

TENANT Talk



MAXIMIZE YOUR REACH

Partner with us to expand your customer base in 2024

We know nothing beats a marketing plan perfectly tailored to your business - after all, who knows your audience better than you? Our complimentary marketing opportunities are designed to maximize the reach of our tenants' plans and campaigns throughout the year. We'd love to partner with you to help get your message out to new faces. Your next customer is out there - they just haven't found you yet!

In 2023, our team produced almost 5,000 promos across our portfolio at no cost to our tenants. How many shoppers did these promos reach? We're glad you asked!



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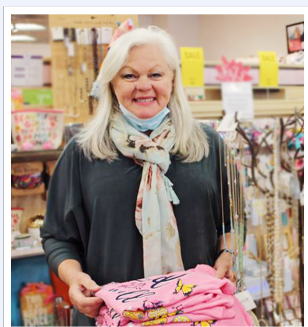
How can you capitalize on this growing audience of potential customers? It's simple - submit your promotion for one of the upcoming Fashion Insider Guides listed below or visit the [Tenant Portal!](#)

2024 FASHION INSIDER GUIDES

- JANUARY 19 • VALENTINE'S DAY
- APRIL 19 • MOTHER'S DAY
- MAY 24 • FATHER'S DAY
- JULY 5 • BACK TO SCHOOL
- OCTOBER 11 • HALLOWEEN
- NOVEMBER 8 • BLACK FRIDAY
- NOVEMBER 22 • GIFT GUIDE

Dates listed reflect submission deadline

TENANT CORNER



KAREN JOHNSTON

Meet Karen Johnston, owner of Karen's Hallmark at the Danville Mall! See how she's successfully worked the Mall's marketing opportunities into her own marketing strategy.

HPG: What is the main benefit of submitting your promos to the tenant portal?

Karen: Community presence is a big piece of what helps me stand out from other stores. I host food drives, local events, and work with local vendors to give my shoppers new reasons to stop by and see me.

HPG: How often do you submit promos to the tenant portal?

Karen: I regularly advertise new merchandise as well as upcoming local events happening in my store to drive traffic.

HPG: Why would you recommend submitting promos to other tenants?

Karen: I love how efficient and easy it is to submit an ad request. The design team is able to bring my vision to life every time, and I love seeing the final product!