

An aerial photograph of a modern shopping mall complex. The main building features a large, curved glass facade with a red, angular roof section. A sign on the roof reads "mall DOVA" with a pink shopping bag icon. To the right is a tall, dark glass skyscraper. Further right is a multi-story brick building with yellow accents, labeled "COURTYARD BY MARRIOTT". A curved walkway connects the main mall building to the courtyard area, which includes a fountain, greenery, and outdoor seating. The sky is blue with scattered clouds.

ADVERTISING IN SHOPPING MALLDOVA 2022

Interior columns branding



DEFINITION

4 Interior columns branding.

TECHNICAL SPECIFICATIONS

Dimension per columns:
width — 1.5 m
height — 5 m

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1000 euro/month/column*
- 1200 euro/month/column (Christmas-Easter)

Minimum 4 columns

Mock-up in ATRIUM

SHOPPING
**mall
DOVA**



DEFINITION

Shopping MallDova has a central dome where can be hung-up 3D or inflatable objects, or double-faced banners.

TECHNICAL SPECIFICATIONS

Max height — 6 meters (2*2*3m)

Max Weight — 60 kg per hanging point

Banner — 1.42x6 m or **3x5 m**

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 2 400 euro/month*
- 3 600 euro/month (Christmas-Easter)

Interior Flags



DEFINITION

12 fixed flags are exposed all around the Atrium from the 1st to the 3rd floor.

TECHNICAL SPECIFICATIONS

Dimensions: 0.8 x 2 m
The flags should be printed on PVC (double-sided banner).

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1 200 euro/month*
- 1 800 euro/month (Christmas-Easter)

Branding “RED CIRCLE”



DEFINITION

Shopping MallDova has a red circle at the ground floor. It can be branded with vinyl. Diameter — 7 m.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 2 400 euro/month*
- 3 000 euro/month (Christmas-Easter)

Atrium Escalators



DEFINITION

Branding 12 escalators of the Atrium

TECHNICAL SPECIFICATIONS

Total surface — 428 sq. m. (TBD)

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 3 600 euro/month*
- 4 200 euro/month (Christmas-Easter)

Branding bridge glass



DEFINITION

Branding bridge glass with vinyl material.

TECHNICAL SPECIFICATIONS

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 3 000 euro/month/floor*
- 3 500 euro/month (Easter)/floor

Elevators Branding



DEFINITION

Two elevators in the Atrium can be branded with one-way vision vinyl, entirely or a half

TECHNICAL SPECIFICATIONS

It can be branded with one-way vision vinyl

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 3 000 euro/floor/both elevators/month*
- 3 500 euro/floor/both elevators/month (Christmas-Easter)

Elevators Doors Branding(exterior)

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DEFINITION

Branding the doors of the elevators.

TECHNICAL SPECIFICATIONS

Dimensions for 1 door: 8 sq. m. (TBD).
Total: 8 doors.

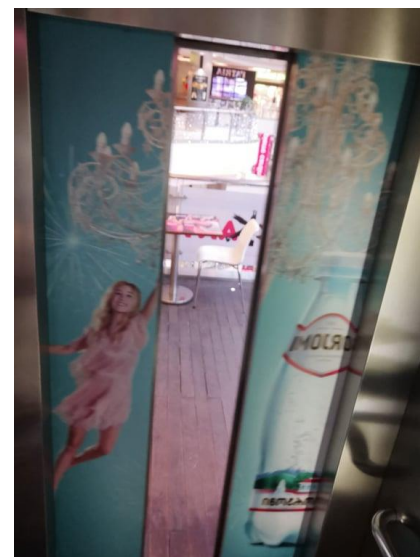
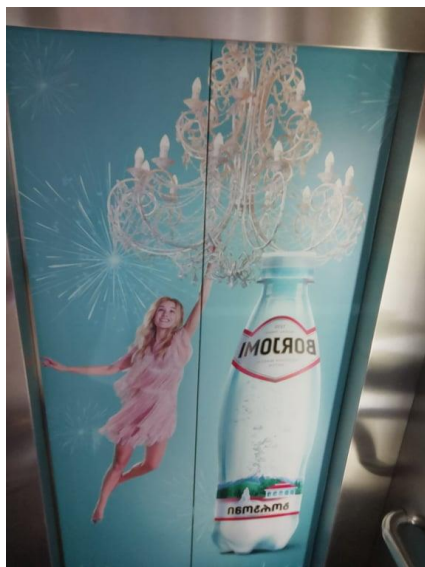
RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 600 euro/door/month*
- 900 euro/door/month (Christmas-Easter)

Elevators Doors Branding(interior)

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DEFINITION

Branding the door inside the elevators.

TECHNICAL SPECIFICATIONS

Dimensions for 1 door: 8 sq. m. (TBD).
Total: 2 doors.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1 200 euro/door/month*
- 1 500 euro/door/month (Christmas-Easter)

Elevator Click Frames



DEFINITION

Two click frames placed inside the 2 elevators.

