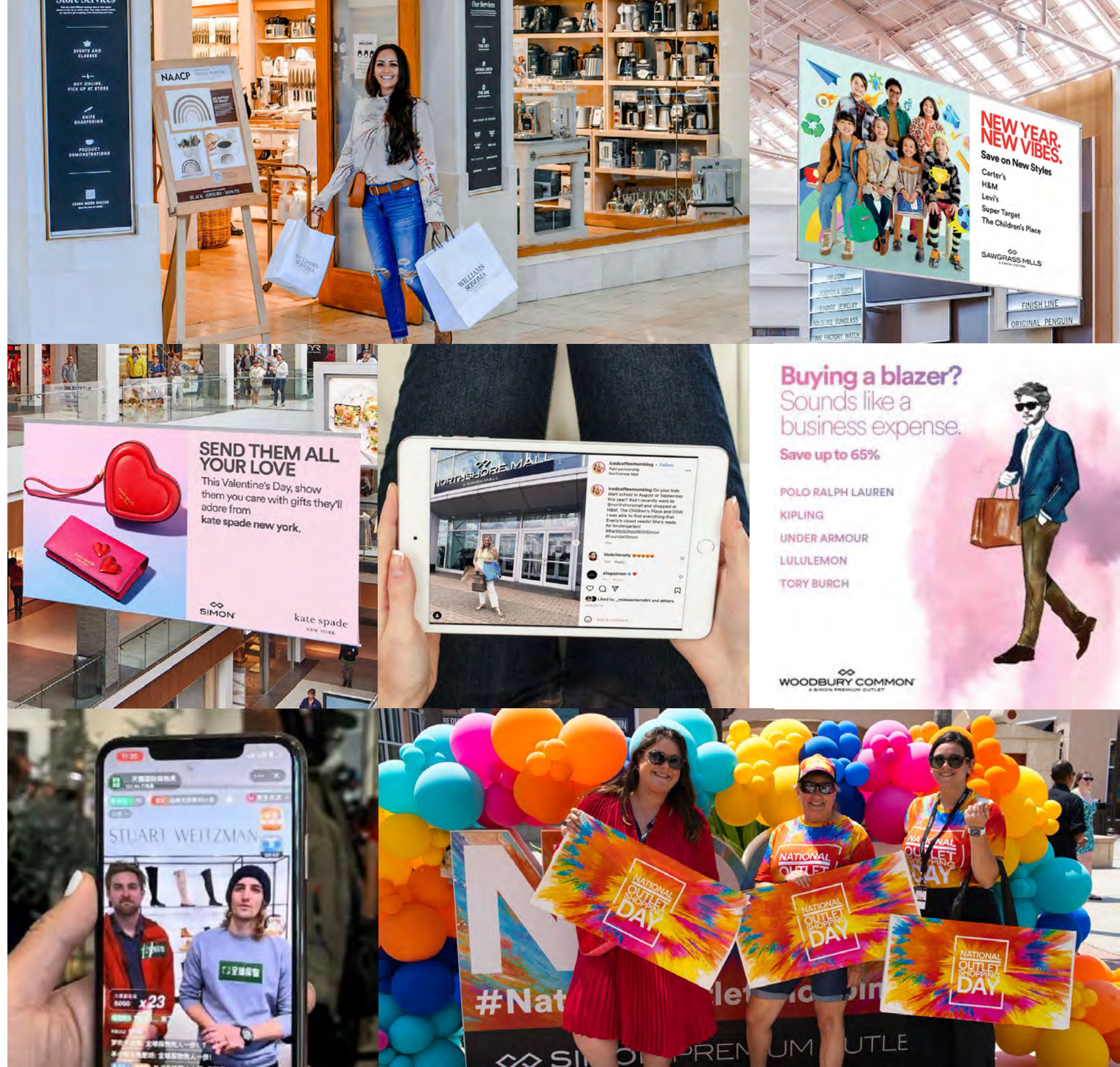




# RETAILER MARKETING SUBMISSION GUIDE

JUNE 2024



# SIMON.COM WEBSITE

Retailers can request unique or date-specific in-store event content to be included on local digital channels. **With 200M+ annual website visits**, this channel is extremely effective in reaching Simon customers.

## ACTION

To provide content for consideration, post unique or date specific in-store events, promotions and events at [retailersupport.simon.com](https://retailersupport.simon.com)

