



ADVERTISING  
IN SHOPPING MALLDOVA  
2024



# Interior columns branding



## DEFINITION

4 Interior columns branding.

## TECHNICAL SPECIFICATIONS

Dimension per columns:  
width — 1.26x4 m  
height — 4.26 m

## RATE CARD

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

- 1 000 euro/month/column\*
- 1 200 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)

SHOPPING  
mall  
DOVA



## DEFINITION

Branding the doors of the elevators.

## TECHNICAL SPECIFICATIONS

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

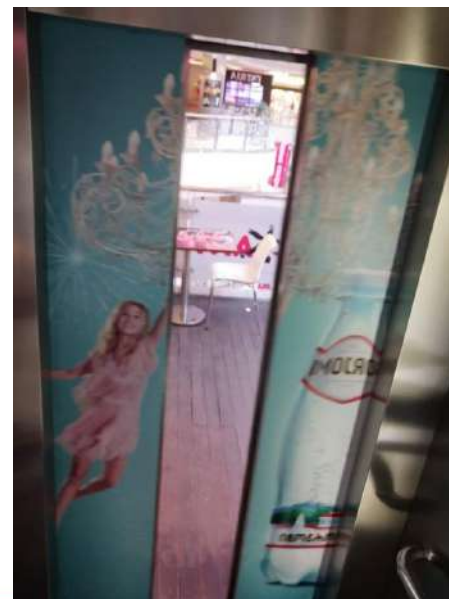
## RATE CARD

\* 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)

SHOPPING mall  
DOVA



## 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: 38x58 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.

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



# Click Frame

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DOVA



## 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)



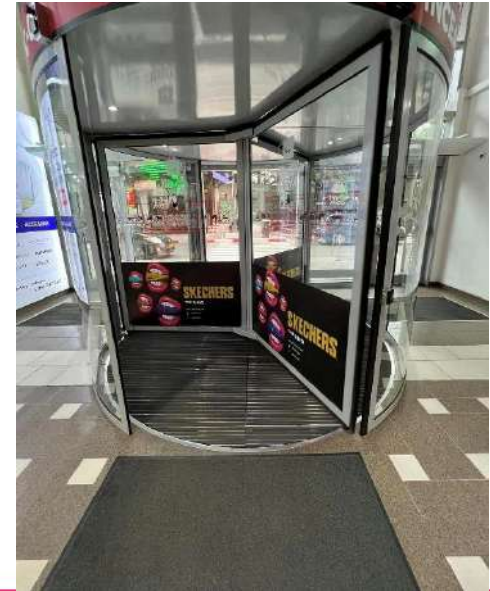
## RATE CARD

\* 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

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## 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)



## DEFINITION

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

## TECHNICAL SPECIFICATIONS

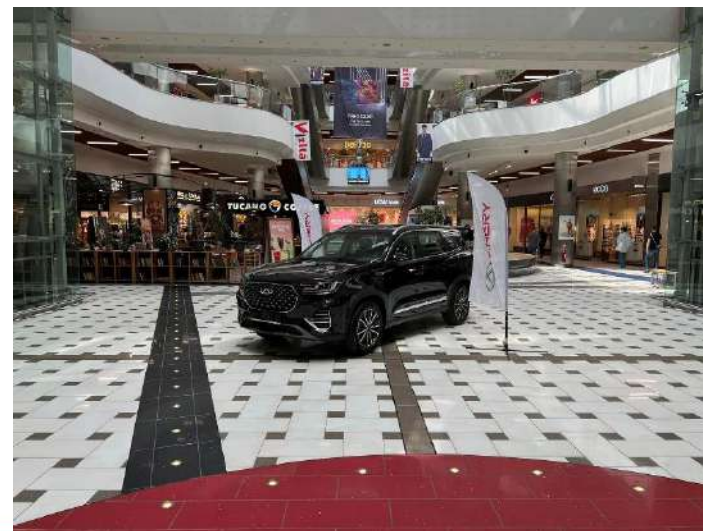
Max. 24 sq. m. (7\*4m), maximum weight of the car — 1000 kg.