TECHNICAL SPECIFICATIONS

Poster size: 39x49 cm.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 240 euro/piece/month*
- 300 euro/piece/month (Christmas-Easter)

Elevator Floor Branding



DEFINITION

Branding the floor in the elevators.

TECHNICAL SPECIFICATIONS

The floor can be branded with vinyl.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 250 euro/elevator/month*
- 350 euro/elevator/month (Christmas-Easter)

Parking Travelator



DEFINITION

Parking travelator:
(basement 1; basement 2), quantity 2.

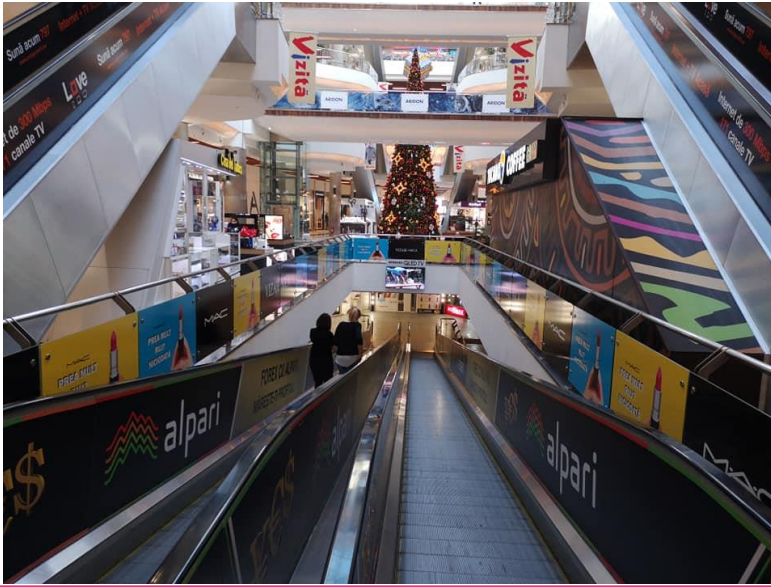
RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1 800 euro/month* (both levels)
- 2 400 euro/month* (both levels)(Christmas-Easter)

Branding glass balustrade

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DEFINITION

Branding glass balustrade with vinyl material.

TECHNICAL SPECIFICATIONS

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1 200 euro/month/floor*
- 1 800 euro/month (Easter)/floor

Click Frame

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DEFINITION

64 click frames on columns are spread on all levels of the building following the traffic flow (including food court area). **Only a part of them is available.**

TECHNICAL SPECIFICATIONS

Dimensions: 0.7*1m each.
Material: backlit film.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 120 euro/month*
- 150 euro/month (Christmas-Easter)

Walls branding



DEFINITION

Locations of the branding walls:

- 1 st floor(near Farmacia Familiei)
- 2 nd floor(near Waikiki shop)
- 4 th floor(food court and restaurants zone)

TECHNICAL SPECIFICATIONS

Dimensions:

- 1 st floor: 2.85x2.55 m
- 2 nd floor:2.50x5 m
- 4 th floor:2.50x5 m

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 600 euro/month/piece*
- 750 euro/month/piece (Christmas-Easter)

Revolving door at the main entrance (interior)



RATE CARD

* The price does not include montage, de-montage
and printing costs, advertising tax and VAT.

- 3 600 euro/month*
- 4 800 euro/month
(Christmas-Easter)

Revolving door at the second entrance



RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 3 000 euro/month*
- 3 600 euro/month
(Christmas-Easter)

Branding glass above the revolving door



DEFINITION

Branding glass above the revolving door (main entrance).

TECHNICAL SPECIFICATIONS

Dimensions:
height 3.06 m x width 6.12 m.

One rectangle has the dimensions:
width 2.04 x height 1.02 m.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 3 600 euro/elevator/month*
- 4 500 euro/elevator/month (Christmas-Easter)

Branding exterior glass



DEFINITION

Branding glass, main entrance.

TECHNICAL SPECIFICATIONS

Dimensions:

- Height — 4 meters
- Lengths – 6 meters

Material -Oracal

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 3 600 euro/elevator/month*
- 4 500 euro/elevator/month (Christmas-Easter)

Branding food court tables



DEFINITION

250 tables are available for branding at the food court area.
Minimum branding period: 6 months.

TECHNICAL SPECIFICATIONS

Dimensions: 60x80 cm per table.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 12 euro/table/month*
- 18 euro/table/month (Christmas-Easter)

Square Columns Branding



DEFINITION

4 square columns are spread on the third level of the building.

TECHNICAL SPECIFICATIONS

Dimensions:
H — 3.4 m.
Section 1.74 x 0.94 m.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 600 euro/column/month*
- 660 euro/column/month (Christmas-Easter)

Car exposure (Fourchette Zone)

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DEFINITION

One car can be exposed at the ground floor(Fourchette Zone).