## SPECS

Please provide all assets sizes so we can work into available inventory

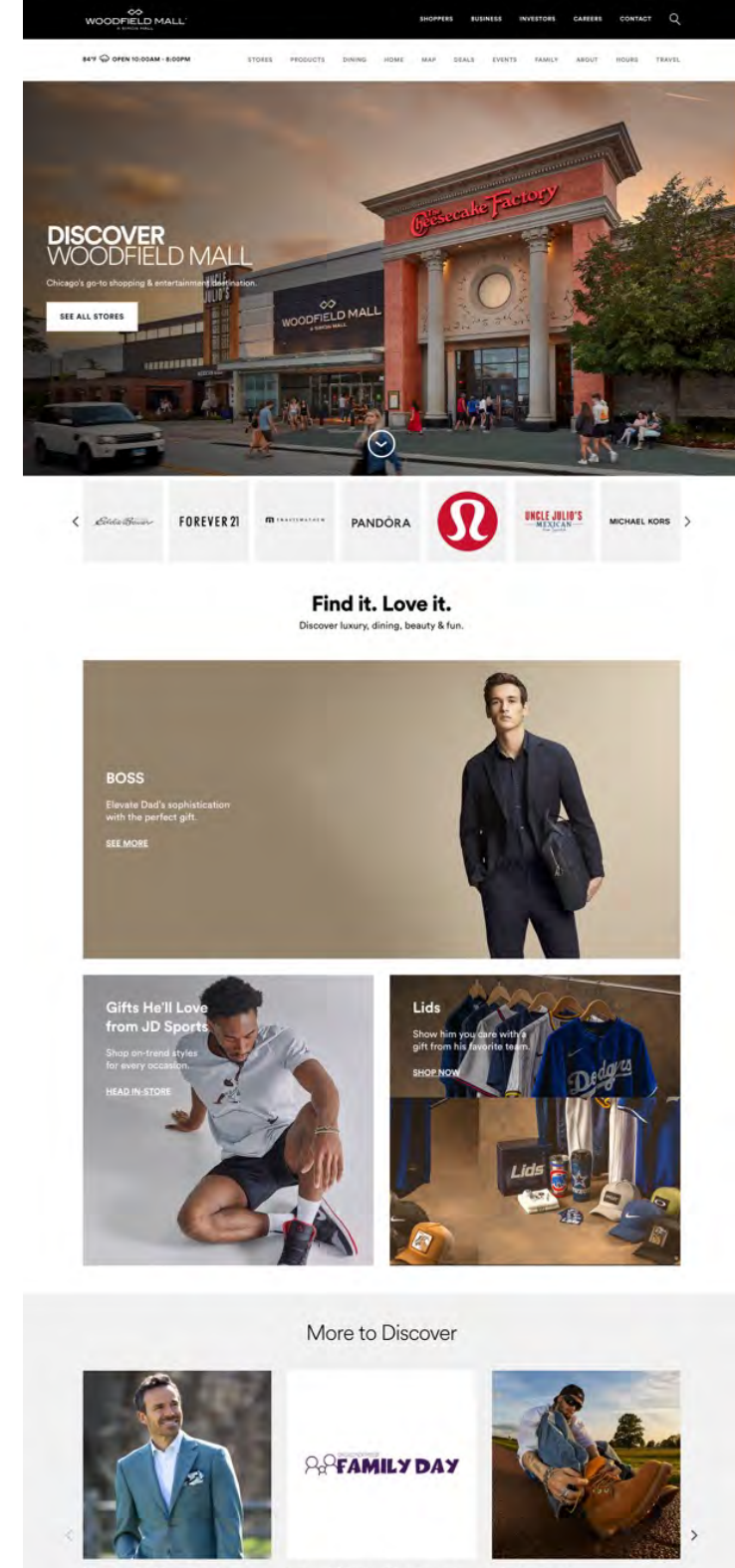
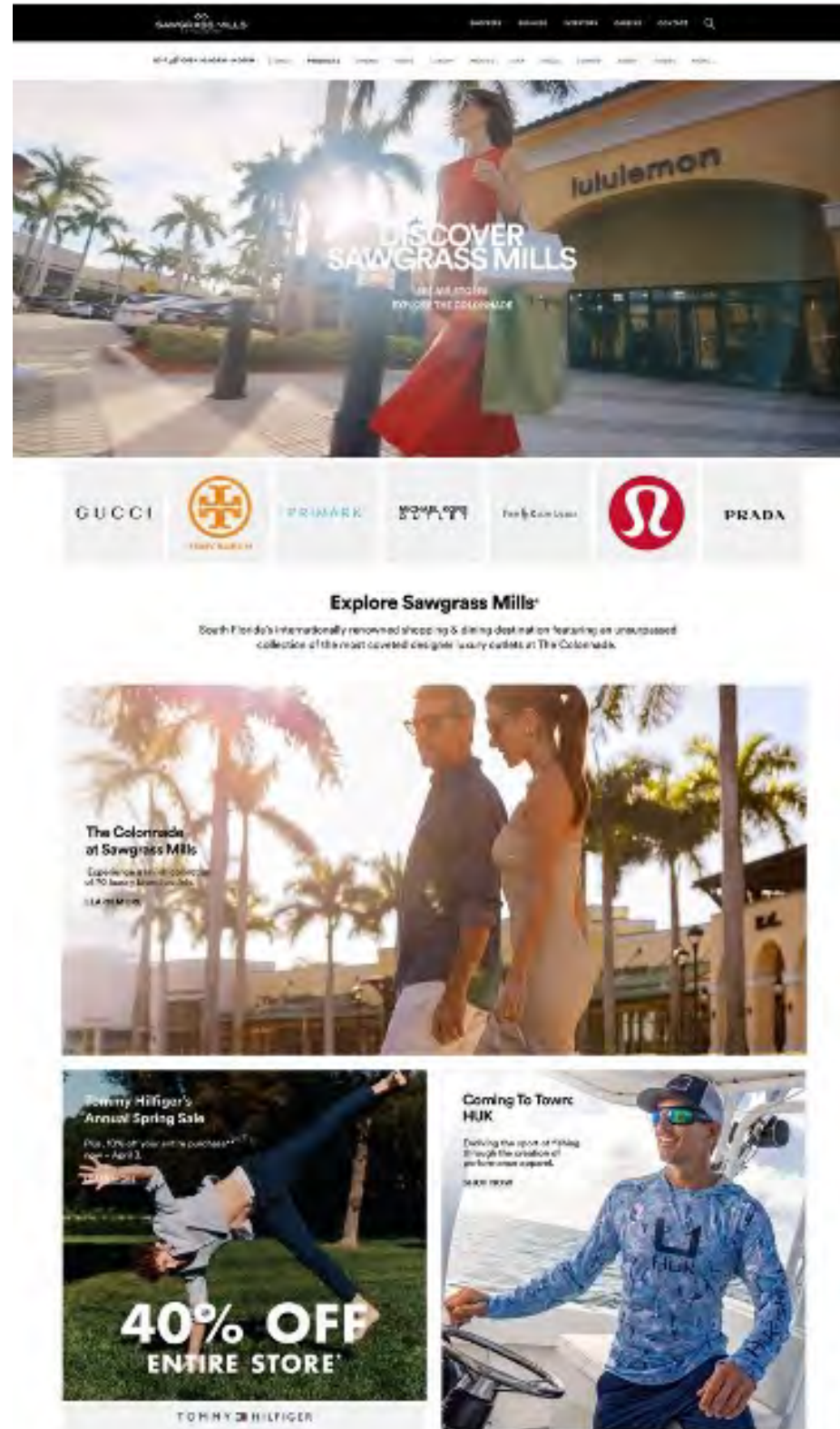
- 1470x735
- 400x400
- 470x470
- 720x720

Please do not put copy on the images. Provide suggested copy in a separate word document.

Recommended Character Counts (including spacing)

- Headline: 35 max characters
- Description: 75 max characters
- CTA: 20 max characters

Submitted content will undergo a creative review and we cannot guarantee all content will be posted.



# RETAILER SHOWCASE

The “deals” section of each center’s website receives a collective **12M page views annually**. This complimentary marketing opportunity highlights brand’s news, promotions, and events to Simon’s websites and other digital channels.

Retailer Showcase allows retailers to create an in-center deal or event across one or more locations for Simon Malls, Mills or Premium Outlet locations.

Save time with one entry for all selected properties and enjoy enhanced exposure on all center’s websites, digital directories and the Simon App.

