

Digital Assets Tenant Guide

The Promenade at Westlake

Caruso

ABOUT

This comprehensive guide is available to tenants of The Promenade at Westlake as a reference when submitting digital assets for placement on our website, e-communications and social media platforms.

In order to provide the best possible support for our tenants, detailed specifications have been provided to promote your brand across our channels. Per our guidelines, all assets must be 100% photography-based imagery, and all submissions must meet the required specifications in order to be considered for placement.

Thank you.

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1.1

WEBSITE | HOMEPAGE

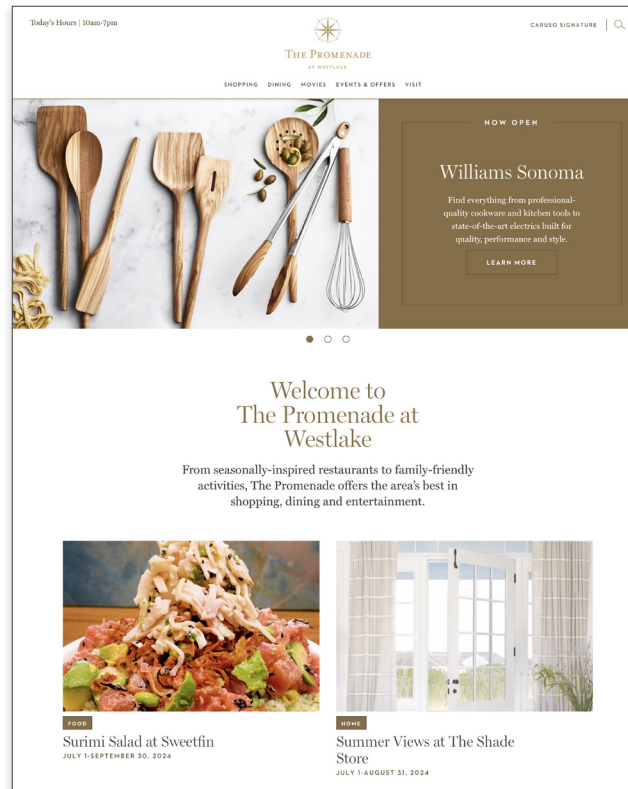
HOMEPAGE BILLBOARD

- Photography-based imagery only
- Image size: 1676 x 1040 pixels, 72 dpi, png or jpg, image must be under 2 MB
- Image live area: 1040 x 1040 pixels, keep all important elements within live area
- No logos or copy on image
- Headline
 - Character count: 19 characters max per line
 - 2 lines max
- Descriptive text
 - Character count: 200 characters max

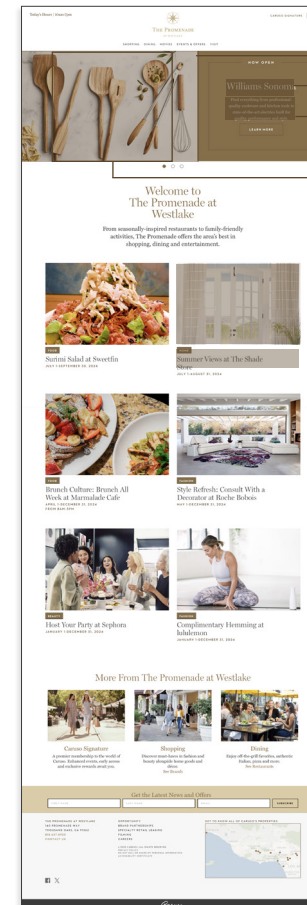
HOMEPAGE TILE

- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No logos or copy on image
- Headline
 - Character count: 25 characters max per line
 - 2 lines max

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF HOMEPAGE BILLBOARD AND HOMEPAGE TILE



