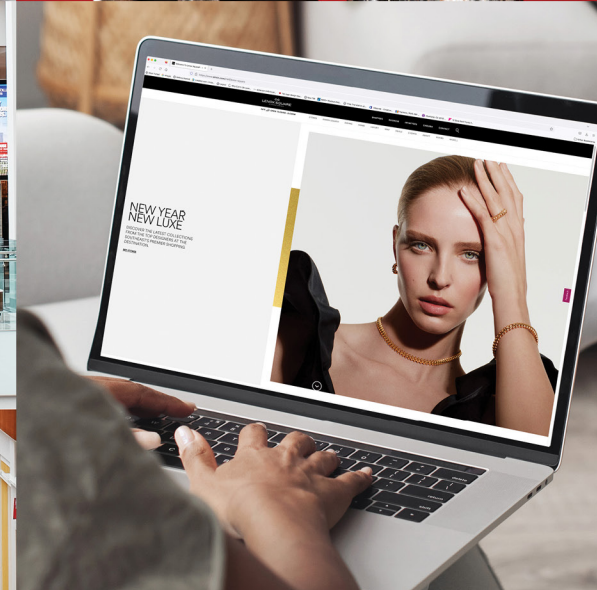
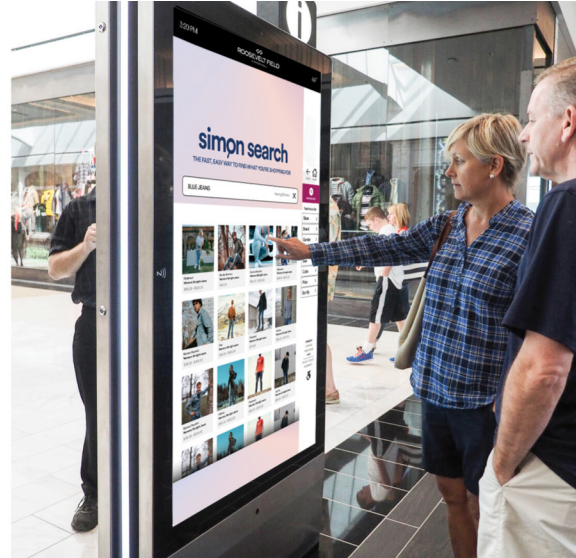




RETAILER MARKETING OVERVIEW

DIGITAL SUBMISSION GUIDE



SIMON.COM WEBSITE

Retailers can request unique or date-specific in-store event content to be included on local digital channels. **With 258M 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

SPECS

Please provide the following assets:

Image Size 470x470

Do **NOT** include copy on the images. Provide suggested copy in a separate document with the following character counts which must include spacing.

Headline: 50 max characters

Description: 100-150 max characters

CTA: 50 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.