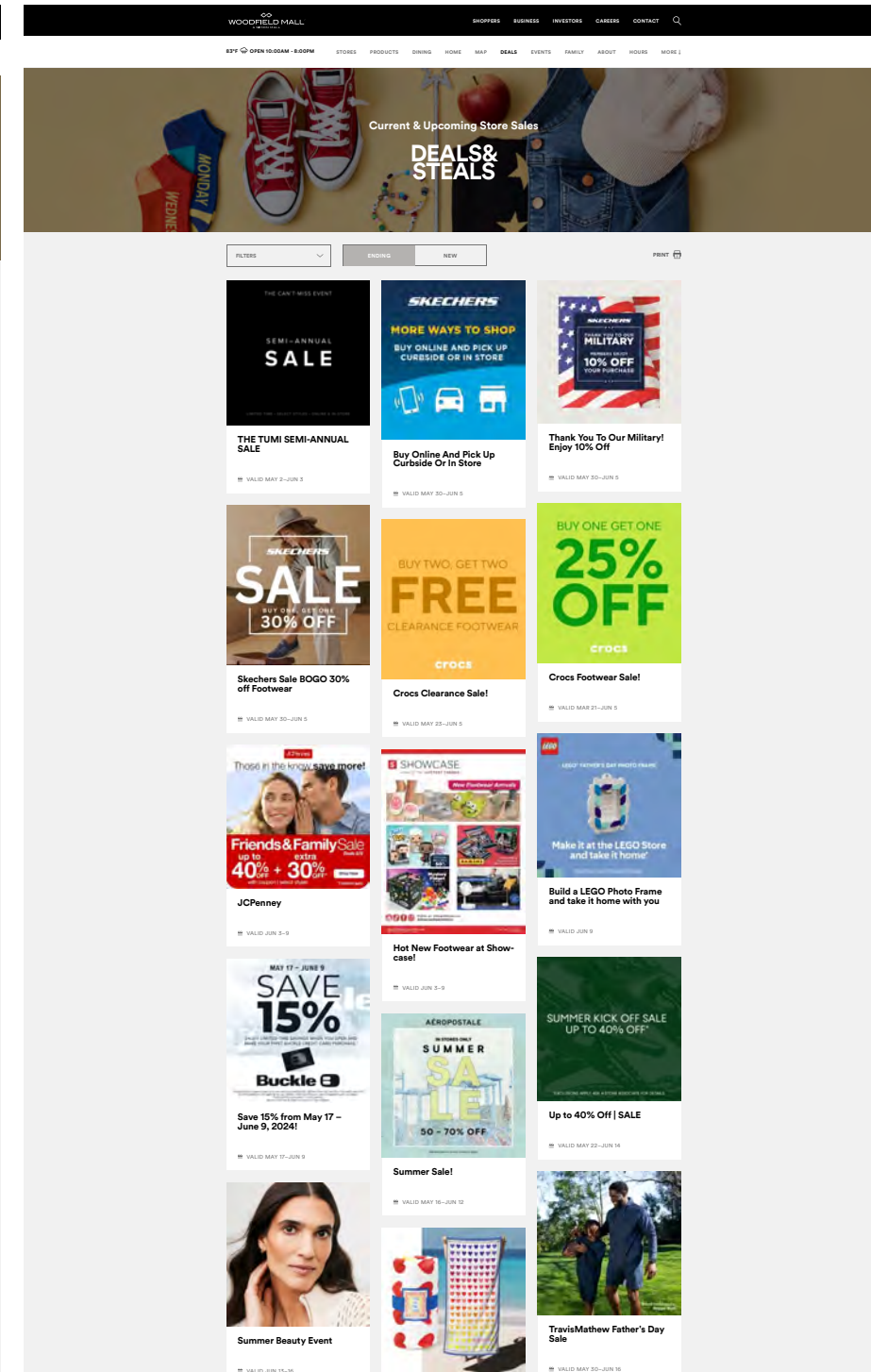
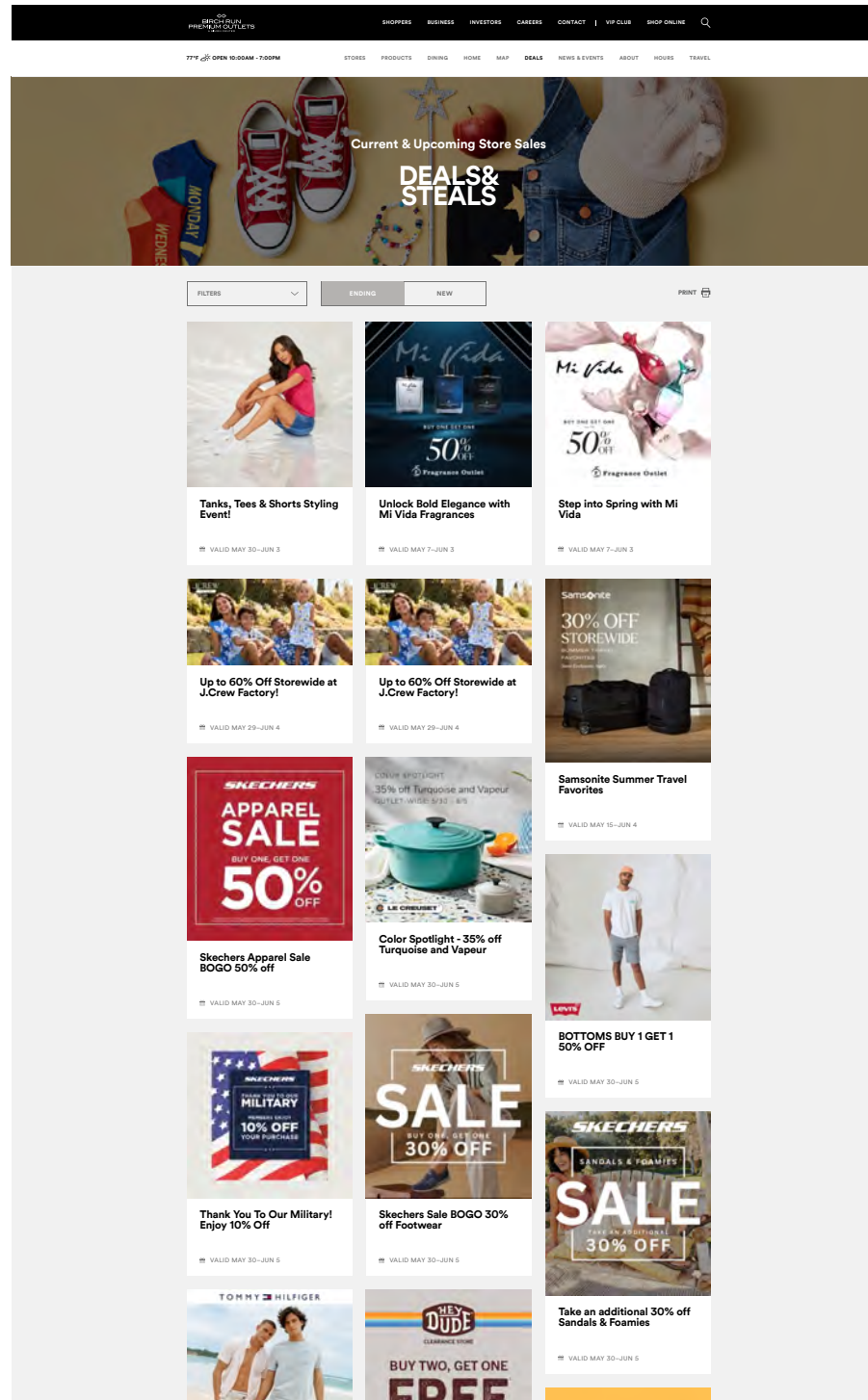
## ACTION

Visit [www.simon.com/rsc](http://www.simon.com/rsc) to post in-store offers, sales, promotions, and events for all your locations. This tool can also be used to post job opportunities for inclusion on Simon’s Career Website.

## SPECS

Image Size: 450 x 500 (Up to 2MB)  
Image file must be: .jpg, .png, .gif

Please allow up to 5 business days for review and posting.



# SOCIAL MEDIA

Simon has over **8.2M Social Media Connections**.

