

SMARTE WHEELS®

Stroller Sponsorship



Stroller sponsorship can generate incremental revenue for your mall.

Traditional advertising media like television, radio and newspaper are increasingly fragmented, making it difficult to reach a broad audience with consistency and high frequency.

The time has never been better for shopping centers to become an important part of an advertiser's media plan. 94% of North American adults visit a shopping center every month. Mall shoppers on average return to the mall three times per month. And, their average time spent in the mall is almost one and a half hours per visit.

Now, you can include Smarte Wheels strollers as part of your mall advertising package. Smarte Wheels strollers are rolling billboards that travel through the mall and into the retail stores. With more than 8,000 Smarte Wheels strollers installed

nationwide, potential advertisers can include local businesses as well as national retailers.

Stroller sponsorship can enhance your media package by providing additional ad space to complement advertising on walls, pillars and other mall surfaces.

Best of all, Smarte Carte makes it easy to implement stroller advertising. You negotiate the deal with the advertiser and Smarte Carte provides total operational execution – printing the ad decals, applying them, refreshing them as needed and removing and cleaning when the program is ended.

The Smarte Ads program focuses on maximizing the mall's take of total advertising revenue. Call Smarte Carte today to learn more. 1-800-838-1176.

smarte ads

Smarte Ads Sponsorship Program:

DELIVERABLES:

- Smarte Carte manages printing, delivery, application and removal of the advertising decals from customer-provided, print-ready artwork (specifications supplied by Smarte Carte).

LENGTH OF SPONSORSHIP:

- Up to one year.

RATES:

- Rates listed per program option (listed below) plus a project fee of \$300 per order.

DECAL MATERIAL:

- Durable 3M 180C vinyl film with 3M #8519 Controltac adhesive with Comply and a .001 clear overlamine.

Program Options:



**SINGLE STROLLER
HEADREST DECALS**



**DOUBLE STROLLER
HEADREST DECAL**



**SINGLE STROLLER
SIDE DECALS**



**DOUBLE STROLLER
SIDE DECALS**

		SINGLE	DOUBLE
OPTION A: Decals on headrest and dashboard	SIZE	10.25" x 4" (2 decals/stroller)	9.5" x 5.25" (headrest only)
	RATES	\$65 per single stroller	\$55 per double stroller
OPTION B: Side decals	SIZE	23.75" x 8.75" (2 decals/stroller)	23" x 9" (2 decals/stroller)
	RATES	\$85 per single stroller	\$95 per double stroller
OPTION C: Decals on headrest, dashboard and each side	SIZE	10.25" x 4"; 23.75" x 8.75" (4 decals/stroller)	23" x 9" ; 9.5" x 5.25" (3 decals/stroller)
	RATES	\$150 per single stroller	\$150 per double stroller

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Smarte Carte, Inc. • 4455 White Bear Parkway • St. Paul, MN 55110 USA • 800-838-1176 or 651-429-3614 • www.smartecarte.com