## 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.

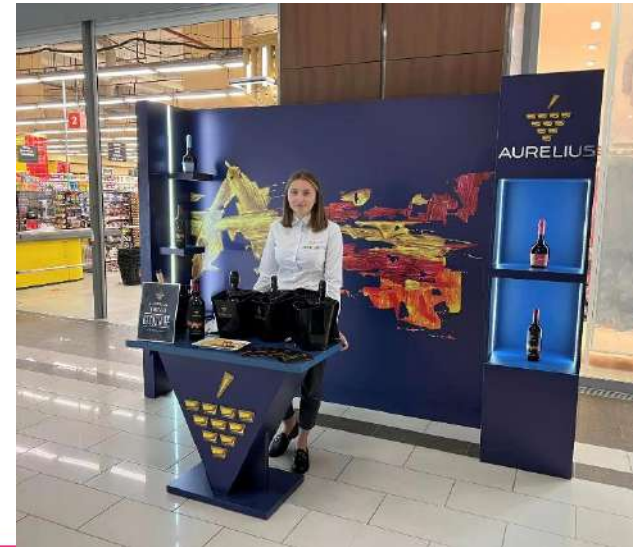
## RATE CARD

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

- 1 100 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. 4 sq. m. (2\*2 m).  
Maximum period: 2 weeks.

## RATE CARD

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

- 1 100 euro/2 weeks\*
- 1 300 euro/2 weeks (Christmas-Easter)

# Advertising stand (Special Zone)



## DEFINITION

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

## TECHNICAL SPECIFICATIONS

Dimensions: max. 16 sq. m. (4\*4 m).  
Maximum period: 2 weeks.

## RATE CARD

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

- 2000 euro/2 weeks\*
- 2 500 euro/2 weeks (Christmas-Easter)

# Advertising stand (Parking Zone)



## DEFINITION

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

## TECHNICAL SPECIFICATIONS

Dimensions: max. 18 sq. m.

## RATE CARD

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

- 1500 euro/month\*
- 2 000 euro/month\* (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.

- 1 100 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)

# Events Sponsorship (Kids DAY)



## DEFINITION

The event partner will benefit from a advertising package.

## TECHNICAL SPECIFICATIONS

## RATE CARD

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

- 5000 euro/project\*



# Events Sponsorship (Kids projects)

SHOPPING  
mall  
DOVA



## DEFINITION

The event partner will benefit from a advertising package.

## TECHNICAL SPECIFICATIONS

## RATE CARD

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

- 5000 euro/project\*

# Events Sponsorship (HALLOWEEN Party)

SHOPPING  
**mall  
DOVA**



## DEFINITION

The event partner will benefit from a advertising package.

## TECHNICAL SPECIFICATIONS

## RATE CARD

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

- 5000 euro/project\*

# Events Sponsorship (MALL OF FAME)



## DEFINITION

The event partner will benefit from a advertising package.

## TECHNICAL SPECIFICATIONS

## RATE CARD

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

- 5000 euro/project\*



# Events Sponsorship (CHRISTMAS FAIR)

SHOPPING  
mall  
DOVA



## DEFINITION

The event partner will benefit from a advertising package.

## TECHNICAL SPECIFICATIONS

## RATE CARD

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

- 20 000 euro/project\*

# 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

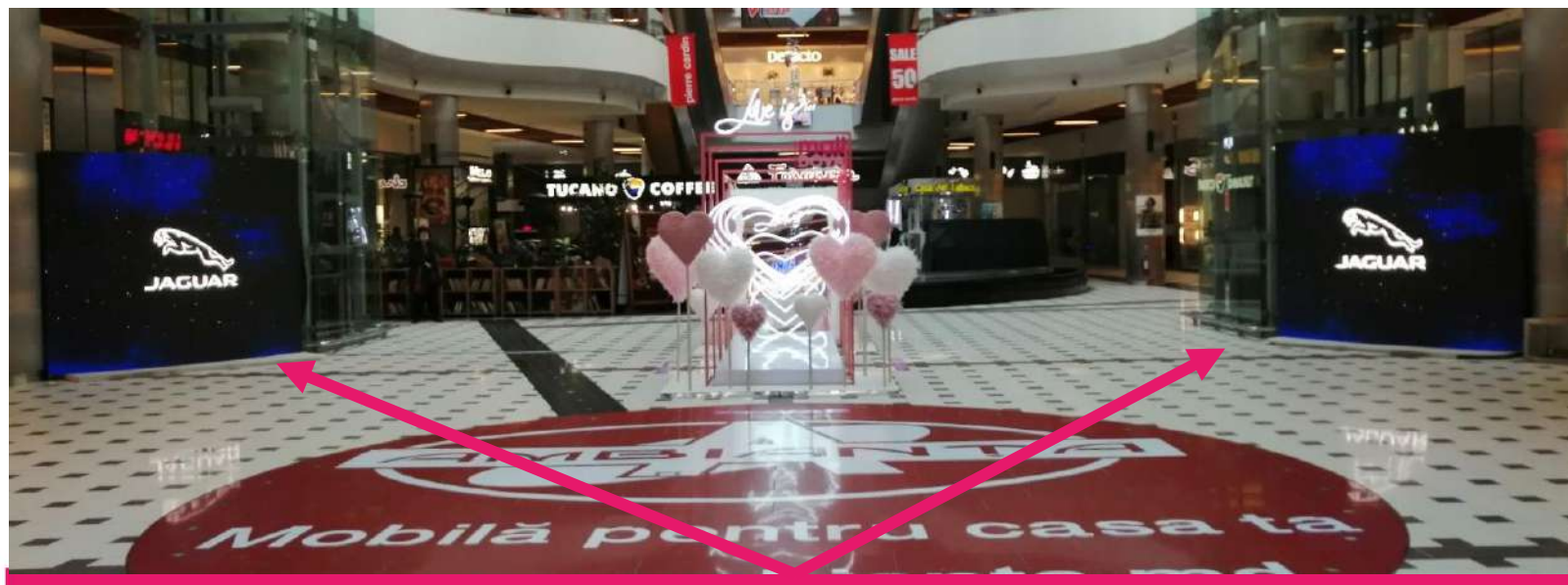
\* The price does not include montage, de-montage and printing costs, advertising tax and VAT.