Enhance your brand's visibility by cross-promoting your content with Simon. Manage these campaigns nationally or locally to ensure market relevance and maximize impact, reaching a broader audience and driving engagement with your brand.

## ACTION

Visit [retailersupport.simon.com](https://retailersupport.simon.com) to post content for consideration.

- Select “Facebook & Instagram Post Request” in the dropdown menu.
- Complete required fields, including suggested content for posts.
- Attach images as per the required specs.
- Submit five business days in advance of desired post date.

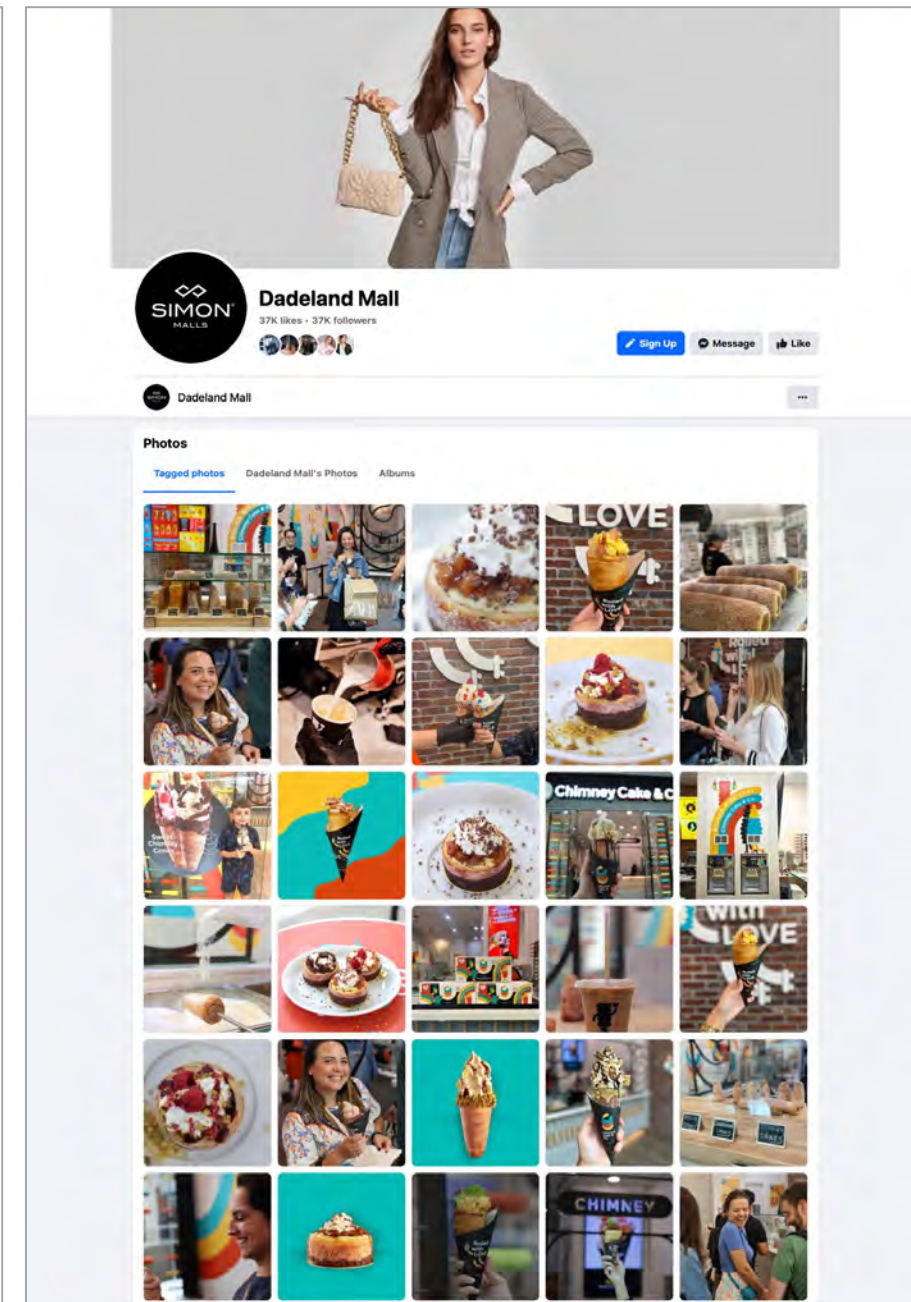
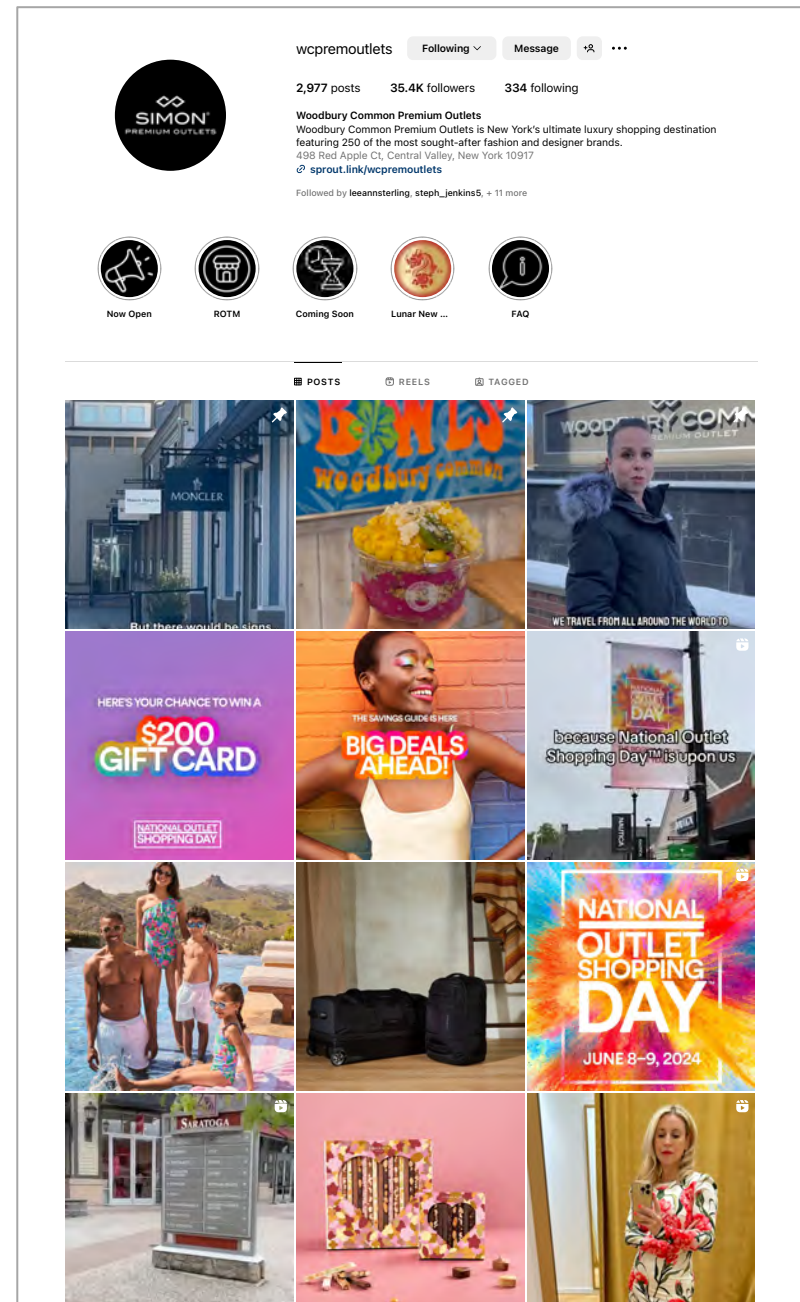
Submitted content will undergo a creative review and we cannot guarantee all content will be posted.



