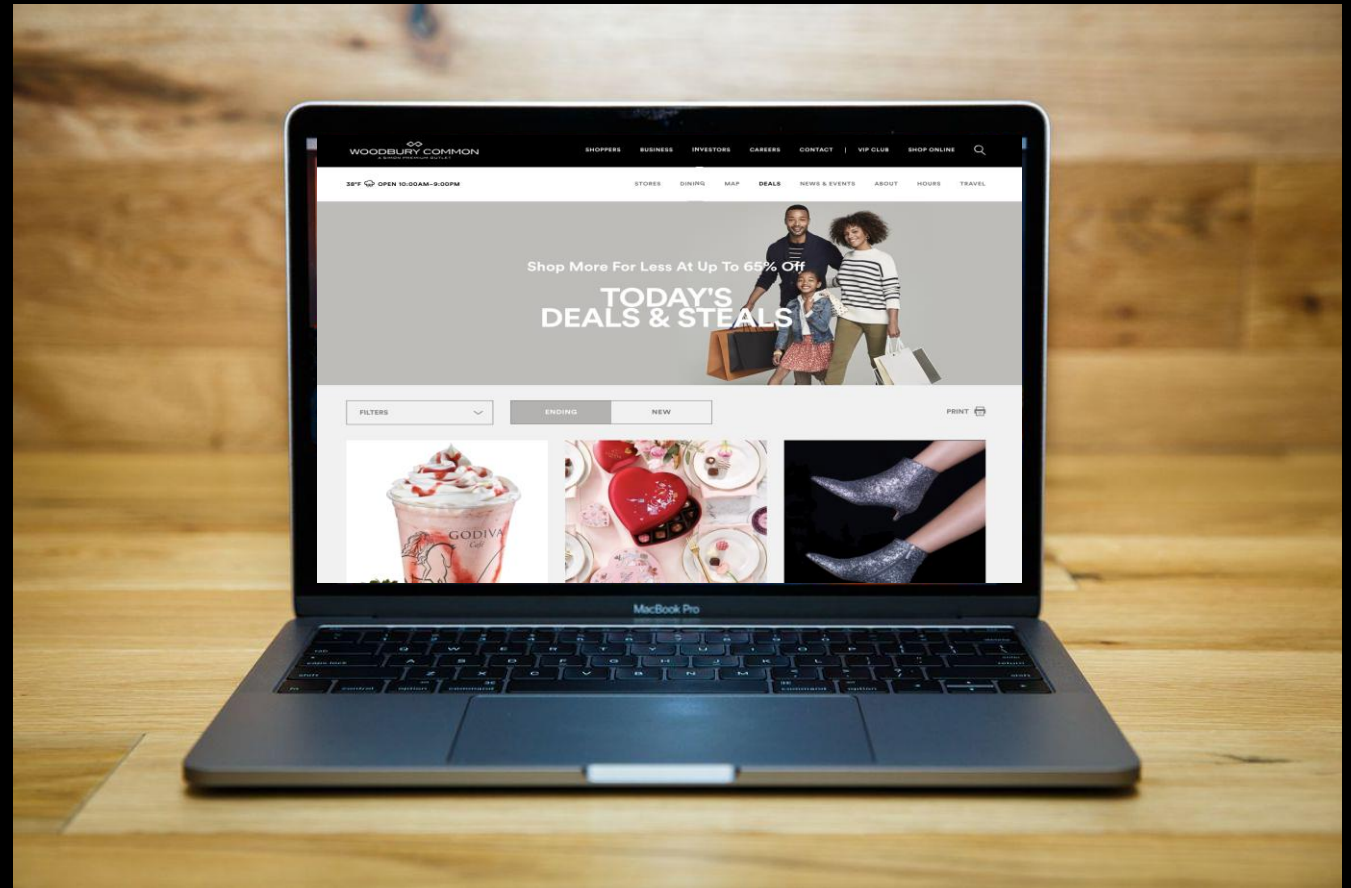
Image Dimensions

960px x 1700px, Under 200KB

Banner Dimensions

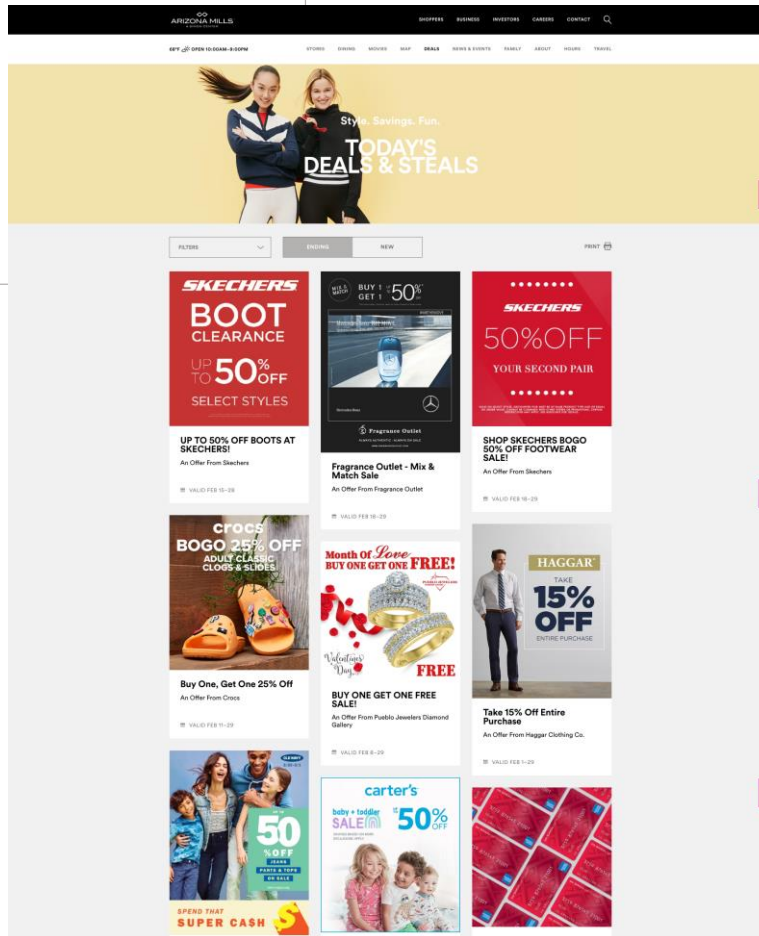
960px x 750px, Under 200KB

RETAILER SHOWCASE



RETAILER SHOWCASE OVERVIEW

RETAILER SHOWCASE



Complimentary opportunity to better promote your offers, events and in-store promotions.

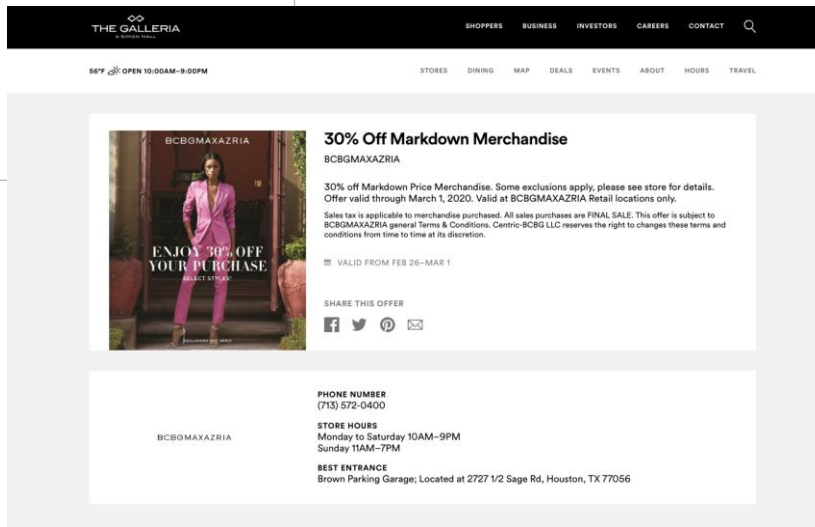
- Broader distribution and an ability to create an in-center deal or event across one or more locations for Simon Malls, Mills or Premium Outlet locations.
- Save time with one entry for all selected properties.
- Enhance exposure on all center's websites and digital directories.

Your post can profile offers, events or news with the option to select specific or all centers where you have a location.