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



# Promo Spots on TV LED(interior)

SHOPPING  
mall  
DOVA



## 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  
mall  
DOVA



## 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:

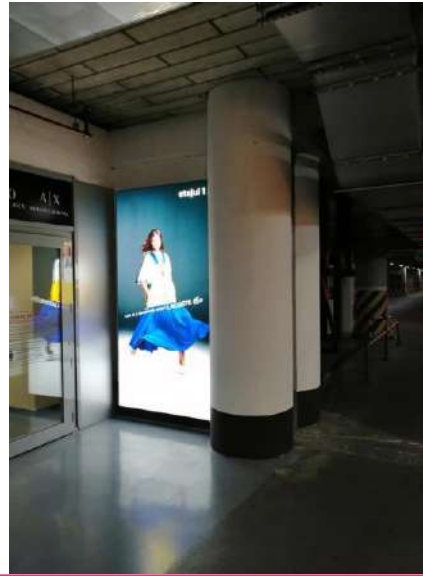
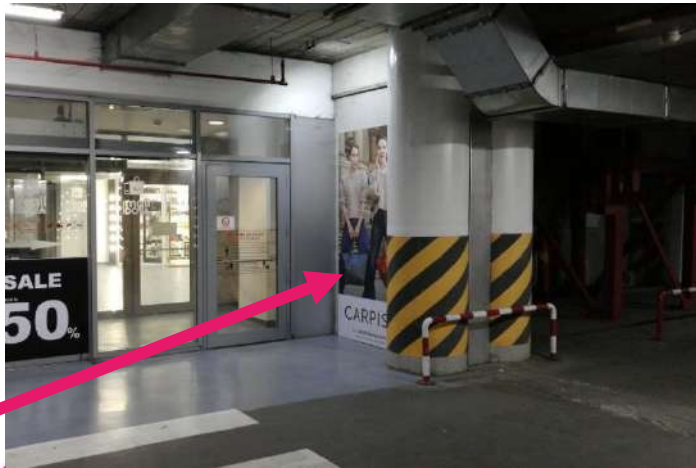
- 6 x 0.50 m
- 0.75x1.15 m
- 0.75x1.15 m

## 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

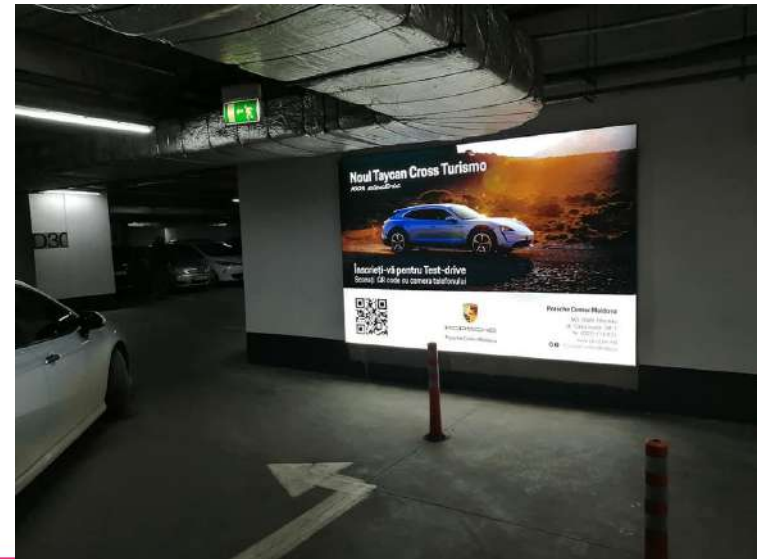
Dimensions: 1.94 x2.94 m, banner.