1080x1080px



1200x1200px



# SOCIAL MEDIA



## NEW: Share your short-form videos on TikTok and Instagram Reels

Retailers can expand audiences for their content by providing short-form videos that will be posted to Simon channels.

With most social platforms leaning hard into video, brands that create and post short-form video content stand to see the greatest organic reach.

### ACTION

Email videos for consideration to [retailermarketing@simon.com](mailto:retailermarketing@simon.com) Include video, dates to post and provide copy points.

### Format

- MP4 or MOV
- Resolution: 1920x1080px
- Aspect ratio: 9:16

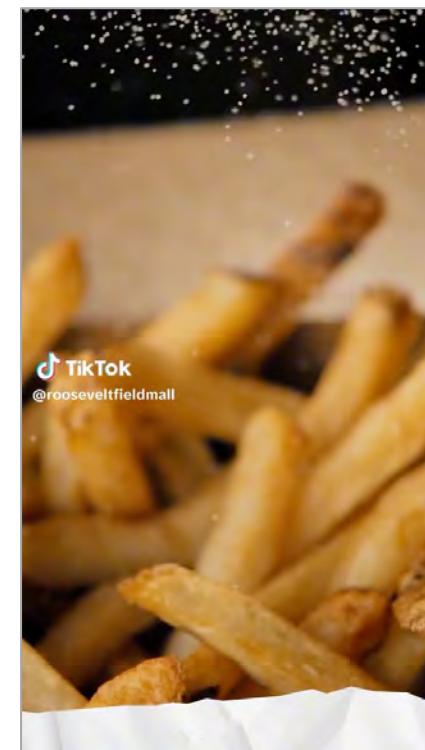
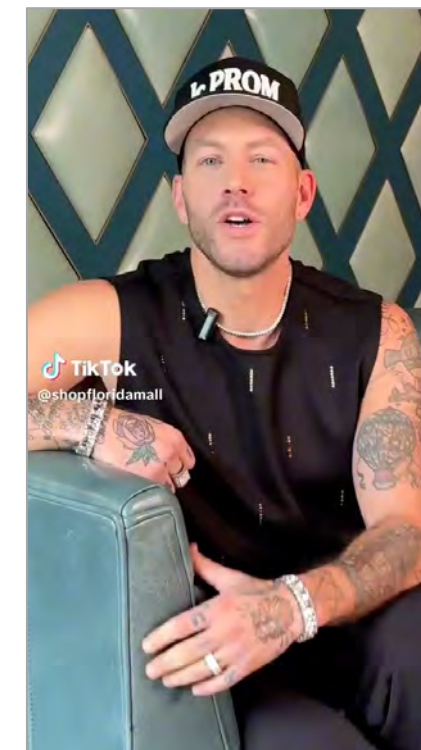
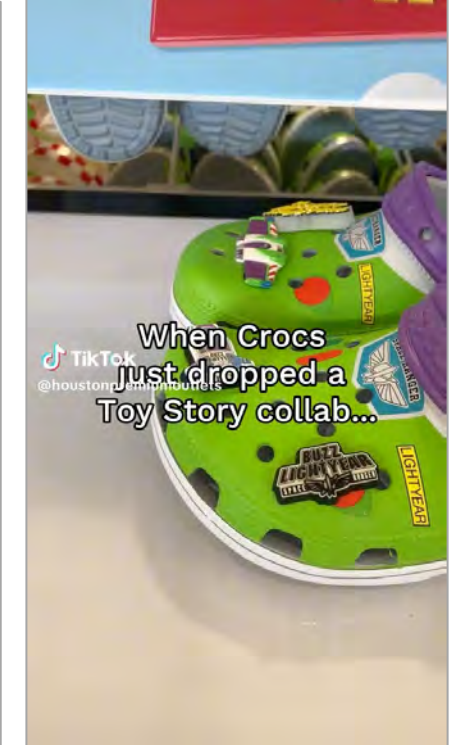
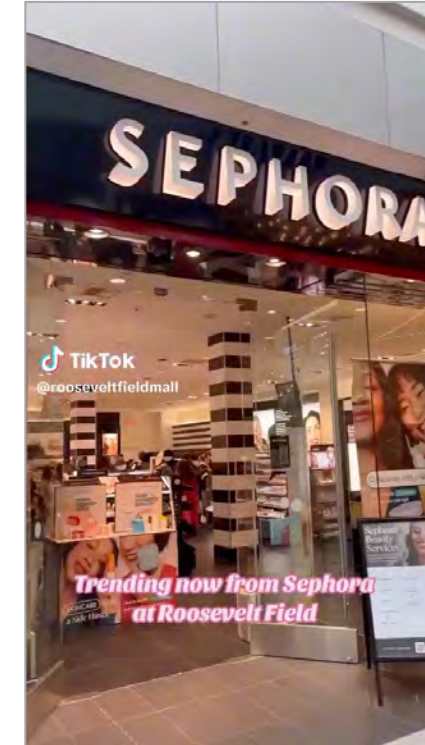
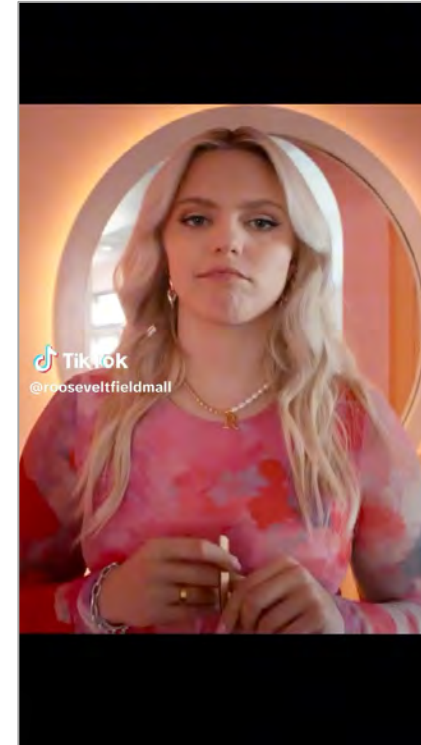
### Video Quality

- Must film in 4K with high-quality lighting. No grainy, low-resolution, dark lighting.

### Pro Tips and Reminders

- Incorporate branding elements such as logos where appropriate.
- Do not use copyrighted material or music (unless you have rights).
- Always include a caption with tags and hashtags to be posted with the video.

