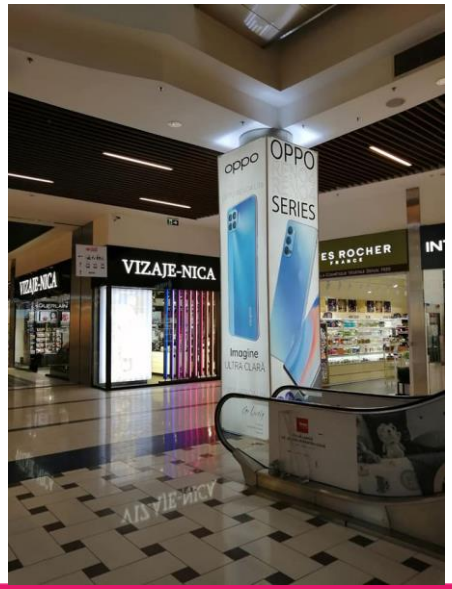
ADVERTISING IN SHOPPING MALLDOVA 2022

Interior columns branding



DEFINITION

4 Interior columns branding.

TECHNICAL SPECIFICATIONS

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

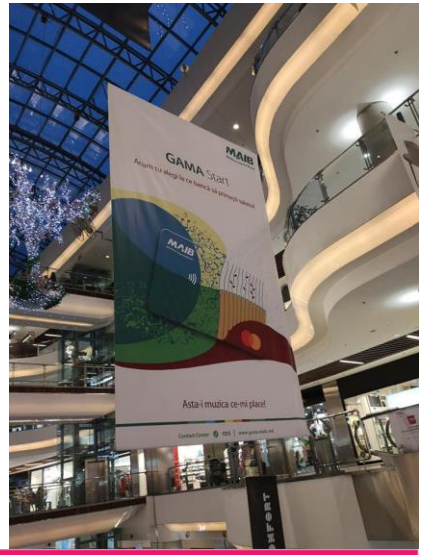
RATE CARD

*** 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



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

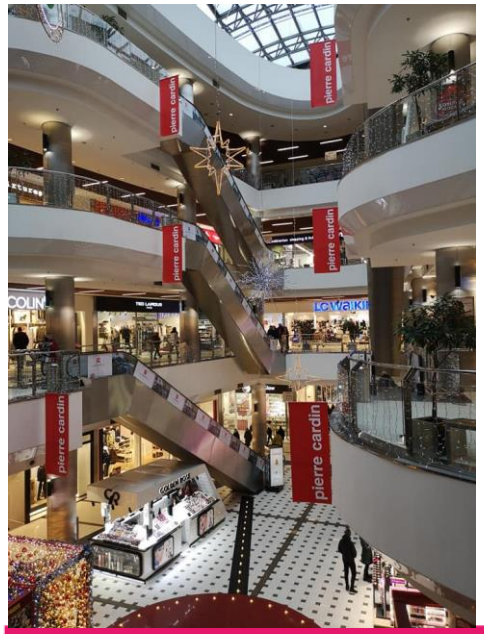
Banner — 1.42x6 m or **3x5 m**

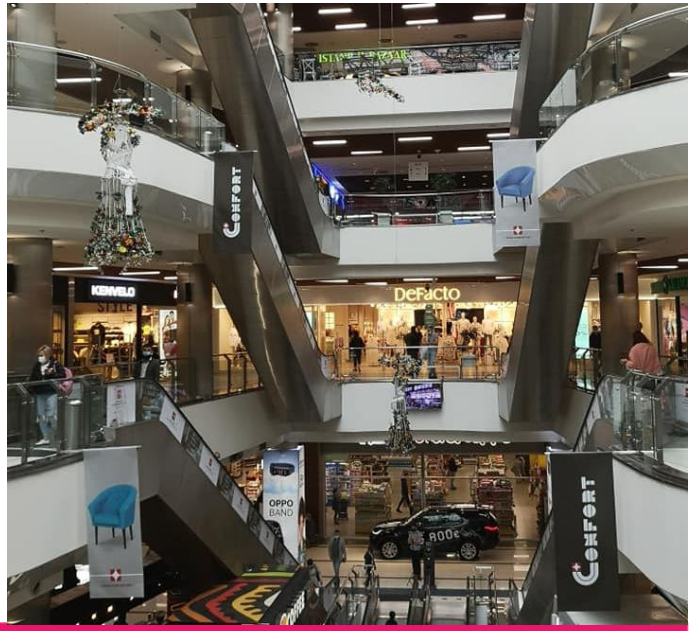
RATE CARD

*** 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

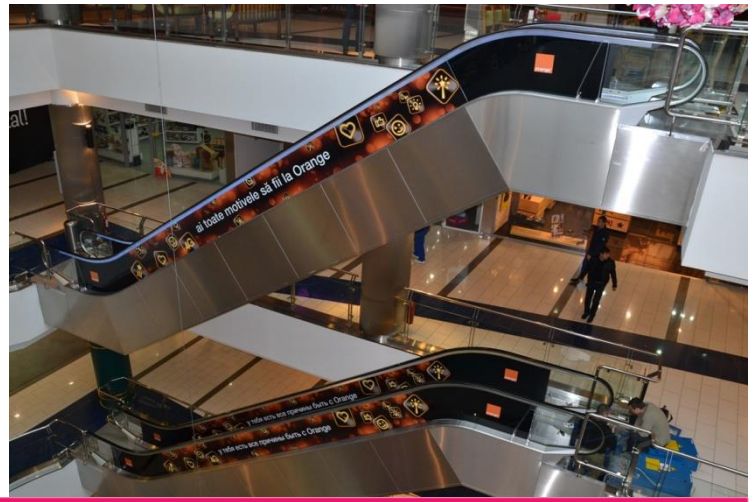
Shopping MallDova has a red circle at the ground floor. It can be branded with vinyl. Diameter — 7 m.