## 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, textil.

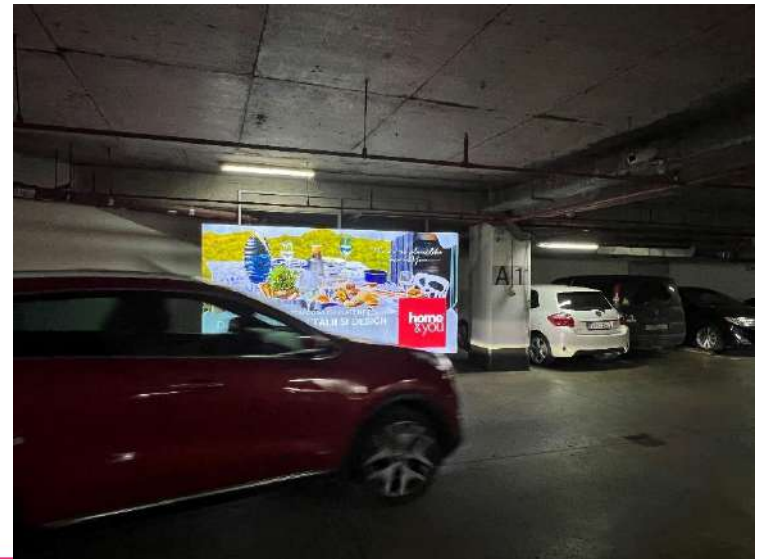
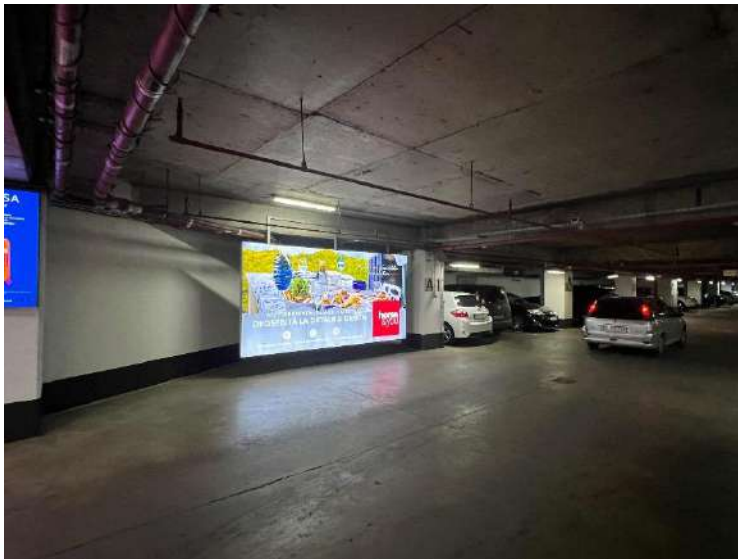
## RATE CARD

\* 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)



# Parking Branding – big light box (Entrance)



## DEFINITION

Advertising frame are located at the entrance of the parking.

## TECHNICAL SPECIFICATIONS

Dimensions: 4 x 2 m, textil.

## RATE CARD

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

- 650 euro/level/month\*
- 750 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.

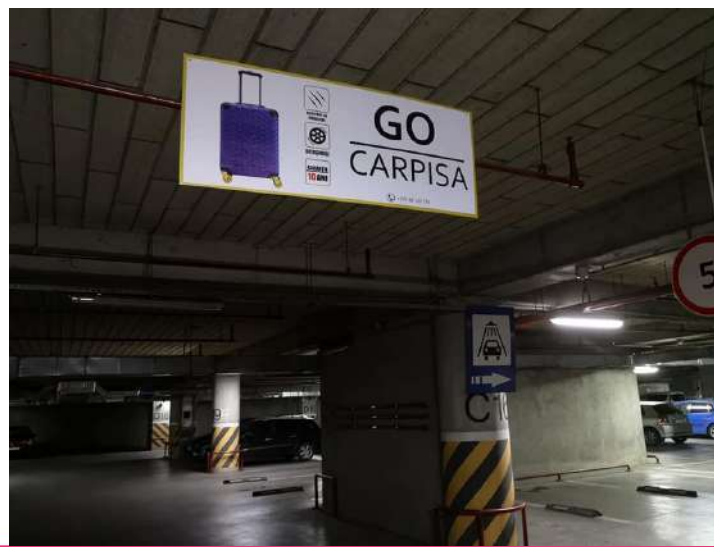
## RATE CARD

\* 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

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## DEFINITION

Two façade mesh.