- HOMEPAGE BILLBOARD
- HEADLINE
- DESCRIPTIVE TEXT
- IMAGE LIVE AREA
- HOMEPAGE TILE
- HEADLINE



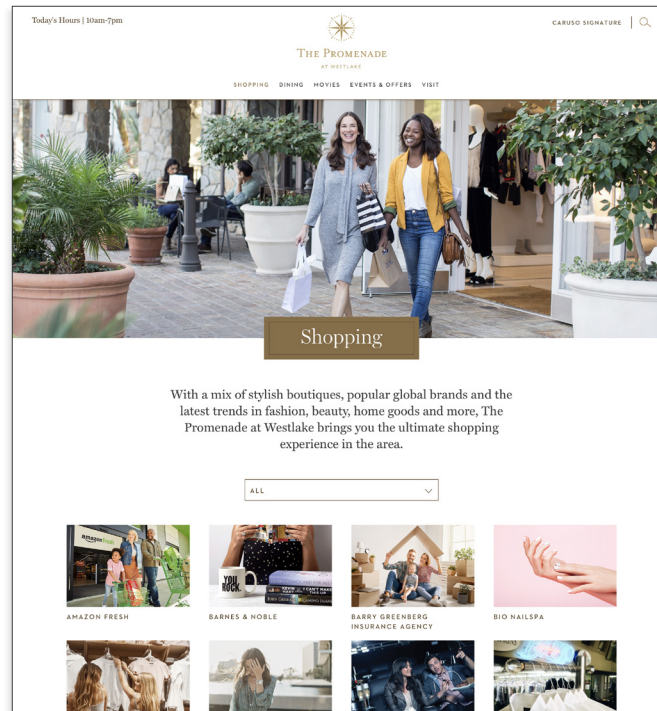
1.2

WEBSITE | SHOPPING PAGE

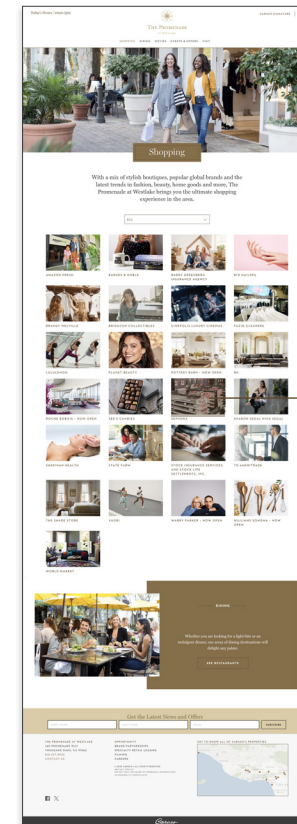
SHOPPING PAGE TILE

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No logos or copy on image
- Evergreen or seasonal campaign image (can be refreshed as desired)
- Lifestyle imagery preferred

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF SHOPPING PAGE



SHOPPING PAGE TILE



1.2

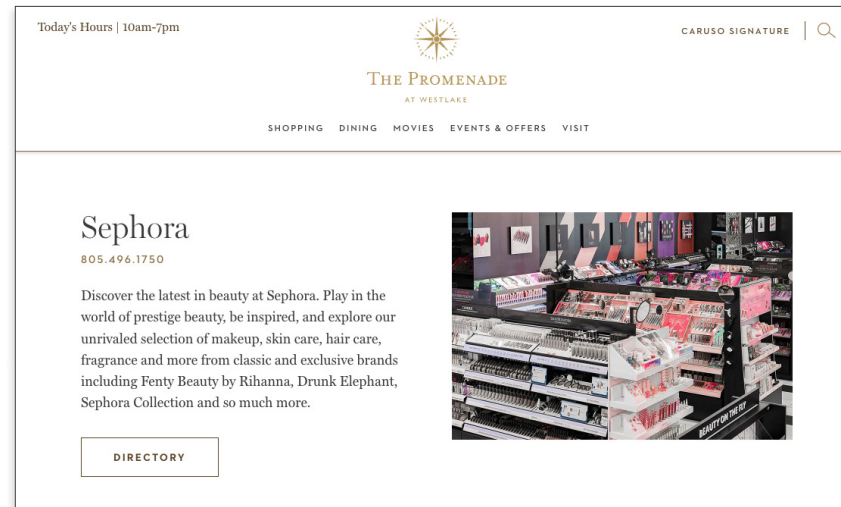
WEBSITE | SHOPPING PAGE DETAIL

SHOPPING PAGE DETAIL

This is the destination page from the shopping page tile. The image shown is the same image used on the main shopping page.