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

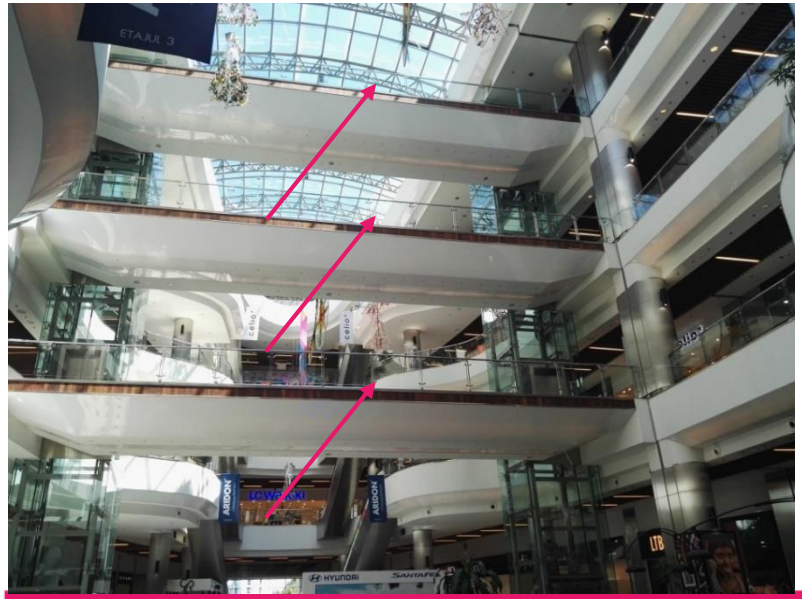
Total surface — 428 sq. m. (TBD)

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)

DEFINITION

Branding the doors of the elevators.

TECHNICAL SPECIFICATIONS

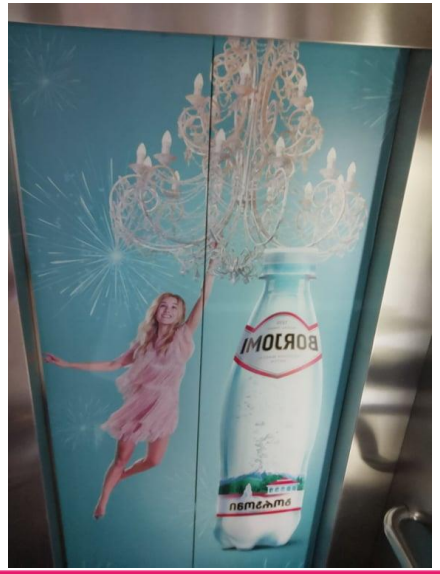
Dimensions for 1 door: 8 sq. m. (TBD).
Total: 8 doors.

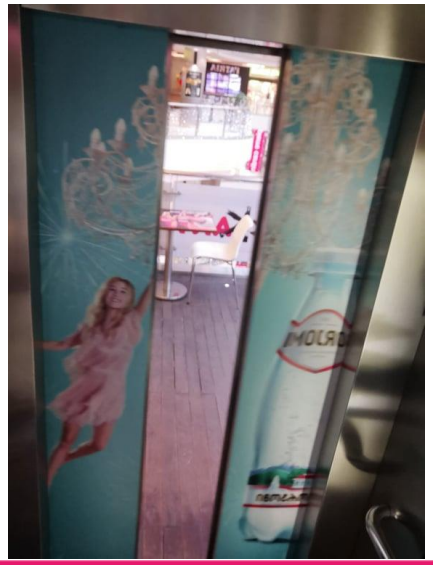
RATE CARD

*** 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)





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

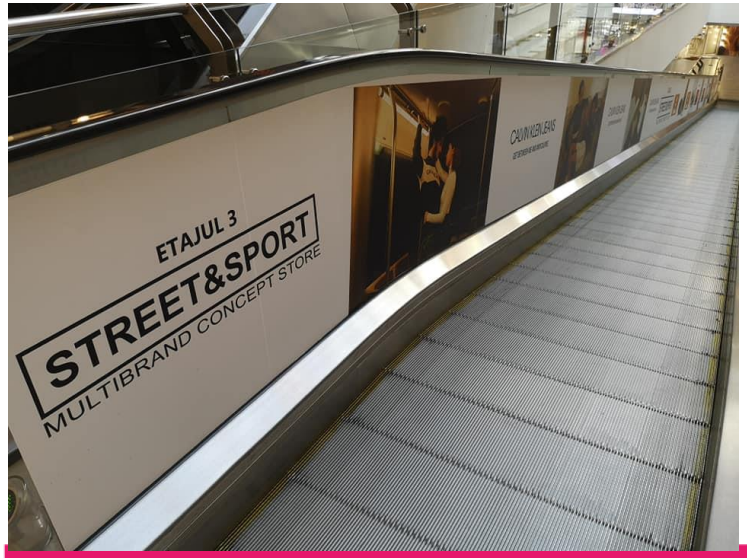
The floor can be branded with vinyl.

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

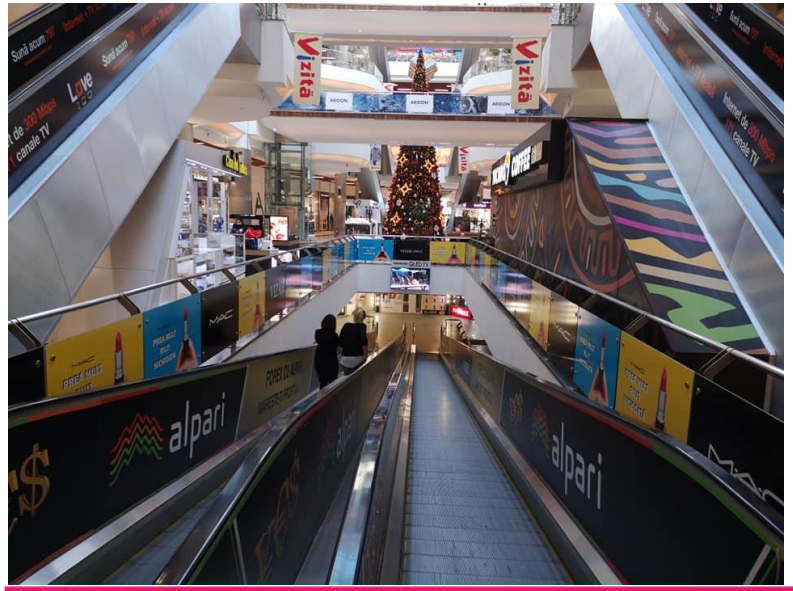
Parking travelator:
(basement 1; basement 2), quantity 2.

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



DEFINITION

Branding glass balustrade with vinyl material.