RETAILER SHOWCASE

RETAILER SUBMISSION AND IMAGE SPECS

RETAILER SHOWCASE



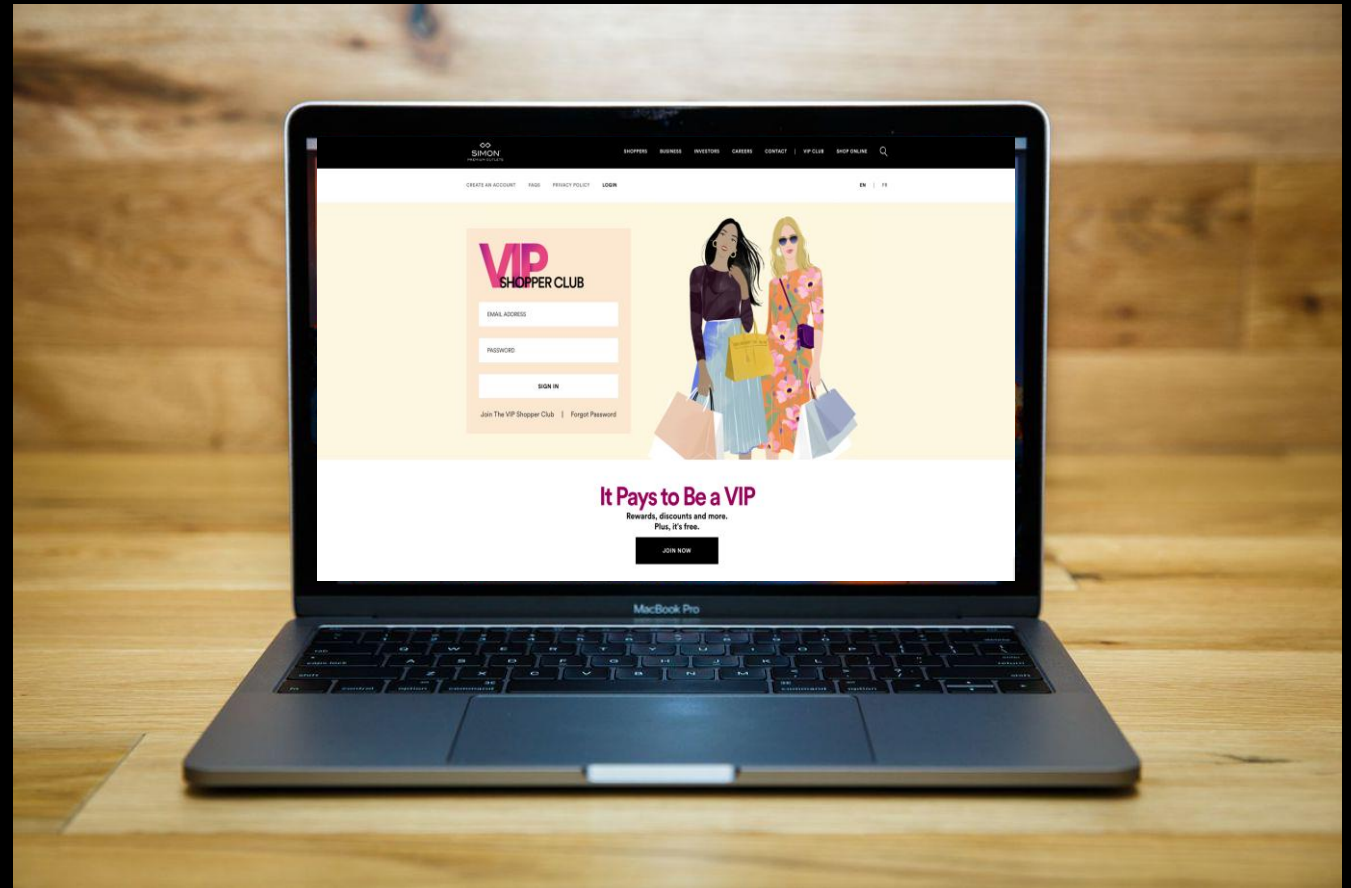
Sign In Or Register For Retailer Showcase at:
www.simon.com/rs

Provide the details, image and post your content.

You can include images in your post.

- Image files must be: .jpg, .png, .gif
- Size: Up to 2MB
- Image dimensions: 450px wide x 500px tall

PREMIUM OUTLETS VIP DIGITAL



PREMIUM OUTLETS DIGITAL SAVINGS PASSPORT

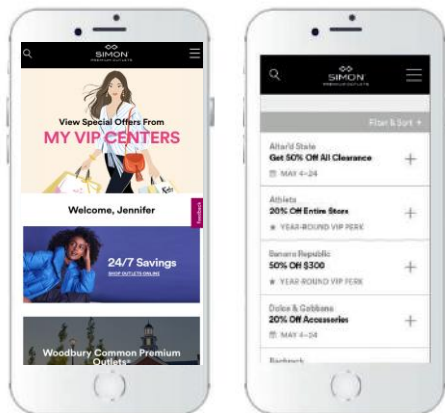
OVERVIEW

SAVINGS PASSPORT



Annual discount book offered to VIP members. Although we cannot include any new offers in the *printed* 2020 Savings Passport, you can submit offers for the 2021 book starting in August 2020. Only available for Participating Premium Outlets.

DIGITAL OFFERS



To streamline guest experience and meet the demands of on the go shoppers, the Premium Outlet Savings Passport and other VIP only offers are available digitally for VIP Members.

Retailers can add or update offers at any time to specifically target VIP members. These are in addition to what is included in the printed Savings Passport. You can change offers by center as often as your business needs require them.

Add or update an offer by going to retailersupport.simon.com. Select "Submit a Request" and then choose VIP offer from the drop down menu. Only available for Participating Premium Outlets.

QUICK GUIDE

LINKS

retailersupport.simon.com

- LOCAL WEBSITE CONTENT
- SOCIAL MEDIA
- VIP DIGITAL OFFERS
- ALL RETAILER SUPPORT REQUESTS

www.simon.com.rs

- RETAILER SHOWCASE