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No logos or copy on image
- Tenant name
 - Character count: 23 characters max per line
 - 2 lines max
- Phone number
 - Character count: 350 characters max
- Brand description
 - Character count: 350 characters max

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF SHOPPING PAGE DETAIL

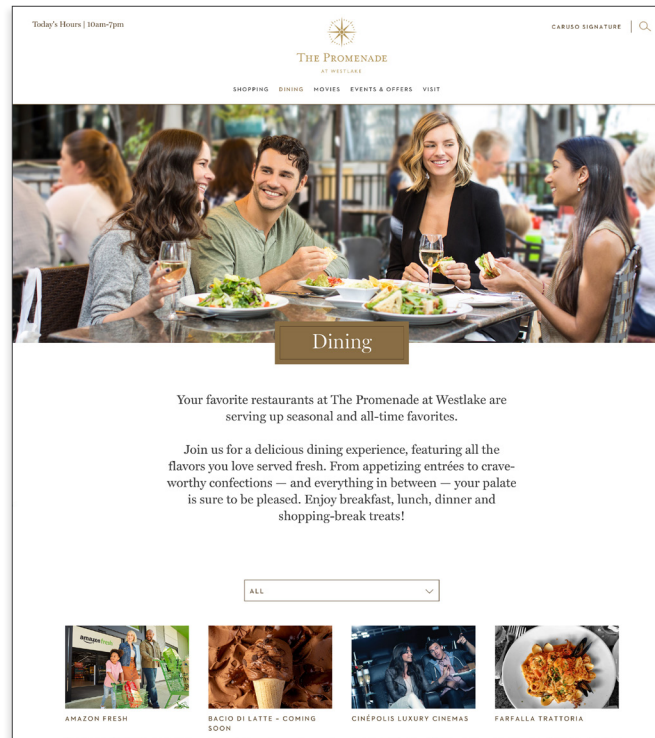
1.3

WEBSITE | DINING PAGE

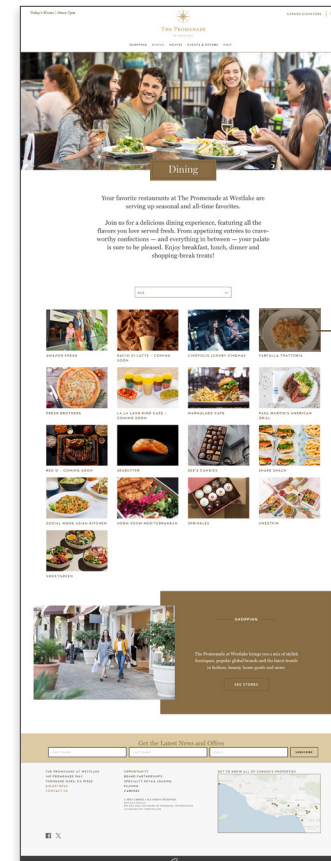
DINING PAGE TILE

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No logos or copy on image
- Evergreen or seasonal campaign image
- Stylized food/product shots preferred