TECHNICAL SPECIFICATIONS

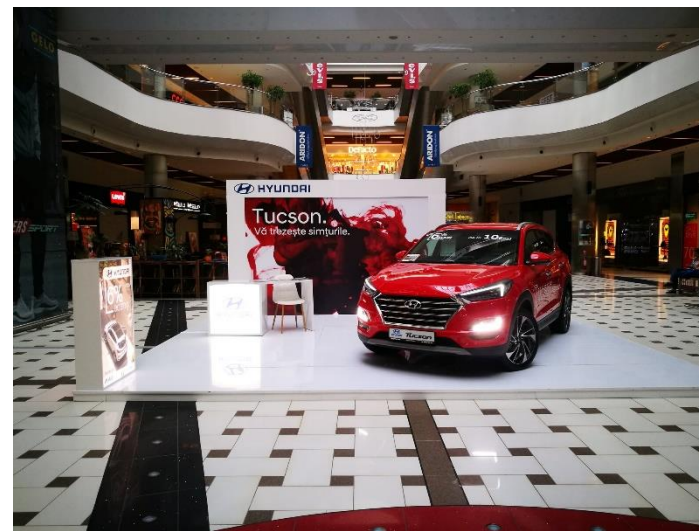
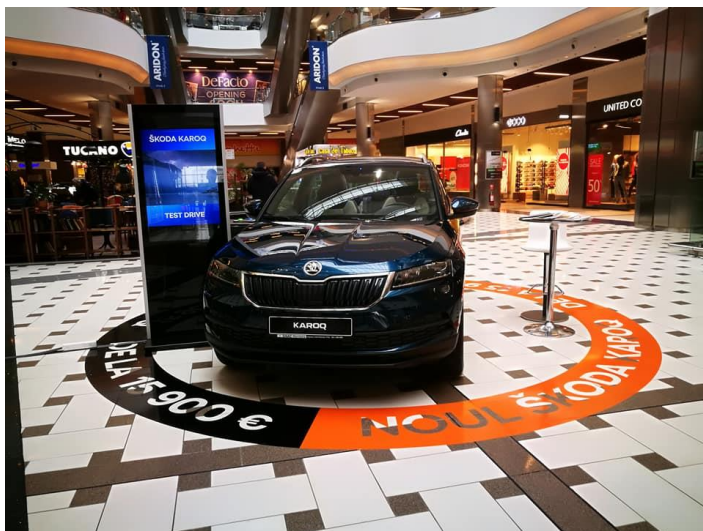
Max. 24 sq. m. (7*4m), maximum weight of the car — 1000 kg.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 2 400 euro/month*
- 3 000 euro/month (Christmas-Easter)

Car exposure (Central Zone)



DEFINITION

One car can be exposed at the ground floor (Red Circle Zone).

TECHNICAL SPECIFICATIONS

Max. 25 sq. m. (5*5 m), maximum weight of the car — 1000 kg.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 3 600 euro/month*
- 4 200 euro/month (Christmas-Easter)

Car exposure (Main Entrance)



DEFINITION

One car can be exposed at the ground floor(main entrance).

TECHNICAL SPECIFICATIONS

Max. 24 sq. m. (7*4m), maximum weight of the car — 1000 kg.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 2 400 euro/month*
- 3 000 euro/month (Christmas-Easter)

Car exposure (Outside stand)



DEFINITION

The car can be exposed outside next to central entrance.

TECHNICAL SPECIFICATIONS

Max. 25 sq. m. (5*5 m), maximum weight of the car — 1000 kg.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 2 400 euro/month*
- 3 000 euro/month (Christmas-Easter)

Advertising stand (Central Zone)



DEFINITION

Promotional stands may be placed on the ground floor, from 10 a.m. till 10 p.m.

TECHNICAL SPECIFICATIONS

Dimensions: max. 25 sq. m. (5*5 m).
Maximum period: 2 weeks.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1 800 euro/2 weeks*
- 2 100 euro/2 weeks (Christmas-Easter)

Advertising stand (Small Central Zone)

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DEFINITION

Promotional stands may be placed on the ground floor, from 10 a.m. till 10 p.m.

TECHNICAL SPECIFICATIONS

Dimensions: max. 9 sq. m. (3*3 m).
Maximum period: 2 weeks.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1000 euro/2 weeks*
- 1 300 euro/2 weeks (Christmas-Easter)

Advertising stand (Fourchette Zone)



DEFINITION

Promotional stands may be placed on the ground floor, from 10 a.m. till 10 p.m.

TECHNICAL SPECIFICATIONS

Dimensions: max. 6 sq. m. (3*2 m).
Maximum period: 2 weeks.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1000 euro/2 weeks*
- 1 300 euro/2 weeks (Christmas-Easter)

Advertising stand (Escalator Zone)



DEFINITION

Promotional stands may be placed on the ground floor, from 10 a.m. till 10 p.m.