Submitted content will undergo a creative review and we cannot guarantee all content will be posted.



# LOCALIZED EMAIL CAMPAIGNS

To further promote the key local messages by center, Simon sends at least two emails per month to each center's database. With over **21M email subscribers** who have opted in to receive information about their favorite centers, this targeted communication keeps shoppers informed about "what's new" at each center.

## ACTION

The digital content team reviews items posted to **Retailer Showcase** and selects in-store events or promotions for inclusion in local emails.

Selected content will be included in emails that profile multiple programs, events and retailers. These are NOT dedicated emails for any one specific retailer or brand.

Visit [simon.com/rs](https://simon.com/rs) to post in-store offers, sales, promotions, and events.

**WOODBURY COMMON**  
A SIMON RETAILER OUTLET

Be the first to check out all the latest happening near you this week.  
**WHAT'S NEW NOW**

WHAT TO SHOP

JUST MOVED  
**Aldo Outlet**  
Visit the new location in Niagara District Suite 112.  
CHECK IT OUT

FRESH NEW LOOK  
**Crocs**  
Visit the newly renovated store in Saratoga District Suite 607.  
GET THE DETAILS

THE LATEST FROM  
**Samsonite**  
Need a bag to carry your shopping haul?  
Visit Samsonite located in Saratoga District Suite 642.  
SEE MORE

JUST REMODELED  
**Guess Factory**  
Visit the newly renovated location in Hampton's District Suite.  
DISCOVER THE LATEST

WHAT TO EAT

NEW MENU DROP  
**Shake Shack**  
Try Shake Shack's new Korean Menu.  
Located in Niagara District Suite 199.  
DIG IN

**THE MILLS AT JERSEY GARDENS**  
A SIMON CENTER

Be the first to check out all the latest happening near you this week.  
**WHAT'S NEW NOW**

WHAT TO DO

**NATIONAL OUTLET SHOPPING DAY**  
JUNE 8-9, 2024

IT'S BACK  
**National Outlet Shopping Day™**  
The biggest outlets savings event of the year™.  
LEARN MORE

WHAT TO SHOP

NEW STORE MORE GEAR  
**Grand Reopening Weekend at Columbia Store Factory**  
Check out the newly remodeled Factory Store at the Mills at Jersey Gardens. Shop in-store 4-Day Sale specials, plus enjoy up to 60% off storewide\*, and Columbia Greater Rewards members earn 3x rewards on all purchases for a limited time.  
SEE DETAILS

WHAT TO EAT

DON'T MISS THIS  
**National Smoothie Day on June 21**  
Celebrate National Smoothie Day with your favorite sips from Jamba Juice, Haagen-Dazs and Real Fruit Bubble Tea.  
TREAT YOURSELF

WHAT TO KNOW

FOLLOW US  
**We're On TikTok**  
Make sure to keep up with all the happenings and sales by following The Mills at Jersey Gardens on TikTok at @shopmillsatjerseygardens.  
CLICK HERE

**WOODFIELD MALL**  
A SIMON CENTER

Be the first to check out all the latest happening near you this week.  
**WHAT'S NEW NOW**

WHAT TO CHECK OUT FIRST

IT'S FINALLY HERE  
**Ticknors Men's Clothier**  
Design your confidence with tailor-made looks.  
HEAD IN-STORE

WHAT TO KNOW

HEADED YOUR WAY  
**Famous Footwear**  
Step into style and comfort with iconic footwear.  
LEARN MORE

WHAT TO EAT

WHAT TO EAT THIS SUMMER  
**Chipotle Mexican Grill**  
Bowl, burrito or salad? Whatever you choose, make it your own!  
DIG IN

WHAT TO SHOP

THE LATEST FROM  
**PacSun**  
These summer arrivals are every trendsetter's dream.  
CHECK IT OUT

NOW TRENDING  
**Altar'd State**  
The perfect summer dress awaits.  
TAKE A LOOK

HERE & NOW  
**JD Sports**  
Score top-tier athletic gear at unbeatable prices.  
SHOP NOW

# DEDICATED EMAIL CAMPAIGNS

Leverage each center's database to share specific product news, new releases, unique collaborations, or time-sensitive offers and promotions.

Utilize this targeted communication to disseminate retailer-specific news, ensuring your message reaches engaged shoppers and drives interest in your offerings.

## ACTION

If you are interested in a **dedicated** email specific to your brand, please reach out to your Simon Contact for more details on timing and cost.

## SPECS

Image Size: 640 px wide x whatever you want (Max 1700)

Image file must be: .jpg, .png

WOODFIELD MALL<sup>SM</sup>  
A SIMON MALL

SPECIAL STORE ONLY EVENT  
02|08|24 - 02|11|24

WELCOME TO THE  
**NEIGHBORHOOD**

JOIN US THURSDAY **FEB 8TH**  
FROM **12 - 3pm**  
AT CHAMPION WOODFIELD MALL

FOR SPECIAL GUEST MURALIST  
**NATALIE ROBINSON**

& A CHANCE TO WIN  
**\$2000 IN GIFT CARDS**  
& OTHER GREAT PRIZE GIVEAWAYS

FIND US ON: Facebook, X, Instagram  
DOWNLOAD APP: Apple, Google Play

STORES	DEALS
MAP	HOURS

This email was sent by Simon Property Group, L.P. | 225 West Washington Street | Indianapolis, Indiana, 46204 USA  
This email was sent to: natalie.robinson@gmail.com  
View with Images | Unsubscribe | Privacy Policy | Terms of Use | California Privacy Rights | Update Profile  
COPYRIGHT © 1999-2024, SIMON MEDIA PROPERTIES, LLC ALL RIGHTS RESERVED.

THE MILLS AT JERSEY GARDENS<sup>SM</sup>  
A SIMON CENTER

more for mom  
handbag +  
wallet for \$219\*

shop now

FIND US ON: Facebook, Instagram, TikTok  
DOWNLOAD APP: Apple, Google Play

STORES	DEALS
MAP	HOURS

This email was sent by Simon Property Group, L.P. | 225 West Washington Street | Indianapolis, Indiana, 46204 USA  
This email was sent to: margaretavillarreal@gmail.com  
View with Images | Unsubscribe | Privacy Policy | Terms of Use | California Privacy Rights | Update Profile  
COPYRIGHT © 1999-2024, SIMON MEDIA PROPERTIES, LLC ALL RIGHTS RESERVED.

WOODBURY COMMON<sup>SM</sup>  
A SIMON PREMIUM OUTLET

MEMORIAL DAY SALE  
Up To 50% Off Outlet Price on Select Styles  
Through May 29<sup>th</sup>

shop now

TOD'S Outlet Woodbury  
Woodbury Common Premium Outlets  
826 Adirondack District  
Central Valley, NY 10917  
Telephone: (845) 928-3636  
E-mail: outletwoodbury@todsgroup.com

FIND US ON: Facebook, Instagram, TikTok  
DOWNLOAD APP: Apple, Google Play

STORES	DEALS
MAP	HOURS

This email was sent by Simon Premium Outlets | 80 Columbia Road, Building B, 3rd Floor | Monticello, New Jersey, 07960 USA  
This email was sent to: althabryant@gmail.com  
View with Images | Unsubscribe | Privacy Policy | Terms of Use | California Privacy Rights | Update Profile  
COPYRIGHT © 1999-2024, SIMON MEDIA PROPERTIES, LLC ALL RIGHTS RESERVED.