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

## TECHNICAL SPECIFICATIONS

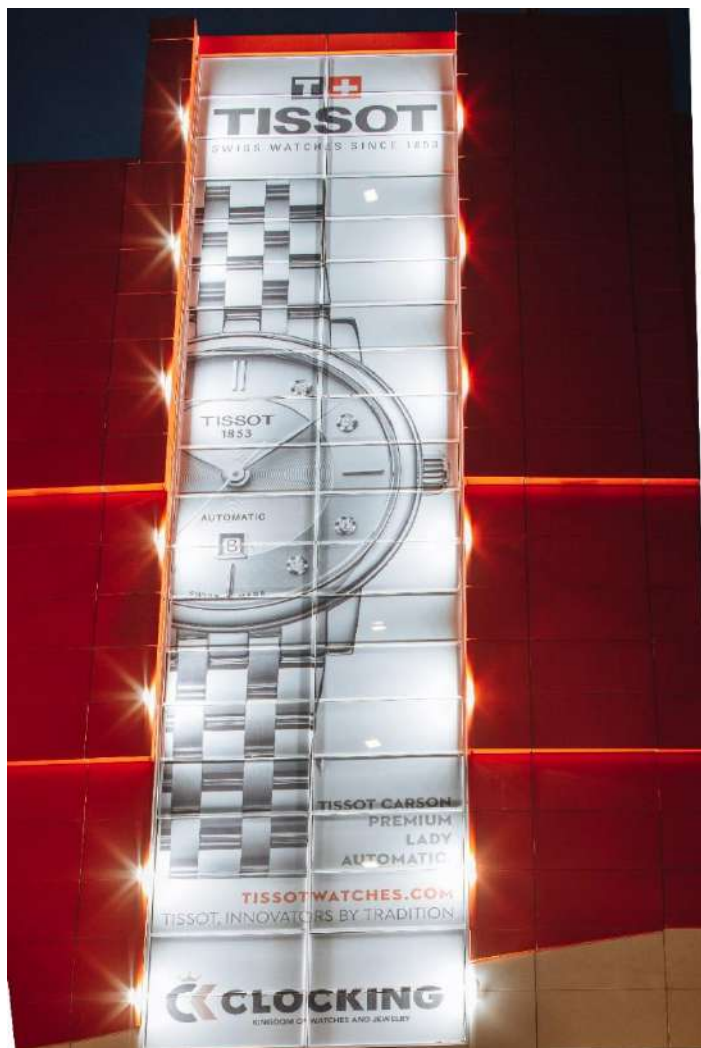
Material –vinyl(oracal) one vision, mesh

\* 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



## 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

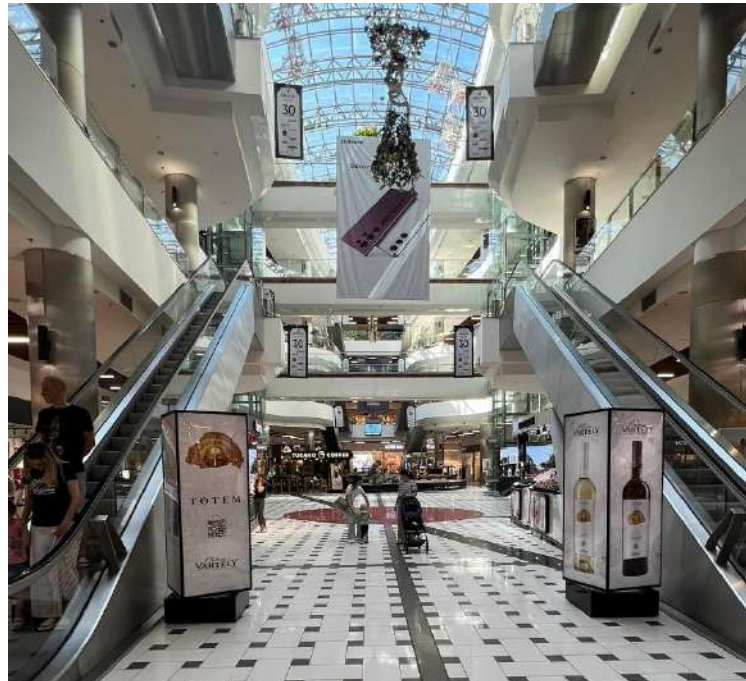


Second Entrance

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.



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