TECHNICAL SPECIFICATIONS

Dimensions: max. 6 sq. m. (3*2 m).
Maximum period: 2 weeks.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1000 euro/2 weeks*
- 1 300 euro/2 weeks (Christmas-Easter)

Events or Exhibition Space

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DEFINITION

The 150 sq. m. of the Atrium can host many types of events, attracting a great traffic of people.

TECHNICAL SPECIFICATIONS

Dimensions: 150 sq. m.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1 800 euro/day*
- 2 500 euro/day (Christmas-Easter)

Commercial flash mobs



RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 700 euro/day*

Chairs Branding



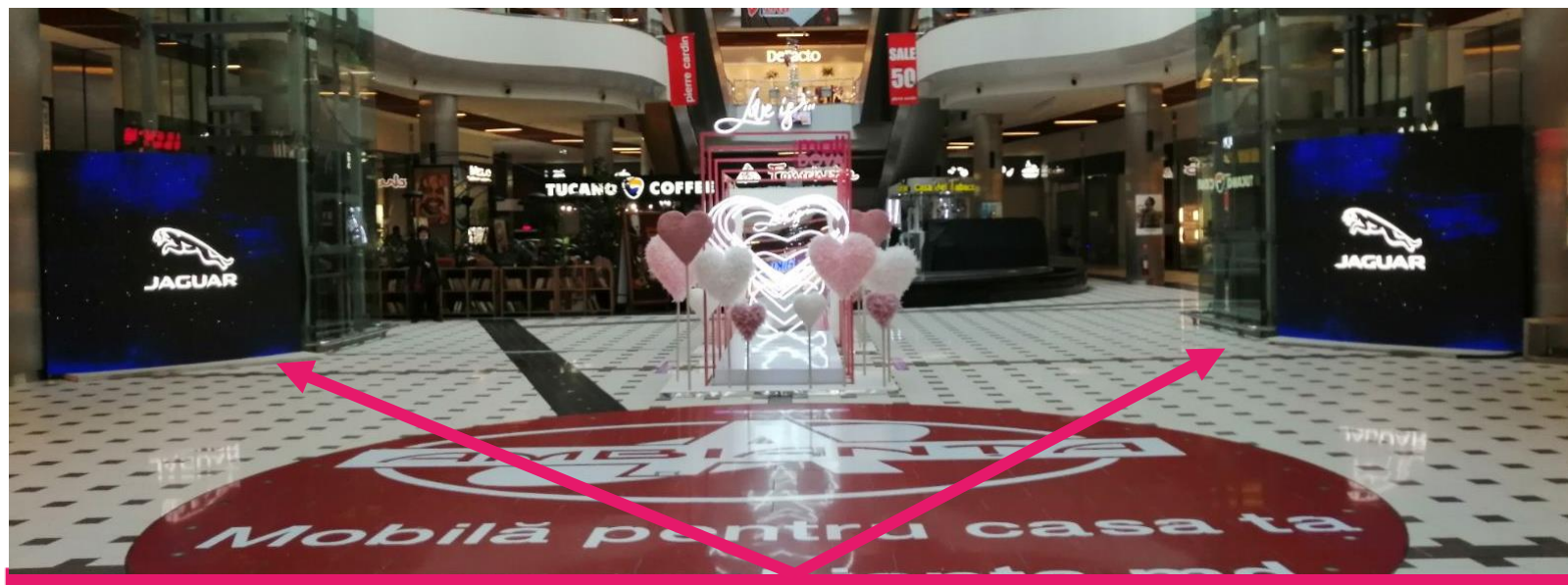
RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 600 euro/month*
- 900 euro/month
(Christmas-Easter)

Promo Spots on TV LED(interior)

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DEFINITION

LED Advertising(3x2.5 m) – 2 pcs

TECHNICAL SPECIFICATIONS

Format video: 16:9

*.avi, *.mp4, *.flv, *.mpeg.

Spot duration — max 30 sec.

Video block: 5 min

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 600 euro/month*
- 625 euro/month (Christmas-Easter)

Promo Spots on LED



DEFINITION

LED Advertising(65 inch TV)

TECHNICAL SPECIFICATIONS

Format video: *.avi, *.mp4, *.flv, *.mpeg.
Video quality: 720p. Frame rate: 25 fps.
Spot duration — 20-30 sec.
3-4 insertion in a 5 min. bloc.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 150 euro/month*
- 200 euro/month (Christmas-Easter)

Promo Spots on LED(food court)

SHOPPING
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DEFINITION

LED Advertising: 4 monitors

TECHNICAL SPECIFICATIONS

Format video: *.avi, *.mp4, *.flv, *.mpeg.
Video quality: 720p. Frame rate: 25 fps.
Spot duration — 20-30 sec.
3-4 insertion in a 5 min. bloc.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 250 euro/month/6 monitors*
- 300 euro/month/6 monitors (Christmas-Easter)