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF DINING PAGE



DINING PAGE TILE

1.3

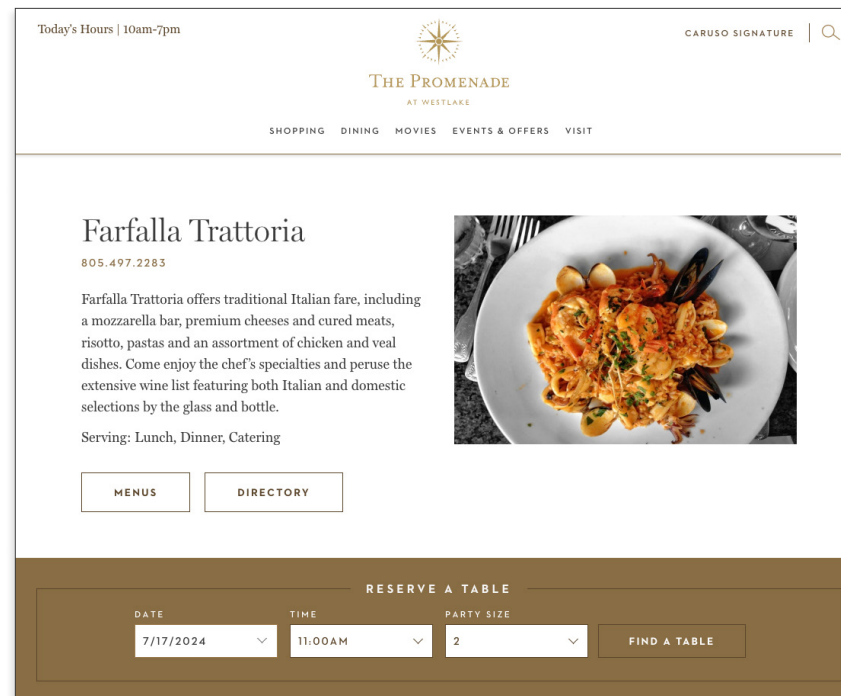
WEBSITE | DINING PAGE DETAIL

DINING PAGE DETAIL

This is the destination page from the dining page tile. The image shown is the same image used on the main dining page.

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No logos or copy on image
- Tenant name
 - Character count: 23 characters max per line
 - 2 lines max
- Phone number
- Tenant description
 - Character count: 350 characters max
- Menu(s)
 - Provide PDFs or web links for menus
- Reservation options such as OpenTable, walk-in only, call for reservations, etc.
- Service details such as breakfast, lunch, dinner, catering, food delivery service, etc.

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF DINING PAGE DETAIL

1.4

WEBSITE | EVENTS & OFFERS PAGE

EVENTS & OFFERS PAGE IMAGE

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No copy on image

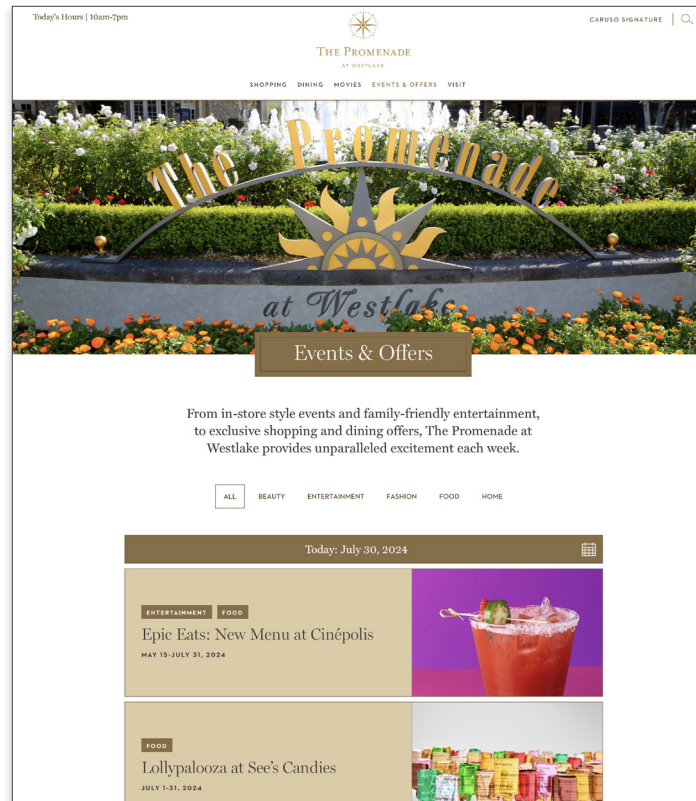
EVENT EXAMPLES

- Concert, fashion show, fitness class, tenant opening, holiday event, etc.