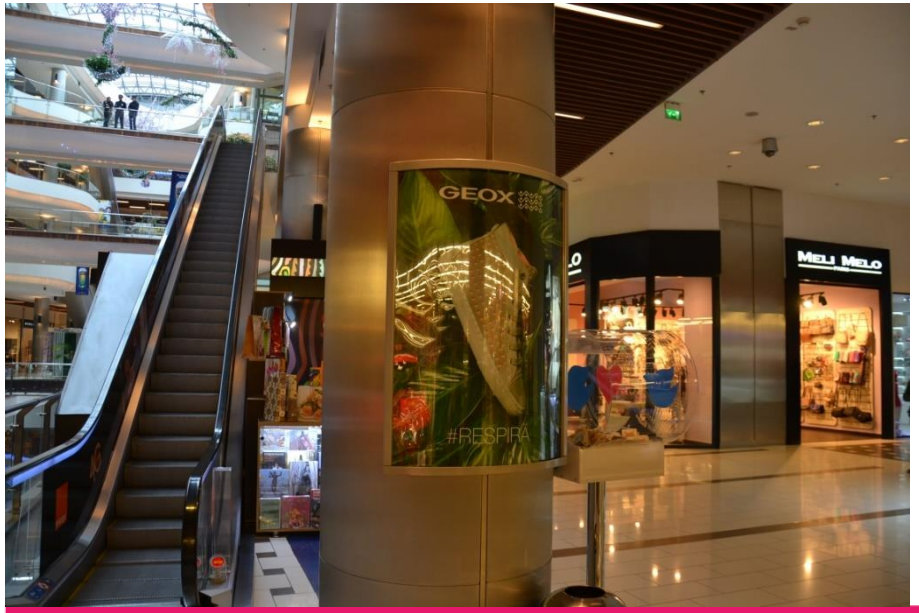
TECHNICAL SPECIFICATIONS

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



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.

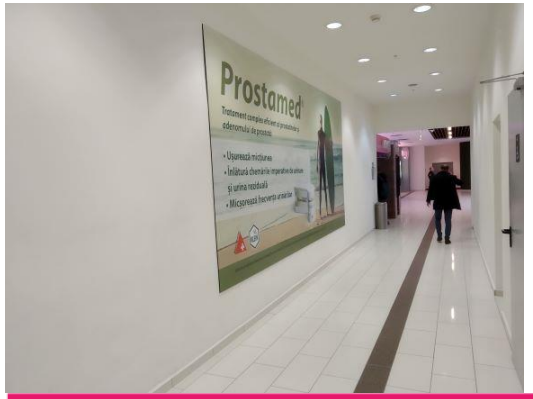
Material: backlit film.

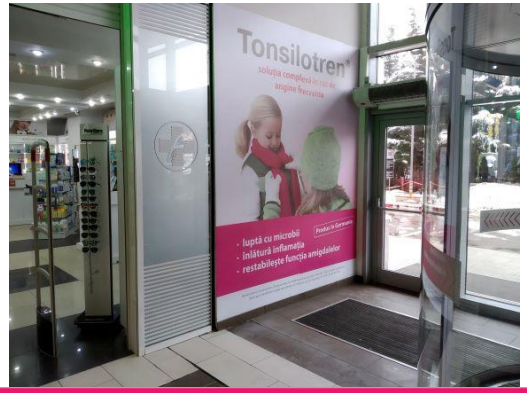
RATE CARD

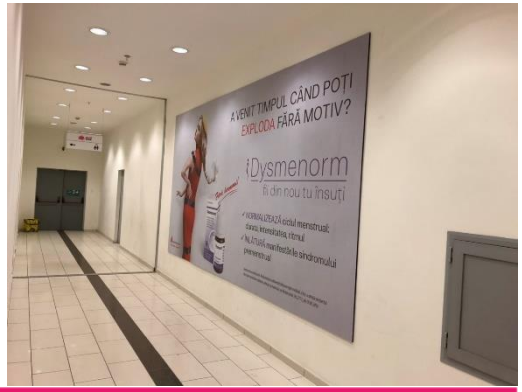
*** The price does not include montage, de-montage and printing costs, advertising tax and VAT.**

- 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:

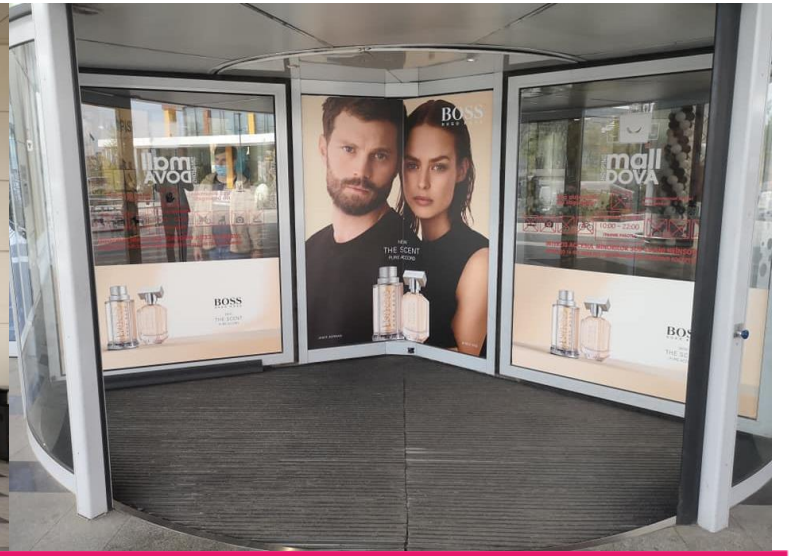
- 1 st floor: 2.85x2.55 m
- 2 nd floor:2.50x5 m
- 4 th floor:2.50x5 m

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)