# VIP SHOPPER CLUB

Retention, rewards, and acquisition remain a key focus of the Simon VIP Program. Simon brands can benefit from increased traffic and sales by providing an exclusive offer for tourists and our most loyal, engaged shoppers.

— 21M email subscribers.

— 140+ participating properties.

— Primarily digital program is offered across all Premium Outlets.

## ACTION

Retailers can add or update online digital offers at any time to specifically target VIP members at [retailersupport.simon.com](https://retailersupport.simon.com)

Select "Submit a Request" and then choose VIP Savings offer from the drop-down menu. Only available for Participating Premium Outlets. You can change offers by center as often as your business needs require.



### IT PAYS TO BE A VIP

Want to save hundreds of dollars at your favorite outlet stores? Join the VIP Shopper Club.

Your free membership includes:

- Digital VIP Coupon Book
- Exclusive Offers
- Early Access to Sales



Scan the QR code or text **VIP261** to **74666** to sign up now!\*

\*Standard data and message rates may apply.


# VIP SHOPPER CLUB

PHILADELPHIA PREMIUM OUTLETS  
A SIMON CENTER

## OUR VIPs SAVE \$\$\$\$\$

Scan now to join for free and get:

- Digital VIP Coupon Book
- Exclusive Offers
- Early Access to Sales



# VIP SHOPPER CLUB

SIMON PREMIUM OUTLETS



# EVERGREEN RETAILER PROMOTIONS

## NEW: Promote your brand through our on-site digital displays

Share stories with Simon shoppers through compelling visual assets. Promote ongoing initiatives with captivating images and content, ensuring your brand's unique offerings reach a broader audience and attract new customers.

Including your logo in addition to brand images ensures your brand is prominently featured, enhancing visibility and driving customer engagement. Assets are displayed at all Simon Malls, Mills and Premium Outlets with digital displays.

## ACTION

If you are interested in including your brand in these promo spots, please email your Simon contact and [retailermarketing@simon.com](mailto:retailermarketing@simon.com) for more information.

## SPECS

Image size: 2600px w 2600px/72 dpi (please do not include logo or text)

File type: .psd, .ai (layered if possible)

Please also include retailer logo in .eps file separately.



CURRENT OBSESSION

## Aritzia

Shop an innovative design house and fashion boutique.

Located near Center Court

ARITZIA



SEE WHAT'S NEW AT

## Herschel

Enjoy the finest quality backpacks, bags, travel goods and accessories for a lifetime of better journeys.

Located in the Hamptons District, Suite 430.



HAPPIEST HOUR

## BLANCO TACOS + TEQUILA

Our vibes are as bold as our flavors. Grab a bite, grab a drink, and join our party.

Located in the Hamptons District, Suite 430.

BLANCO  
TACOS + TEQUILA



## NOW OPEN AERIE

Shop styles to make you feel good about your real self, inside and out.

Located across from Calvin Klein.

aerie

# SEASONAL RETAILER PROMOTIONS

## NEW: Promote your seasonal campaigns through on-site digital displays

Leverage your brand-owned assets in Simon-led seasonal and category campaigns. Enhance your visibility and engagement by integrating your content into our targeted marketing efforts, reaching a broader audience and maximizing impact during key shopping periods.

Valentine's Day | Mother's Day | Father's Day | Back to School  
Fall Fashion | Holiday

This offers an excellent opportunity to showcase limited edition, seasonally based products and grabs attention during key times of the year. Assets are displayed at all Simon Malls, Mills and Premium Outlets with digital displays.

## ACTION


To provide content for consideration, reach out to [jstilson@simon.com](mailto:jstilson@simon.com) for more information.

## SPECS

Image size: 2600px w 2600px/72 dpi (please do not include logo or text)



File type: .psd, .ai (layered if possible)

Please also include retailer logo in .eps file separately.



**SEND THEM ALL YOUR LOVE**

This Valentine's Day, show them you care with gifts they'll adore from **Pandora**.


 



**BE MOM'S FAVORITE**



Pick out memorable gifts she'll love at **Bath & Body Works**.



**THIS HAS DAD'S NAME ALL OVER IT**

This Father's Day, pick out a gift he'll love from **HEYDUDE**.

# SPECIAL EVENTS AND PROGRAMS

Simon centers are renowned for comprehensive programming calendars, featuring nationwide events such as National Outlet Shopping Day, holiday celebrations, and local community activations. Taking part in these events provides opportunities to engage directly with shoppers.

## ACTION

If you are interested in participating in these events, please email your Simon contact and [retailermarketing@simon.com](mailto:retailermarketing@simon.com) for more information.



A promotional graphic for National Outlet Shopping Day. The central focus is a large, vibrant, multi-colored paint splatter graphic. Overlaid on this is a white square containing the text "NATIONAL OUTLET SHOPPING DAY" in bold, white, sans-serif capital letters. Below the splatter, the text "THE BIGGEST OUTLET SAVINGS EVENT OF THE YEAR!™" is written in a smaller, pink, sans-serif font. Underneath that is a digital countdown timer showing "4 6 10 22" with "DAYS HOURS MINUTES SECONDS" written in small letters below each number. At the bottom, the dates "June 8-9, 2024" are displayed in a small, orange font. The background of the graphic is a collage of six small images showing people at shopping events, some holding shopping bags and others standing near promotional signs.



A large banner for "THE BIGGEST OUTLET SAVINGS EVENT OF THE YEAR™". The text is written in large, white, sans-serif capital letters against a background that transitions from orange at the top to blue at the bottom. In the bottom right corner, a man and a woman are walking towards the left. The man is wearing a light blue t-shirt and dark pants, and the woman is wearing a yellow top and white pants. The overall aesthetic is bright and energetic.

# SAID EDITORIAL PLATFORM

Participate in Simon’s “always on” editorial platform, SAID, which spotlights the best in fashion, beauty, dining, and living from Simon brands and retailers.

Gain exposure and enhance your brand’s visibility by featuring your products and services in this curated content platform, reaching a dedicated audience of style-savvy shoppers.

SAID content is promoted on Simon’s organic and paid social channels.