TV Spot Shooting

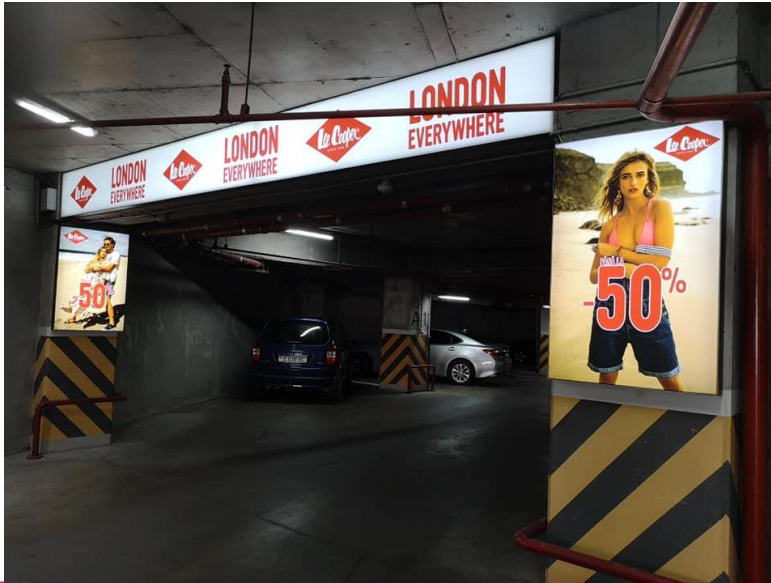


RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 600 euro/day*

Parking branding



DEFINITION

Parking entrance branding with light box construction

TECHNICAL SPECIFICATIONS

Dimensions of the light box:

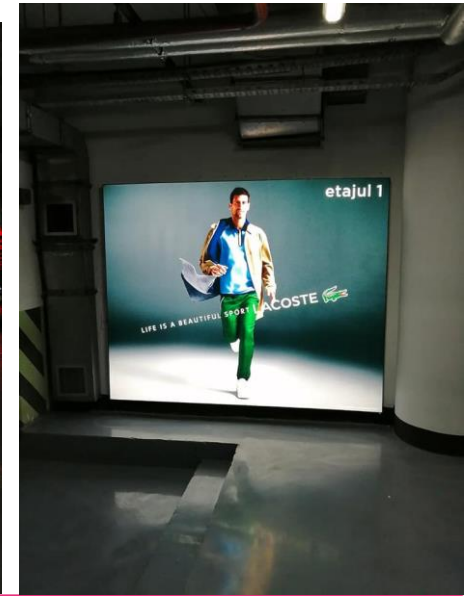
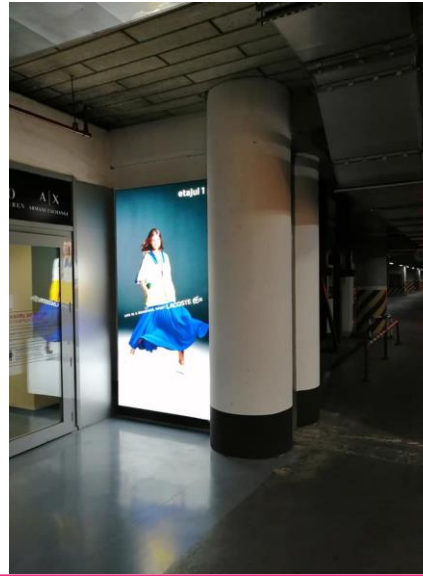
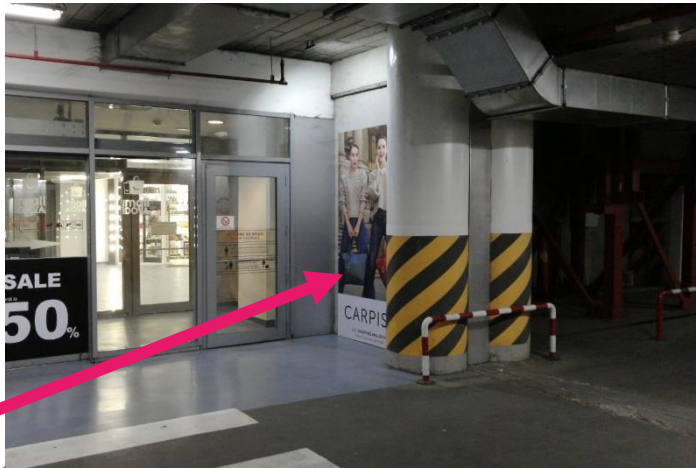
- 6 x 0.50 m
- 0.75x1.15 m
- 0.75x1.15 m

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 600 euro/month*
- 750 euro/month (Christmas-Easter)

Parking branding – light box



DEFINITION

4 positions for walls branding
(2 positions at -1 level
and 2 at -2 level).

TECHNICAL SPECIFICATIONS

Dimensions:

-1 level

- 126x252 cm
- 202x232 cm

-2 level

- 126x252 cm
- 252x202 cm

Material: textil

RATE CARD

* The price does not include
montage, de-montage and
printing costs, advertising tax
and VAT.

