



BURBANK TOWN CENTER

**POTENTIAL ADVERTISING**  
OPPORTUNITIES

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*CAPTIVATE, ENGAGE, AND ELEVATE YOUR BRAND*

# LOOKING FOR EXPOSURE? LOOK NO FURTHER.

Looking for potential customers to see your advertisement at our property? We have a host of on-property media opportunities to promote your business, from utilizing our common area displays to being featured on Property signage. Create a custom display that will showcase your business more effectively – and more cost efficiently – than any traditional media ever could.





# ***WELCOME TO BURBANK TOWN CENTER***

Burbank Town Center is a landmark shopping mall offering a choice of more than 80 retail shops, restaurants, entertainment venues, and lifestyle services. This three-level enclosed mall features a dramatic dome towering over Center Court. The shopping mall complements downtown Burbank's San Fernando Boulevard with many outdoor shops, restaurants, and entertainment. Prominent retailers include Macy's, H&M, Sears, World Market, AMC, and Victoria's Secret. Free parking is available throughout the entire shopping center with multiple points of convenient access to garages & surface lots.



# DEMOGRAPHICS

Burbank, California



105K

Population

250K

Daytime Population

2.2M

Population within 10mi radius



\$125,056

Avg. Household Income



12,400

Business



62%

Some College or Higher



\$8,500

Per Capita Sales



43,044

Households



\$1.2M

Median Home Price



182K

Workforce Population



43

Median Age



\$124K

Avg. Earnings per Job/  
Person



# POTENTIAL ADVERTISING LOCATIONS

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In the next several slides, we will present to you the potential locations for advertising opportunities we have around the shopping center for you and your business.