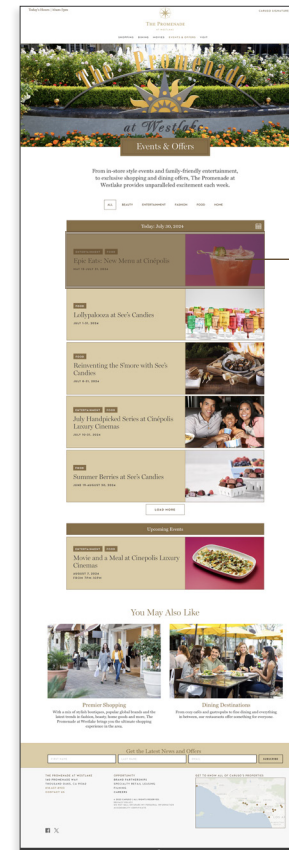
OFFER EXAMPLES

- New collection, sale, promotion, gift with purchase, dining specials, etc.

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF EVENTS & OFFERS PAGE



EVENTS & OFFERS PAGE LISTING



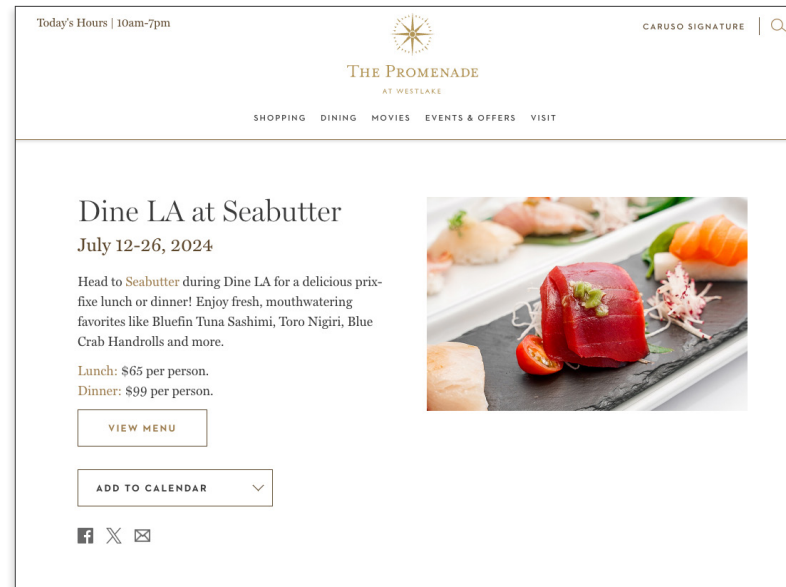
1.4

WEBSITE | EVENTS PAGE DETAIL

EVENT TILE

This is the destination page from the events & offers page listing. The image shown is the same image used on the main events & offers page.

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No copy on image
- Headline
 - Character count: 23 characters max per line
 - 2 lines max
- Descriptive text
 - Character count: 350 characters max
- Event date and time
- Event host
- CTA and link (optional)



EXAMPLE OF EVENTS PAGE DETAIL

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.