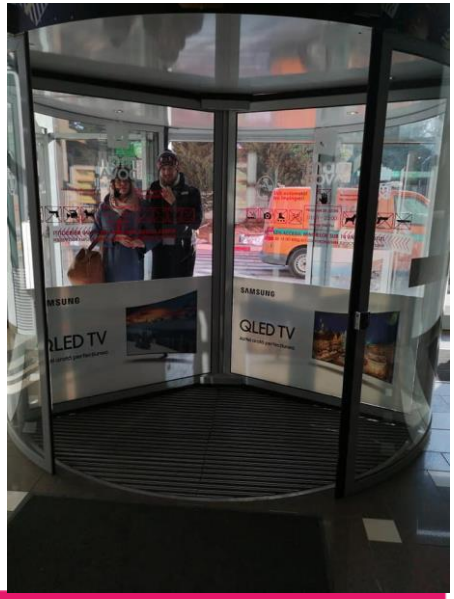


RATE CARD

*** 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

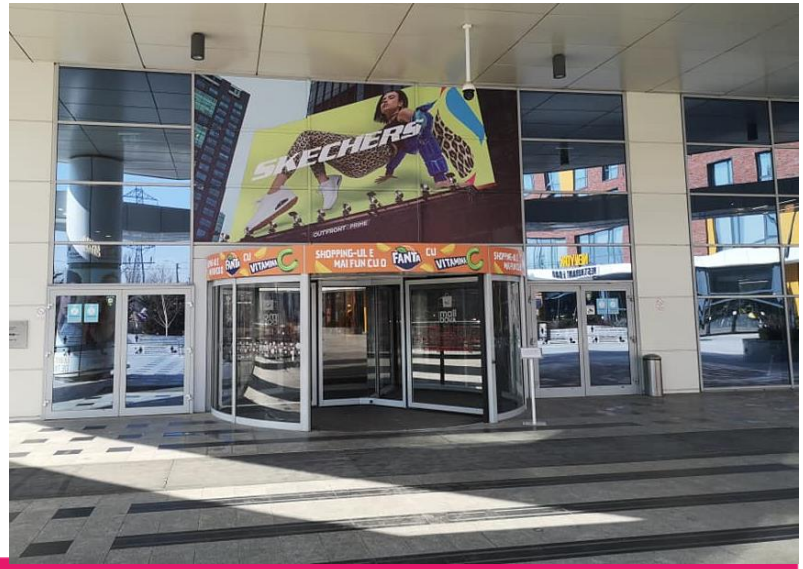


RATE CARD

*** 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
- Lenghts – 6 meters

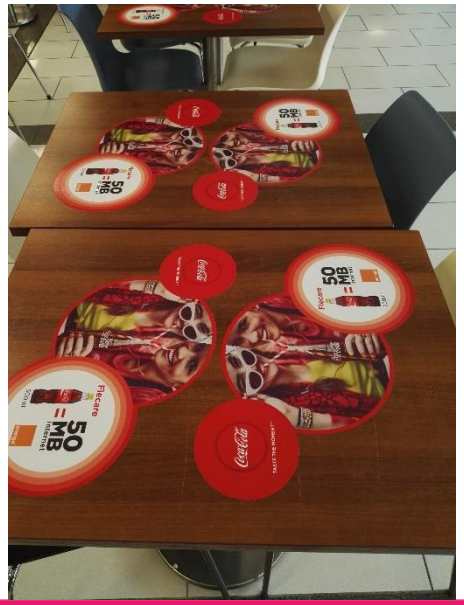
Material -Oracal

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)

DEFINITION

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

TECHNICAL SPECIFICATIONS

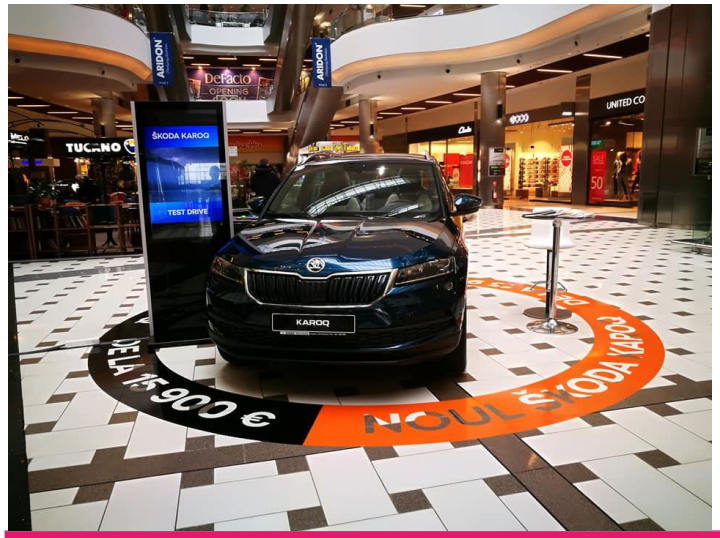
Max. 24 sq. m. (7*4m), maximum weight of the car — 1000 kg.

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).

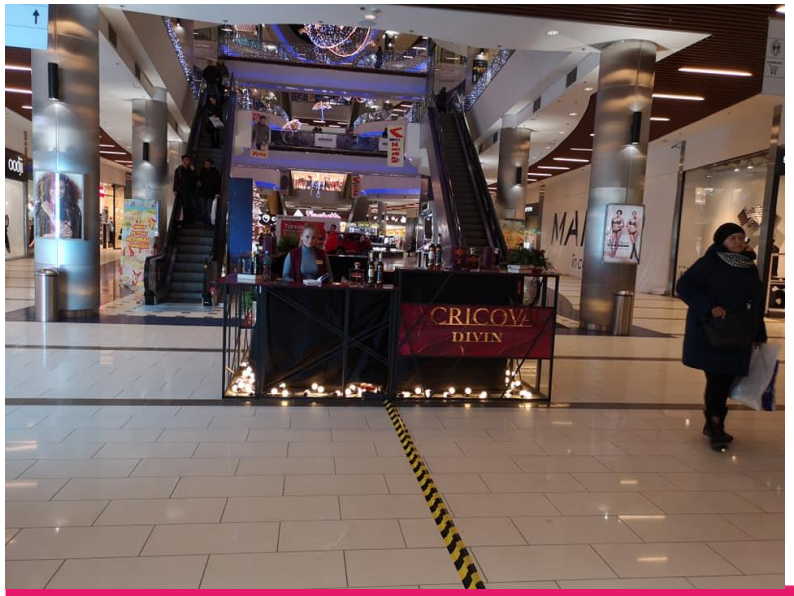
Maximum period: 2 weeks.

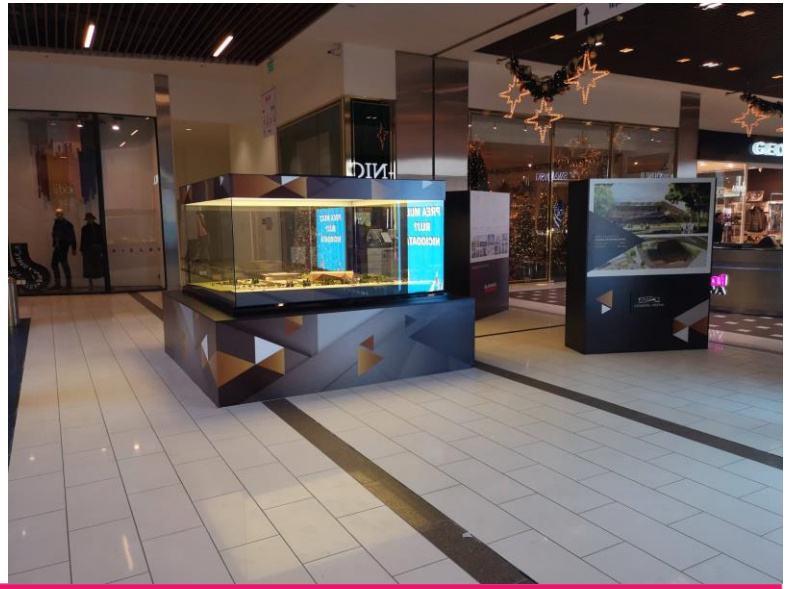
RATE CARD

*** 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)





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).