## ACTION

To provide content for consideration, please send story ideas, press releases, images, look books etc. to [retailermarketing@simon.com](mailto:retailermarketing@simon.com)

The screenshot shows the SAID editorial platform homepage. At the top, there is a navigation bar with the Simon Said logo and links for Shopping, Dining, Experiences, and About. The main content area features a large featured article titled "Dive into the Hottest Summer Swimwear Trends at ZARA" with a "READ MORE" button. Below this, there is a grid of smaller article thumbnails, each with a category label (e.g., FASHION, BEAUTY, DINING) and a title. The grid includes articles such as "Spread Kindness with Little Words Project", "Brooks Brothers' Timeless Tribute to Father's Day", "Glossier Hits the Jackpot at The Forum Shops at Caesars Palace", "Discover Your Festival Style at ZARA", "Grounding Spot: Your New Go-To for Mental Fitness at Coconut Point", "Savor the Great Outdoors with Le Creuset's Alpine Collection", "The Best SPF Picks at ULTA Beauty", "Sushi Roku Arrives at Stanford Shopping Center", "Step Inside the New Rolex Boutique Fourtané in Fashion Valley", "Camp Bloomingdale's: A Summer Shopping Adventure at The Shops at Riverside", "Magnlens: Where Sustainability Meets Style at Las Vegas North Premium Outlets", "Bath & Body Works x Bridgerton Collection Whisks Fans to the Regency Realm", "ASICS' Limited Edition Collection for Mental Health Awareness Month", "Rita Ora X Primark: Your Ultimate Style Playbook!", and "Discovering Desert Hills Premium Outlets: A Luxe Day Trip from LA".

The screenshot shows the article page for "Discover Your Festival Style at ZARA". The page features a large hero image of a woman in a pink sequined dress. Below the image, there is a date "May 30, 2024" and a "SHARE" button. The main text of the article begins with "Festival season signals not just a celebration of music, but a chance to experiment uninhibitedly with your style. Whether you're dancing in the desert at Coachella or getting lost in the woods at Bonnaroo, it's truly the time to go bold or go home. There's no one-stop-shop for festival pieces quite like ZARA, where buzzy trends, comfortable staples, and runway-inspired 'fits line the racks. Read on to discover the perfect festival wardrobe, shoppable at your local Simon Center." Below the text, there is a section titled "Boho 2.0" with a grid of six images showing various bohemian-style clothing items like patterned pants, a white top, a striped dress, and boots. At the bottom, there is a short paragraph: "Nothing screams festival fashion quite like boho-inspired pieces, whether you're channeling '60s Woodstock or 2010's Coachella. If your everyday style doesn't quite lean bohemian, on-trend upgrades (like a silver cowboy boot) help infuse any outfit with the perfect dose of modern and retro flair."

# SIMON SEARCH

Enhance your store's visibility by integrating with Simon Search. Allow consumers to use the local center website, app, or on-mall Interactive Directory to find specific products, verify availability, and make immediate in-store purchases. By providing an API feed, you can be included in this real-time product search tool ensuring shoppers can easily locate and purchase products.

**Simon Search has garnered enthusiastic praise from customers. And the positive impact is evident**

20M Product Search Impressions and 5.6M Database Queries in the last 30 days.

- 187 Participating Centers
- 70+ Participating Retailers
- 4000+ Store Locations
- 600K Searchable Products
- 2M+ Searchable Product Variants

## ACTION

Please contact [jstilson@simon.com](mailto:jstilson@simon.com) and [maria.gregorius@simon.com](mailto:maria.gregorius@simon.com) to be added to the Simon Search platform.

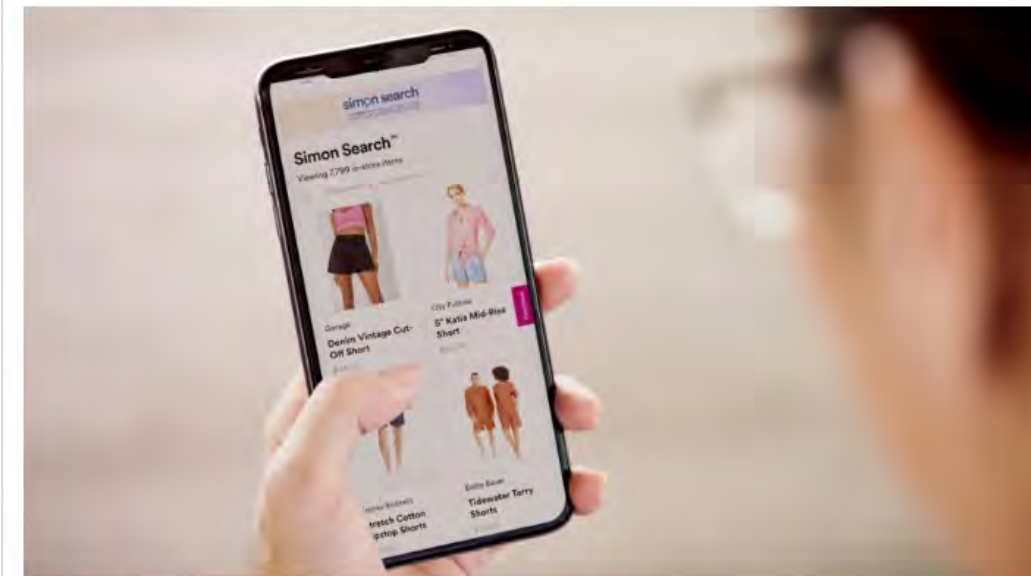


BUSINESS / BUSINESS FEATURES

## Simon Property Brings Digital Search to the Mall

The new Simon Search platform is intended to help shoppers navigate to their size and style IRL.

By EVAN CLARK  JUNE 21, 2022, 8:00AM



Simon Search, a new way to check real time inventory at Simon Property Group centers. COURTESY

# CO-BRANDED SWEEPSTAKES

Partner with Simon on co-branded sweepstakes campaigns for mutually beneficial email acquisition initiatives. Leverage these campaigns to grow your subscriber base while engaging with a wider audience and driving awareness for store locations across Simon properties.

## ACTION

Please contact [jstilson@simon.com](mailto:jstilson@simon.com) and [maria.gregorius@simon.com](mailto:maria.gregorius@simon.com) for more information.

HOUSTON PREMIUM OUTLETS<sup>®</sup>  
A SIMON CENTER

J.CREW FACTORY x SIMON

**BIG SUMMER SWEEPSTAKES**

Now through May 27<sup>th</sup>,  
enter for your chance  
to win a \$1,000  
J.Crew Factory Gift Card!

Enter now

SIMON

J.CREW FACTORY x SIMON

**BIG SUMMER SWEEPSTAKES**

Now through May 27<sup>th</sup>,  
enter for your chance  
to win a \$1,000  
J.Crew Factory Gift Card!

Enter below

Sign up below and you'll automatically be entered for a chance to win.\*

First Name \*

Kristen

Last Name \*

Laetz

Email \*

kristen.laetz@simon.com

Choose Your Preferred Simon Center by State \*

Indiana

Indiana Simon Centers \*

Indiana Premium Outlets

Lighthouse Place Premium Outlets

I'm not a robot

By providing your email you agree that you are 18 years of age or older, agree to the official rules, and agree to receive electronic messages from J.Crew Group, LLC and Simon Property Group regarding events, sales, store openings, and other information about Simon shopping centers. You may [withdraw your consent](#) anytime. Please refer to our [Privacy Policy](#), [Terms of Use](#), the [official rules](#) of this promotion or [Contact Us](#).

ENTER NOW