1.4

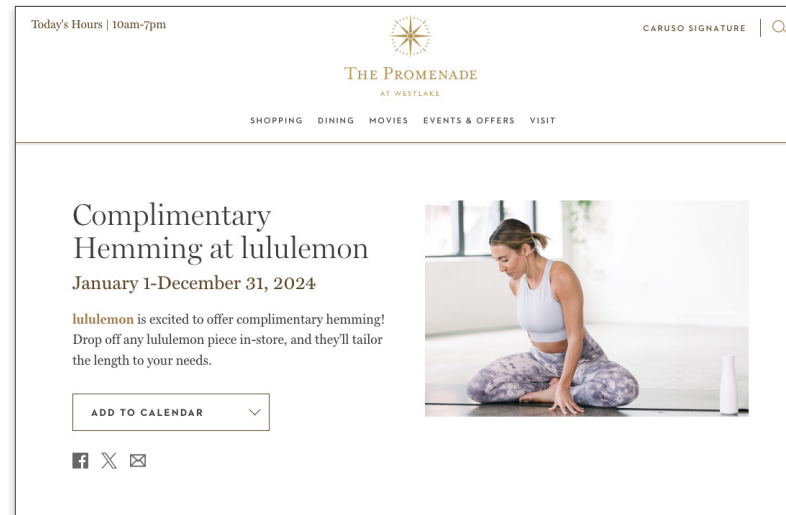
WEBSITE | OFFERS PAGE DETAIL

OFFER TILE

This is the destination page from the events & offers page listing. The image shown is the same image used on the main events & offers page.

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No copy on image
- Headline
 - Character count: 23 characters max per line
 - 2 lines max
- Descriptive text
 - Character count: 350 characters max
- Offer/promotion start date and end date
- Offer daily time (optional)
- Disclaimers