- 600 euro/month/piece*
- 750 euro/month/piece
(Christmas-Easter)

Access Door Parking (-1 and -2 level)



DEFINITION

Access doors parking travelators,
quantity — 8 doors on two levels.

TECHNICAL SPECIFICATIONS

Material: vinyl

RATE CARD

* The price does not include
montage, de-montage and
printing costs, advertising tax
and VAT.

- 1 800 euro/month/both floors*
- 2 400 euro/month/both floors*
(Christmas-Easter)

Parking Branding - banner (Entrance/Exit)



DEFINITION

Advertising frames are located at the entrance and exit of the parking.

TECHNICAL SPECIFICATIONS

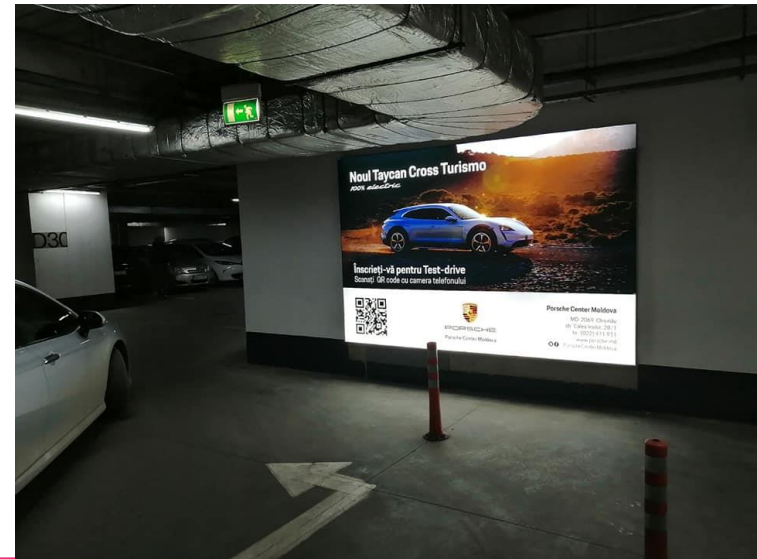
Dimensions: 1.94 x2.94 m, banner.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 300 euro/level/month*
- 350 euro/level/month (Christmas-Easter)

Parking Branding – light box (Entrance/Exit)



DEFINITION

Advertising frames are located at the entrance and exit of the parking.

TECHNICAL SPECIFICATIONS

Dimensions: 1.94 x2.94 m, banner.

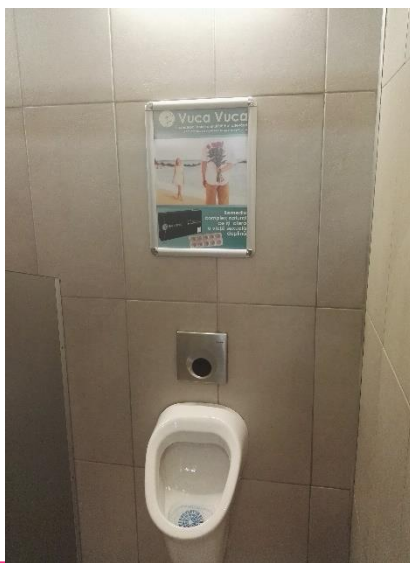
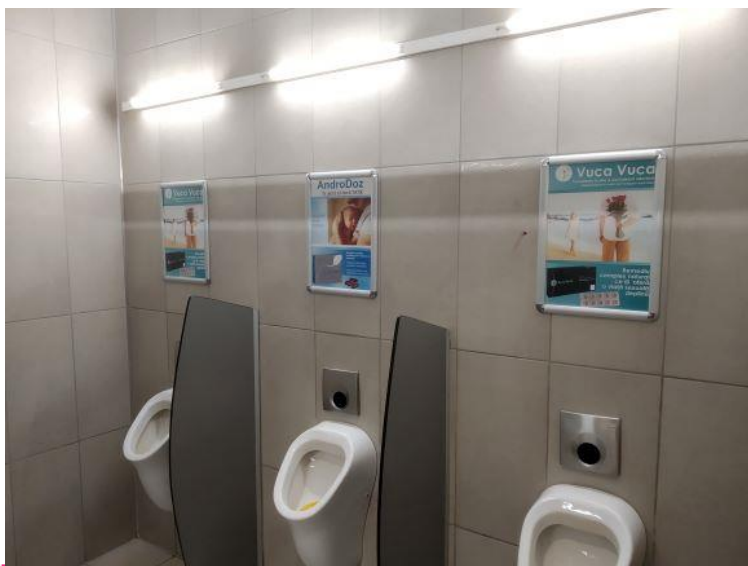
RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 350 euro/level/month*
- 450 euro/level/month (Christmas-Easter)

Bathrooms Branding(click frames)

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DEFINITION

Click frames:

- 4 bathrooms for women — 28 pcs
- 4 bathrooms for men — 11 pcs

TECHNICAL SPECIFICATIONS

Dimensions: 45x30 cm

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1000 euro/month/all bathrooms*
- 1100 euro/month/all bathrooms (Christmas-Easter)

Bathroom Branding (mirrors)



DEFINITION

4 bathrooms for women — 8 mirrors
4 bathrooms for men — 8 mirrors
2 bathrooms for all family — 2 mirrors

TECHNICAL SPECIFICATIONS

Sticker format: A5.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 600 euro/month/all bathrooms*
- 750 euro/month/all bathrooms (Christmas-Easter)

Parking Branding (-1/-2)



DEFINITION

Minimum branding:
3 months/50 pieces

TECHNICAL SPECIFICATIONS

Dimensions: max. height 40 cm.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 10 euro/piece/month*
- 15 euro/piece/month (Christmas-Easter)

Backlit on façade



DEFINITION

4 backlits are exposed on Mall's façade.

TECHNICAL SPECIFICATIONS

Dimensions: 4x5 m
Print material: backlit.

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 600 euro/piece/month*
- 900 euro/piece/month (Christmas-Easter)

Branding glass facade

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DEFINITION

Two façade mesh.

- 24 480 m x 4900 m
- 20 400 m x 4900 m

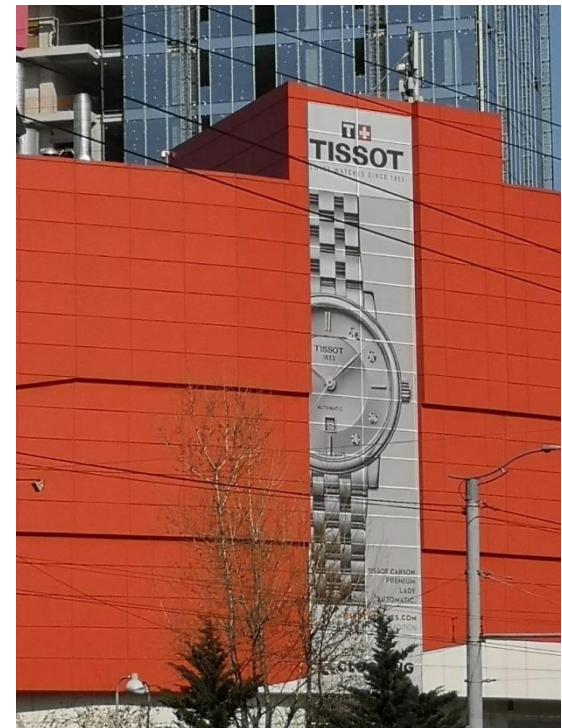
TECHNICAL SPECIFICATIONS

Material –vinyl(oracal) one vision, mesh

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

RATE CARD

- 3 600 euro/month/both*
- 4 500 euro/month/both
(Christmas-Easter)



Façade columns branding



DEFINITION

Façade column branding, 2 pieces.

TECHNICAL SPECIFICATIONS

Dimensions:
diameter — 1.5 m
height — 5.95 m
Material – vinyl(oracal)

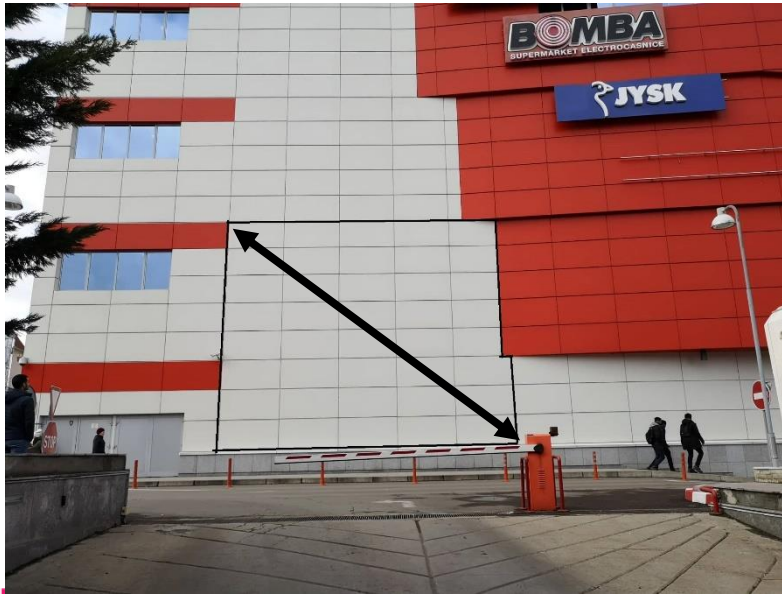
RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 3 600 euro/month*
- 4 500 euro/month (Christmas-Easter)

Branding facade

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DEFINITION

Branding façade at exit parking

TECHNICAL SPECIFICATIONS

Dimensions:

- Height — 8 meters
- Lengths – 10 meters

Material -Oracal

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 2 000 euro/month*
- 2 500 euro/month (Christmas-Easter)