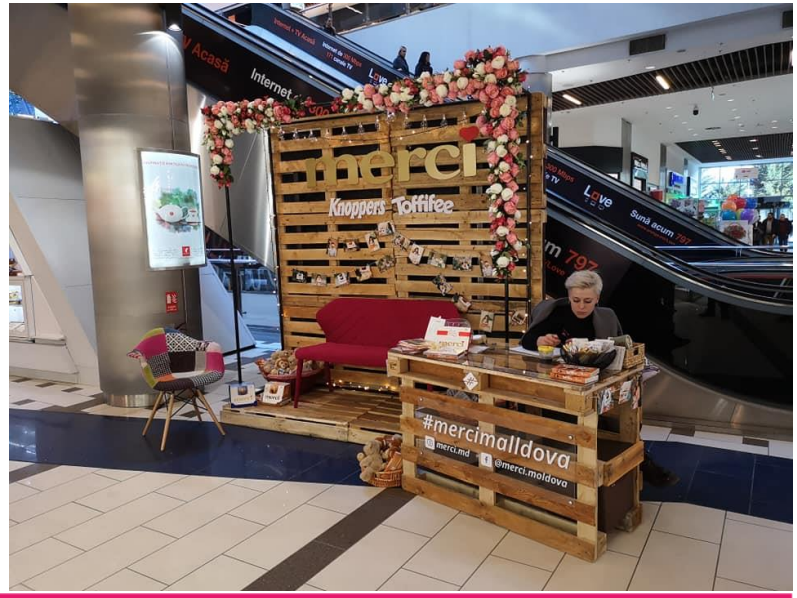
Maximum period: 2 weeks.

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

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)

DEFINITION

LED Advertising(3x2.5 m) – 2 pcs

TECHNICAL SPECIFICATIONS

Format video: 16:9

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

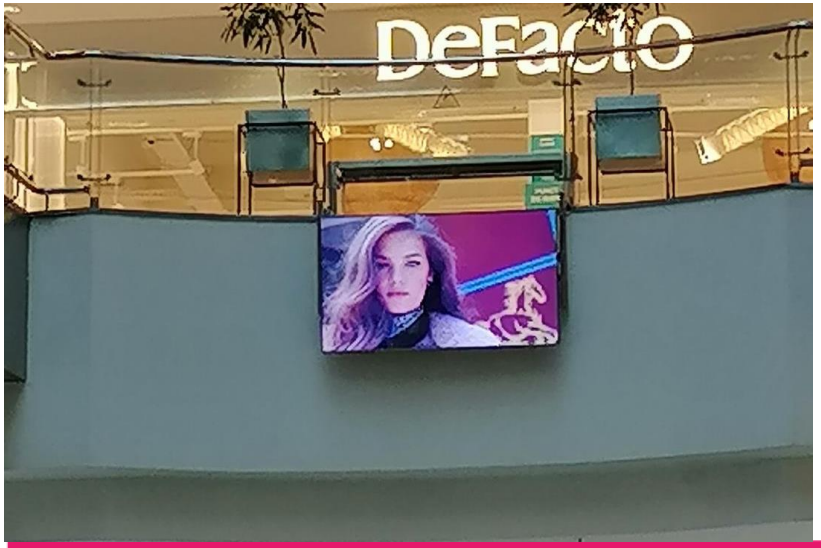
Spot duration — max 30 sec.
Video block: 5 min

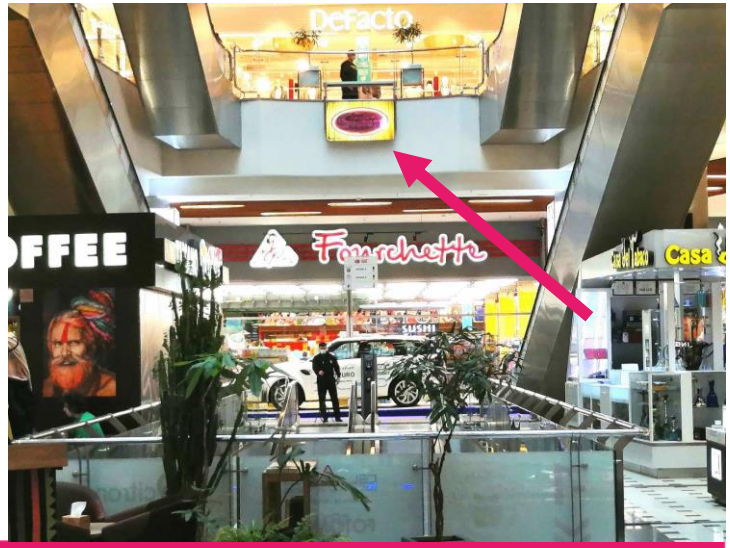
RATE CARD

*** 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)

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)

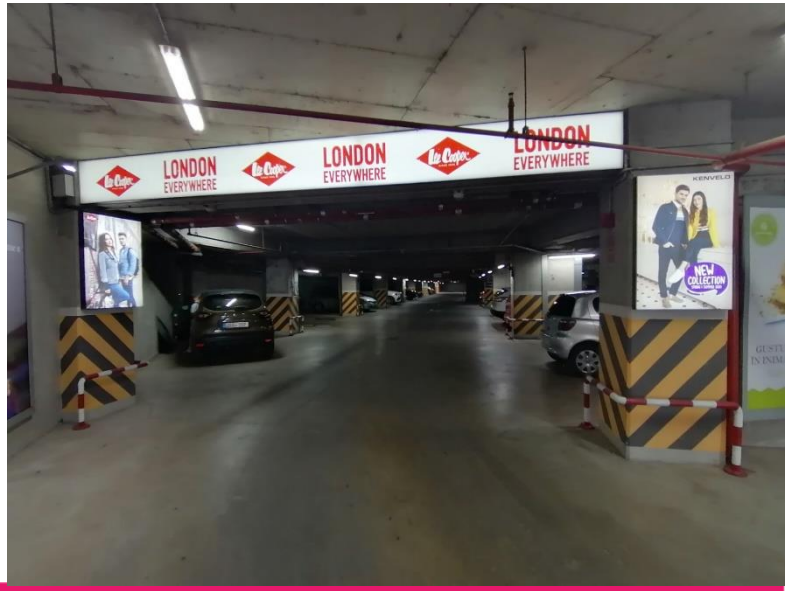
TV Spot Shooting

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:

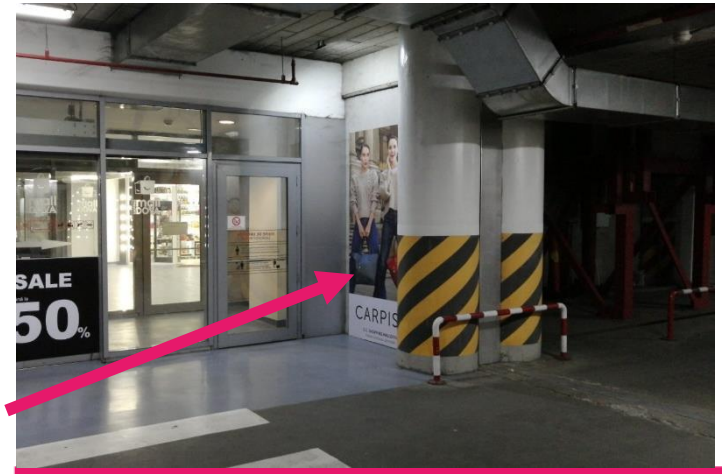
- 6 x 0.50 m
- 0.75x1.15 m
- 0.75x1.15 m

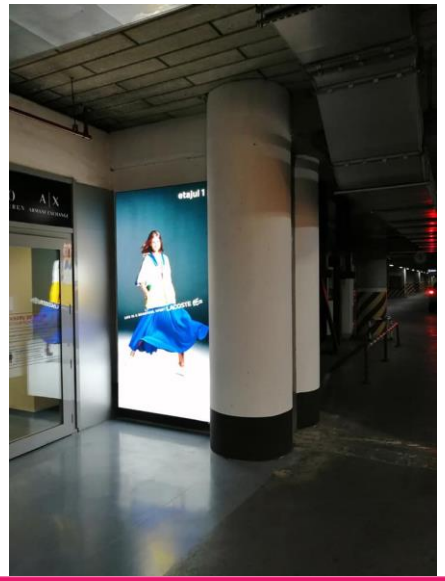
RATE CARD

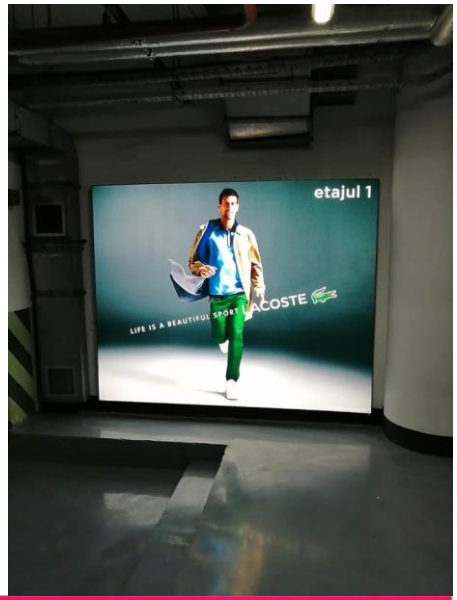
*** The price does not include montage, de-montage and printing costs, advertising tax and VAT.**

- 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

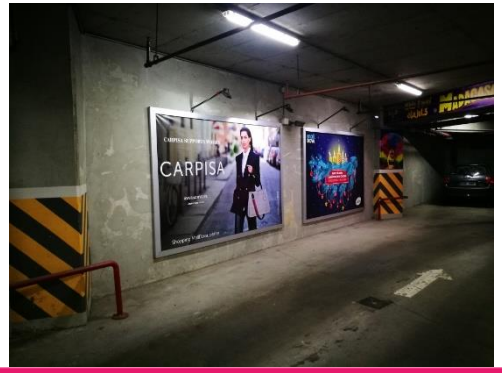
Material: vinyl

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

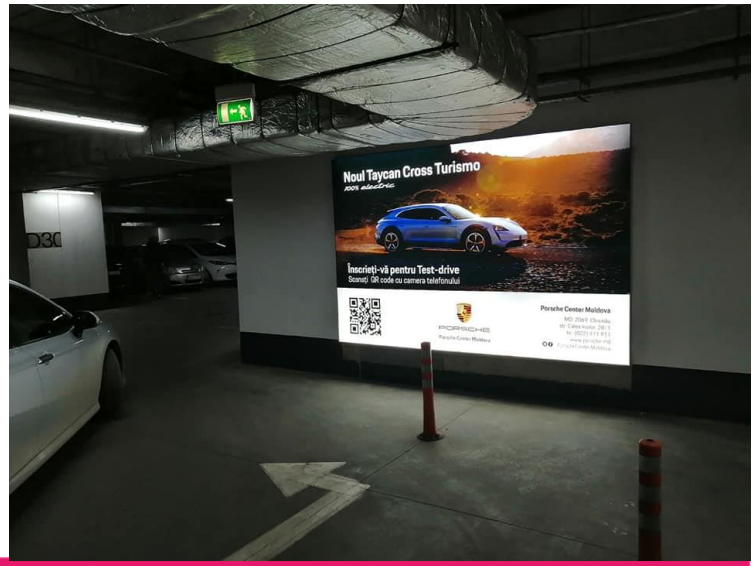
Dimensions: 1.94 x2.94 m, banner.

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

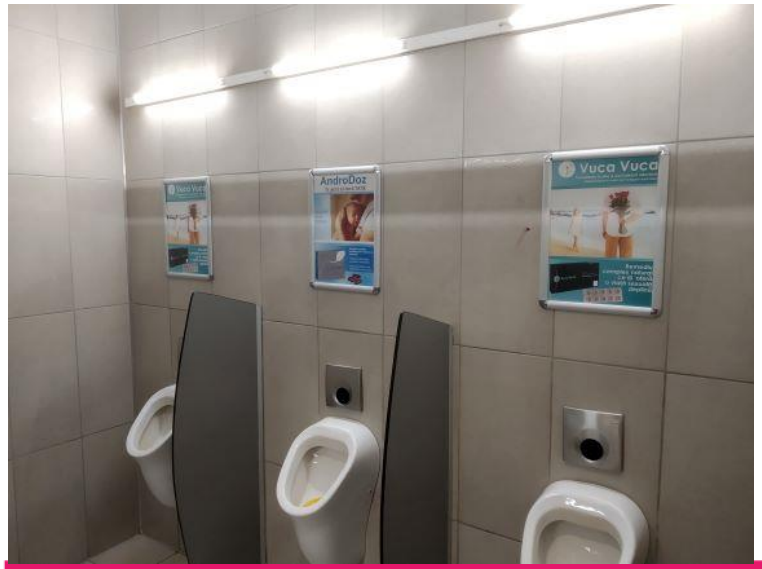
Dimensions: 1.94 x2.94 m, banner.