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF OFFERS PAGE DETAIL

2.1

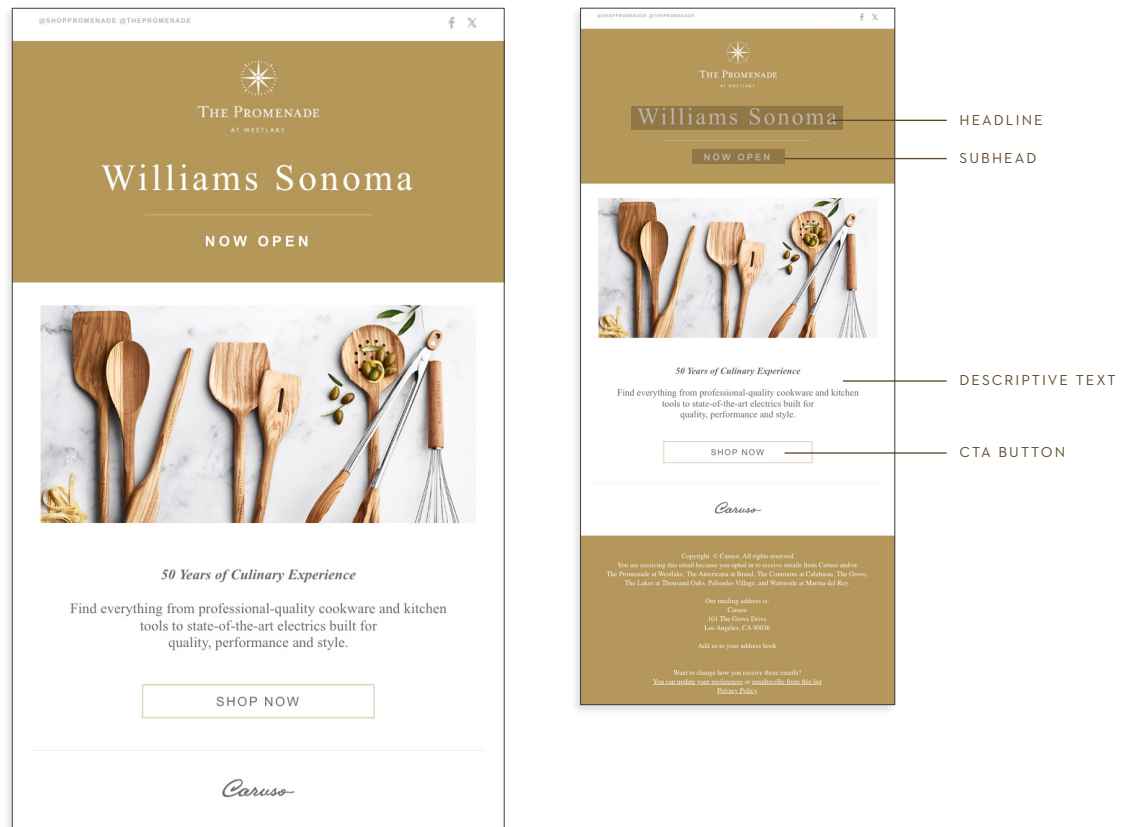
E-COMMUNICATIONS | DEDICATED E-MAIL

DEDICATED E-MAIL

Dedicated e-mail is reserved for new store openings or event partnerships and is subject to availability.

- Photography-based imagery only
- Image size: 900 x 450 pixels, 72 dpi, png
- No copy on image
- Email subject line
 - Character count: 60-70 characters max
- Headline
 - Character count: 14 characters max per line
 - 2 lines max
- Subhead
 - Character count: 30 characters max
- Descriptive text (live text)
 - Character count: 400 characters max
- Date, time and location
- CTA button text
- Additional promo text (optional)
 - Character count: 110 characters max
- Hashtag (optional)

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE E-MAIL. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF DEDICATED E-MAIL

2.2

PROPERTY NEWSLETTER FEATURE

Feature placement is reserved for large-scale events, sales or promotions happening at three different properties in the West Valley region, and is subject to availability.

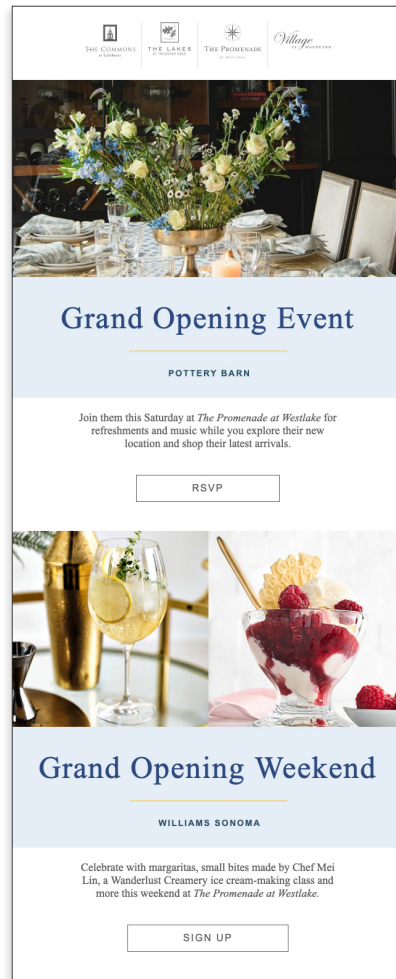
- Photography-based imagery only
- Image size: 900 x 450 pixels, 72 dpi, png
- No copy on image
- Headline
 - Character count: 16 characters max per line
 - 1 line recommended, 2 lines max
- Subhead
 - Character count: 32 characters max
- Descriptive text (live text)
 - Character count: 250 characters max
- CTA button text

PROPERTY NEWSLETTER TILE

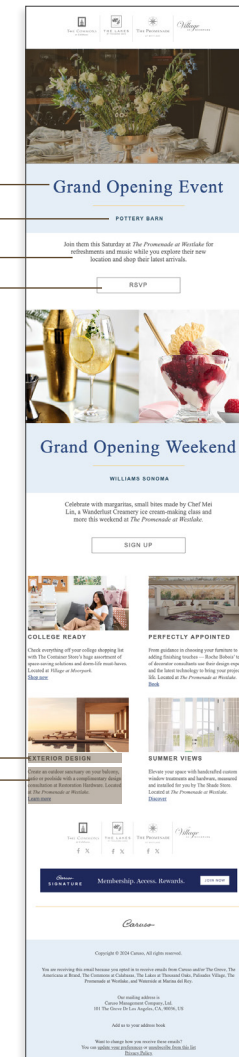
- Image size: 480 x 260 pixels, 72 dpi, png
- No copy on image
- Headline
 - Character count: 20 characters max
- Descriptive text (live text)
 - Character count: 250 characters max

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE E-MAIL. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.