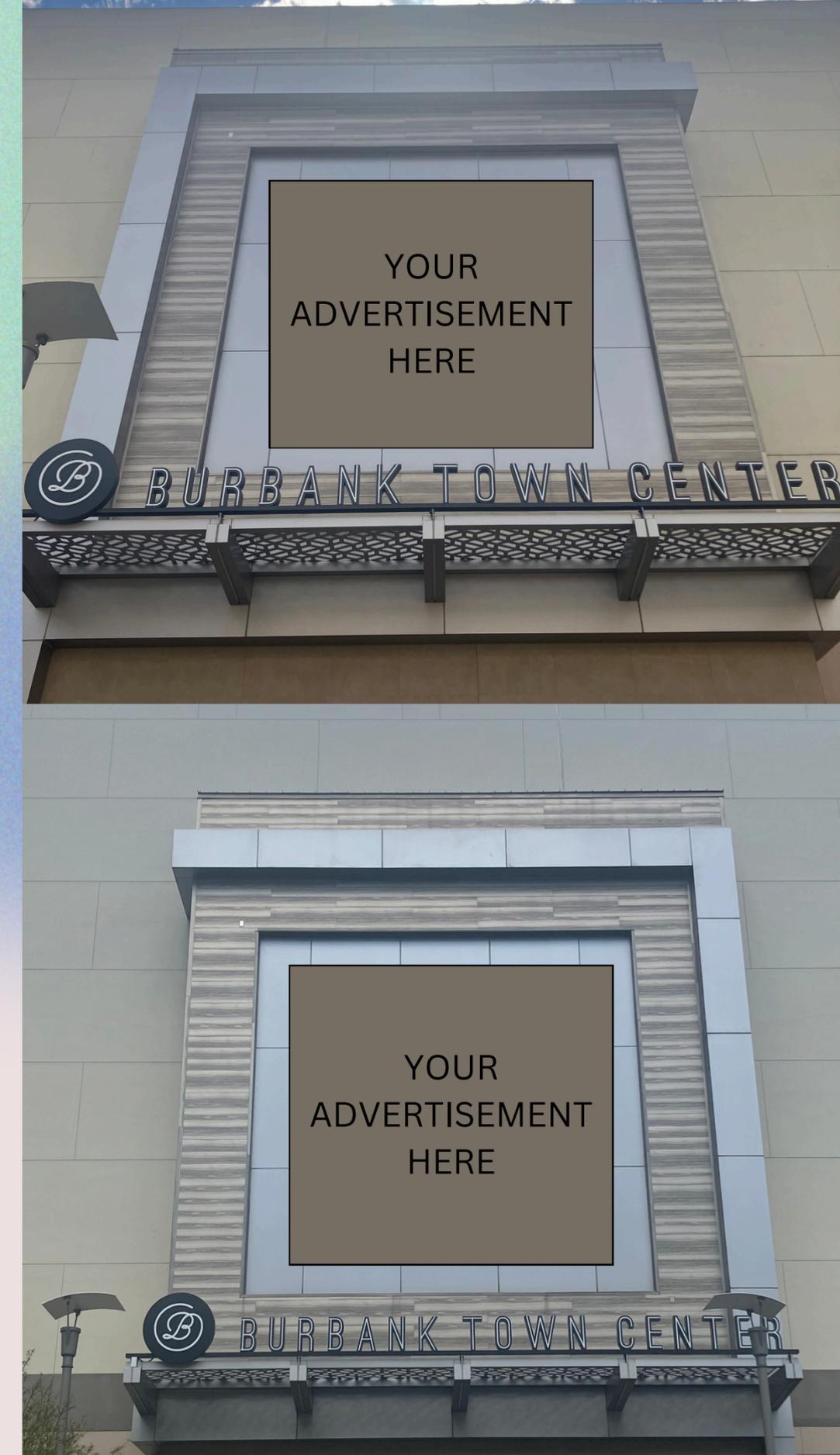
# CENTER COURT

- Command attention with towering advertisements in the center court.
- Reach shoppers as they gather, dine, and socialize in this bustling hub.
- Your brand at the heart of the shopping experience, leaving a lasting impression.
- Column wraps & banner displays available at this location (see arrows).



# ENTRANCES & EXITS

- Make a lasting impression as shoppers enter and exit the mall.
- Prime locations for new store openings, promotions, and seasonal campaigns.
- Reach both incoming and outgoing foot traffic as these locations are over main entrances.
- Opportunity to capture the attention of shoppers at the beginning and end of their shopping journey.



# AROUND THE MALL

- Long exposure to advertisements as shoppers traverse through the mall.
- Perfect for promoting products, services, or upcoming sales.
- Can be tailored to specific target demographics based on corridor location.



# ESCALATOR WRAPS

- Located in the high-traffic area with high visibility.
- Ideal for companies looking to make an investment in their campaign and tie into other digital advertising.
- Available for monthly, seasonal or year-round agreements.



# BRIDGE

- Iconic bridge locations offering unparalleled visibility.
- Showcase your brand message to pedestrians and drivers alike.
- High-impact displays that capture attention and drive engagement.



# PARKING GARAGE

- Reach commuters, shoppers, and moviegoers.
- Vibrant displays and banners in key locations.
- Amplify brand visibility as customers enter and exit the garage.
- Column wraps & banner displays available at this location.



# INTERIOR TERRACE WINDOWS



- Located in a prominent area within the mall, visible to shoppers from multiple vantage points.
- Capture the attention of shoppers as they pass by, enhancing brand visibility and awareness.
- Sheer vinyl wraps offer a flexible and customizable advertising solution.
- Perfect for promoting movie openings, new product launches, or special events with bold and eye-catching visuals.



# DIGITAL DIRECTORIES

- Our digital directories are strategically placed throughout the mall, providing shoppers with interactive maps and information.
- Targeted advertising to shoppers seeking guidance.
- High visibility and engagement.
- Opportunity for dynamic and interactive content.

For inquiries regarding advertising on our digital directories, please contact Liquid Outdoor at 1-800-301-9539.



# WHY CHOOSE BURBANK TOWN CENTER?

- Prime locations with high foot traffic
- Diverse audience demographics for targeted marketing
- Elevate brand visibility and engagement
- Customizable advertising options to suit your brand's needs and budget





BURBANK TOWN CENTER

**GOT QUESTIONS?**

REACH OUT.

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