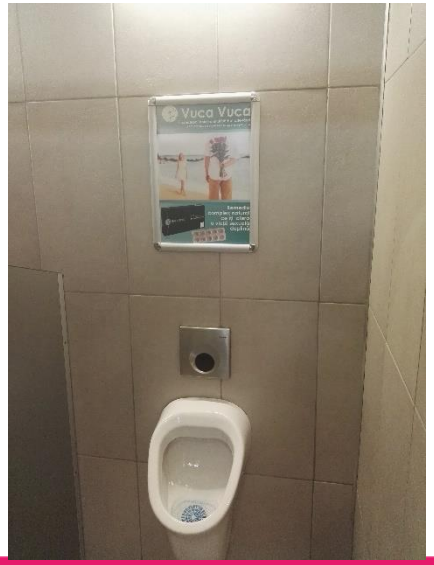
RATE CARD

*** 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)





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

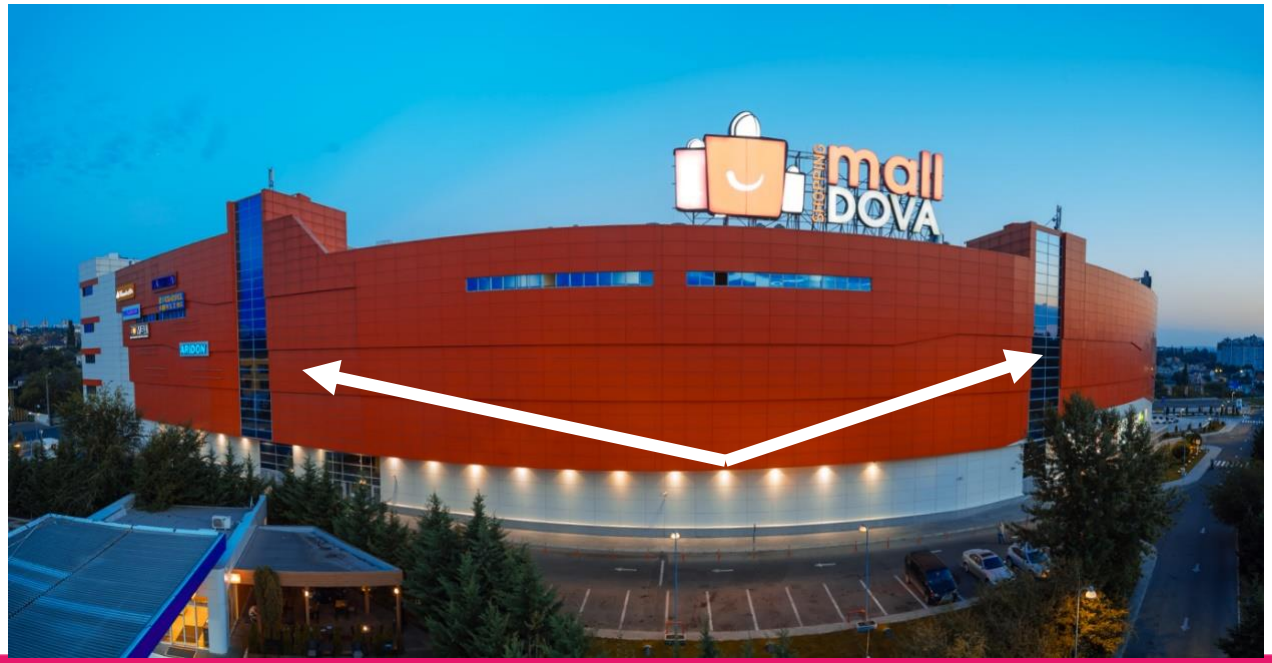
Dimensions: 4x5 m
Print material: backlit.

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



DEFINITION

Two façade mesh.

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

TECHNICAL SPECIFICATIONS

Material –vinyl(oracal) one vision, mesh

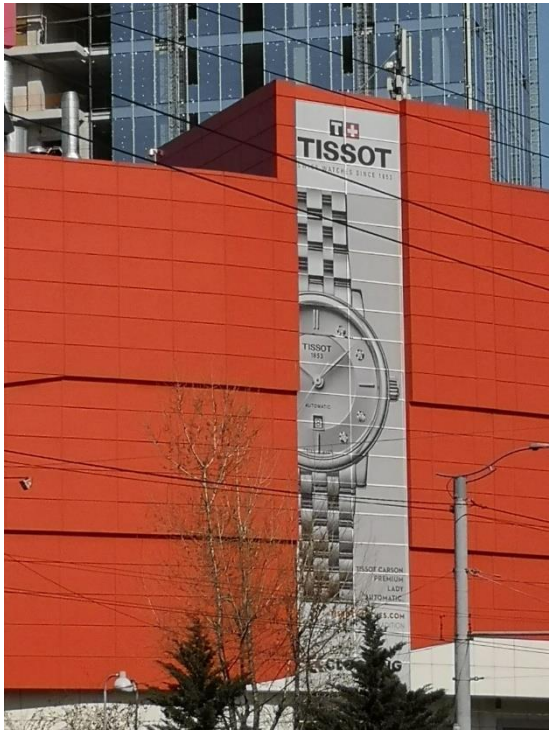
*** The price does not include montage, de-montage and printing costs, *advertising tax* and VAT.**

RATE CARD

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

TISSOT
SWISS WATCHES SINCE 1853
TISSOT
1853
AUTOMATIC
TISSOT CARSON
PREMIUM
LADY
AUTOMATIC
TISSOTWATCHES.COM
TISSOT. INNOVATORS BY TRADITION
CLOCKING
KINGDOM OF WATCHES AND JEWELRY

mall
DOVA
TISSOT


TISSOT

Façade columns branding

DEFINITION

Façade column branding, 2 pieces.