E-COMMUNICATIONS | PROPERTY NEWSLETTER



EXAMPLE OF PROPERTY NEWSLETTER



NEWSLETTER FEATURE
 NEWSLETTER HEADLINE
 NEWSLETTER SUBHEAD
 NEWSLETTER DESCRIPTIVE TEXT
 NEWSLETTER CTA BUTTON

NEWSLETTER TILE HEADLINE
 NEWSLETTER TILE DESCRIPTIVE TEXT



3.1

SOCIAL MEDIA | FACEBOOK ORGANIC POST

FACEBOOK ORGANIC POST

- Photography-based imagery only
- Image size: 1080 x 1080 pixels, 72 dpi, png
- No logos or copy on image
- Descriptive text
 - 170 characters max
- Other profiles to be tagged
- No hashtags
- CTA will direct to the event/offer page

**NOTE: IF POSSIBLE, PROVIDE SOURCE FILES,
IN CASE REVISIONS ARE NEEDED**



EXAMPLE OF FACEBOOK ORGANIC POST

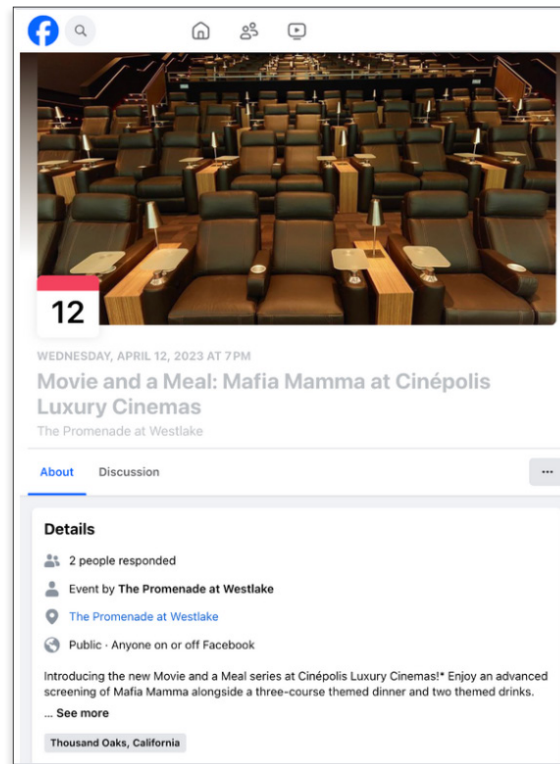
3.1

SOCIAL MEDIA | FACEBOOK EVENT PAGE

FACEBOOK EVENT PAGE

- Photography-based imagery only
- Image size: 1920 x 1080 pixels, 72 dpi, png
- Descriptive text
- Event info
 - Event name
 - Date, start time and end time
 - Location
 - Description
 - Link to RSVP
- Other profiles to be tagged

NOTE: IF POSSIBLE, PROVIDE SOURCE FILES,
IN CASE REVISIONS ARE NEEDED



EXAMPLE OF FACEBOOK EVENT PAGE

3.2

SOCIA MEDIA | X

X ORGANIC POST

- Photography-based imagery only
- Image size: 1024 x 512 pixels, 72 dpi, png
- Descriptive text
 - 140 characters
- For text in post include
 - Hashtag(s)
 - Other profiles to be tagged
 - CTA will direct to the event/offer page

NOTE: IF POSSIBLE, PROVIDE SOURCE FILES, IN CASE REVISIONS ARE NEEDED



EXAMPLE OF X ORGANIC POST



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