Advertising Pillars



DEFINITION

1 pillar has 4 rotated faces

TECHNICAL SPECIFICATIONS

Dimensions per face:

- Height — 2 m
- Width – 0.70 m

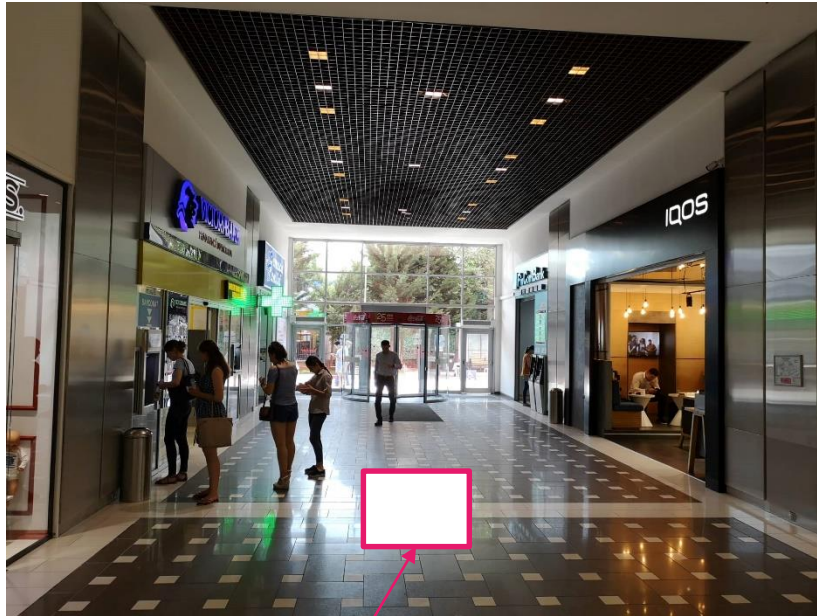
Material –backlit film

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 600 euro/month/pillar*
- 750 euro/month (Christmas-Easter)/pillar

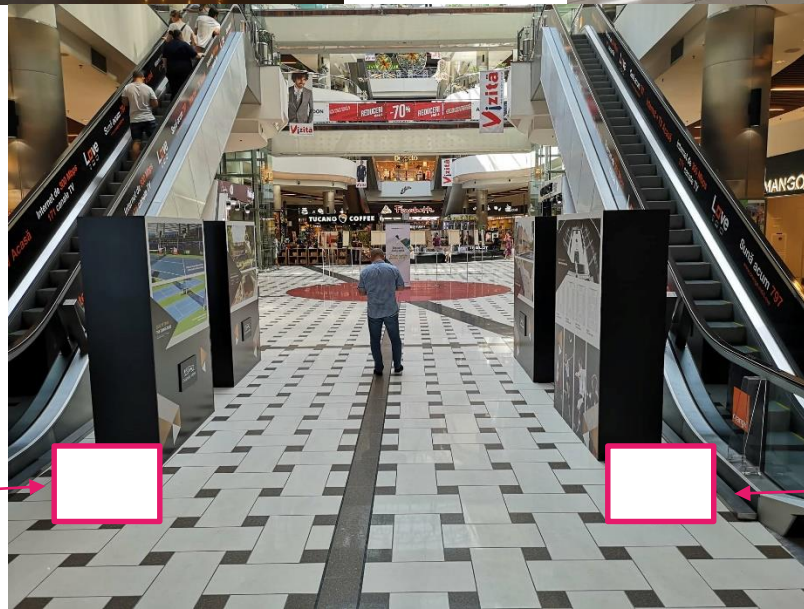
Locations



Second Entrance



Fourchette Zone



Central Entrance

Central Entrance

Branding wall



DEFINITION

Branding the wall near Fourchette

TECHNICAL SPECIFICATIONS

Dimensions:

- Height — 2.45 meters
- Lengths – 4.50 meters

Material – light box

RATE CARD

* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

- 1 500 euro/month*
- 1 800 euro/month (Christmas-Easter)



SHOPPING CENTER PROFILE:

- 15.000 visitors per day in Weekdays; 25.000 visitors per day in Weekend. Shopping MallDova offers to its visitors a large variety of fashion, entertainment and restaurants options with its over 100 stores;
- 150 m2 events/exhibition area;
- 24 H security;
- Open 365 days between 10 a.m.-10 p.m.

CUSTOMER PROFILE:

- 15.000 in weekdays, 25.000 in weekend;
- 65% visits the mall every week;
- 50% has its own/family's car;
- 55% Female, 45% Male;
- Marriage Status: 61% unmarried, 39% married;
- Language spoken: 74% Romanian, 26% Russian;
- 83% is between 16-60 years old;
- 56% university/post university graduates;
- Locality: 84% Chisinau visitors, 16% other localities.



Igor Dosca, Advertising sales coordinator

tel.: 022 603 258 | fax: 022 603 303 | mob.: 079 77 05 30

email: igordosca@shoppingmalldova.md