TECHNICAL SPECIFICATIONS

Dimensions:
diameter — 1.5 m
height — 5.95 m

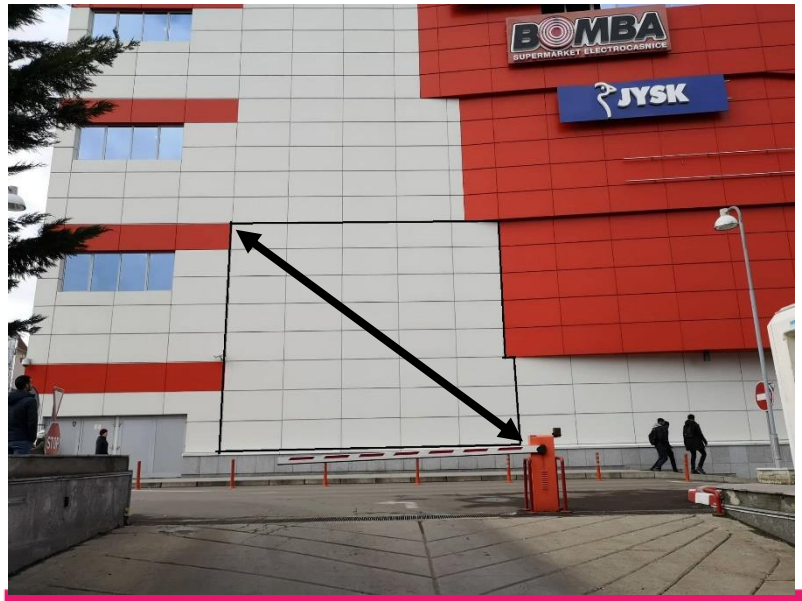
Material – vinyl(oracal)

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



DEFINITION

Branding façade at exit parking

TECHNICAL SPECIFICATIONS

Dimensions:

- Height — 8 meters
- Lenghts – 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

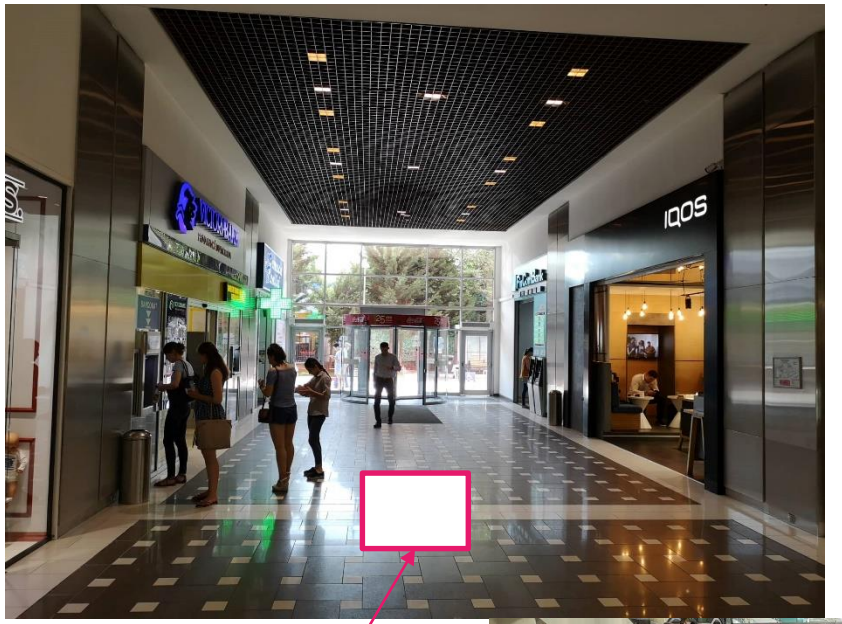
Material –backlit film

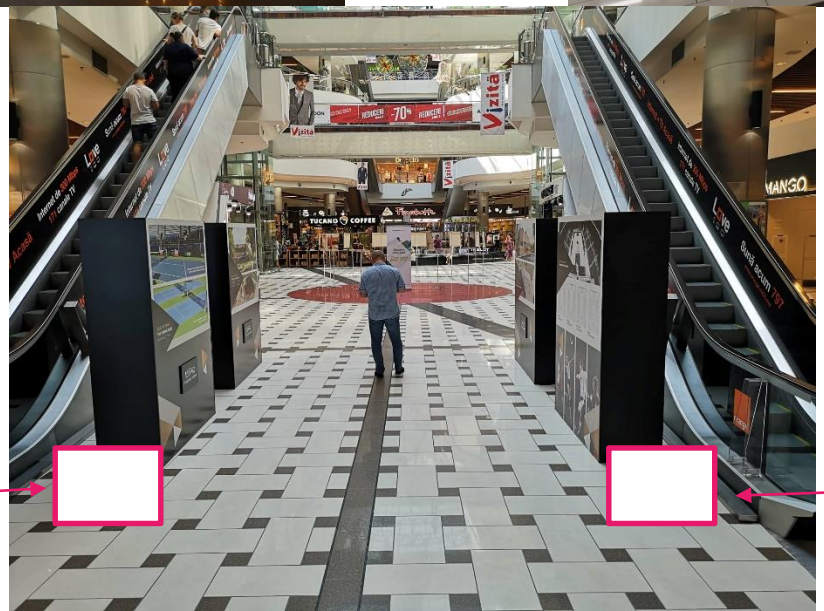
RATE CARD

*** 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





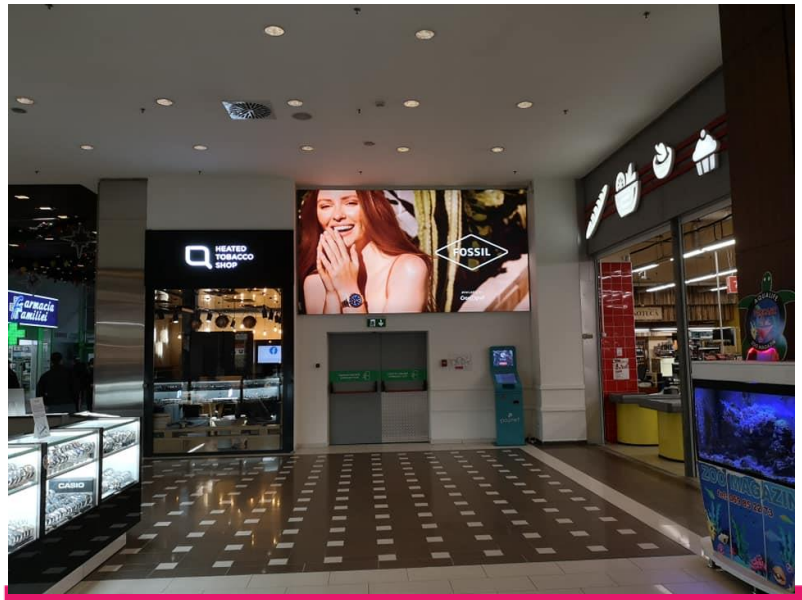
Second Entrance

Fourchette Zone

Central Entrance

Central Entrance

Branding wall



DEFINITION

Branding the wall near Fourchette

TECHNICAL SPECIFICATIONS

Dimensions:

- Height —2.45 meters
- Lenghts – 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.

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email: igordosca@shoppingmalldova.md