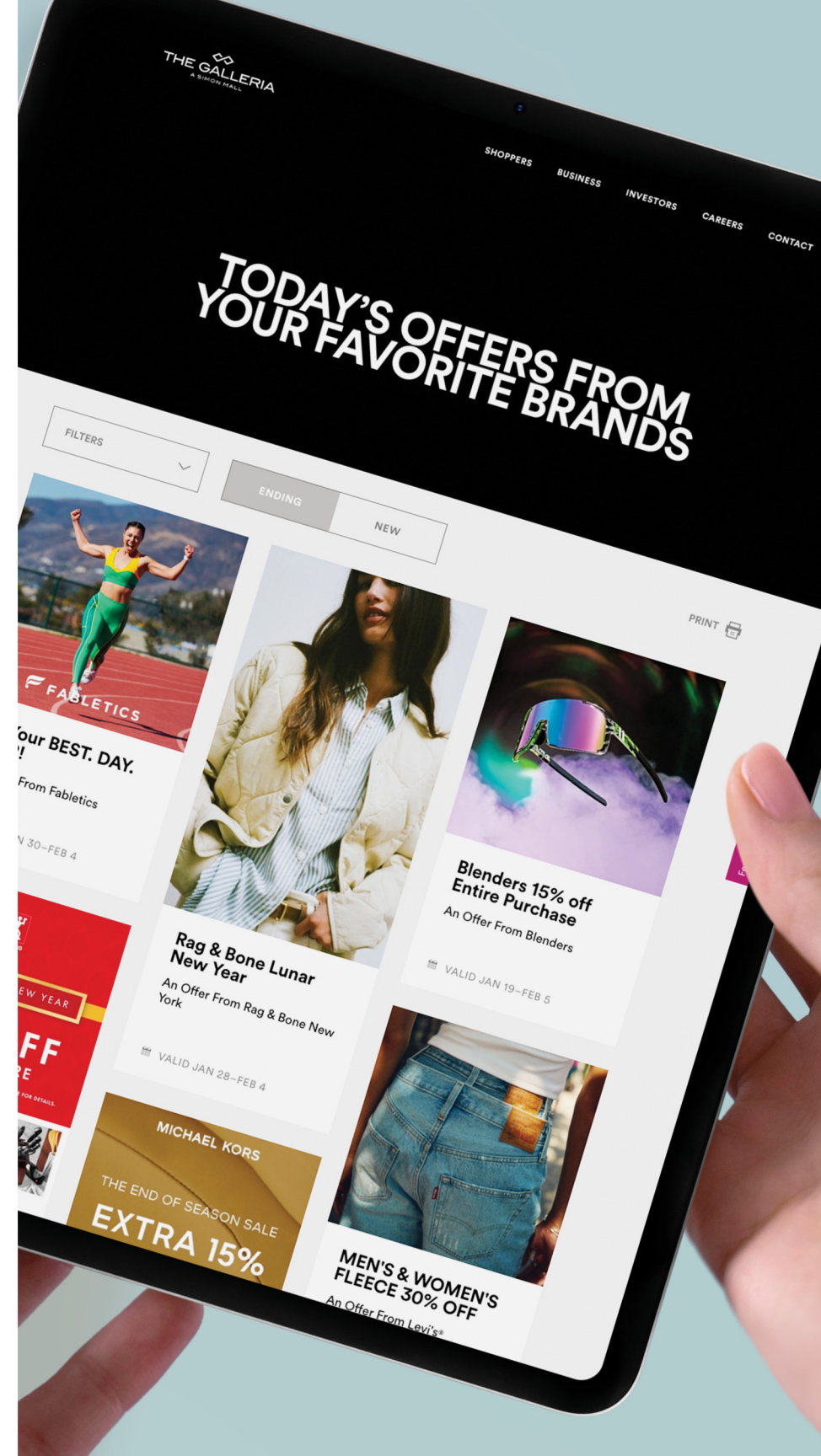
ACTION

Visit simon.com/rs 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**. Cross promote your brand's content with Simon and manage nationally or locally for market relevance.

ACTION

Visit retailersupport.simon.com to post content for consideration.

- Select "Facebook, Twitter & 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.



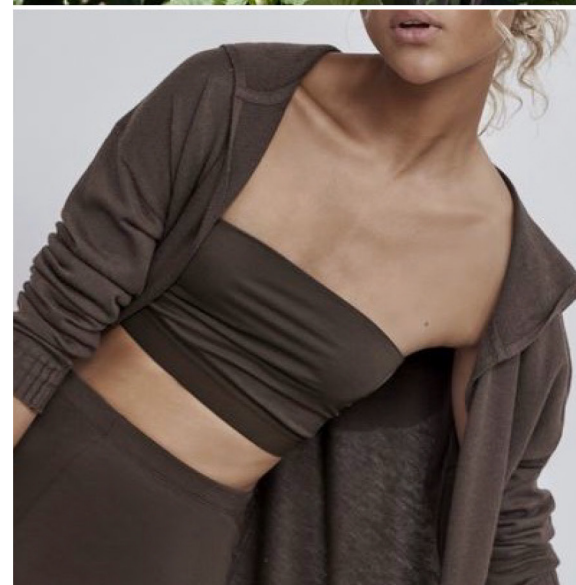
1080x1080px



1200x1200px



1024x512px



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 **18M 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

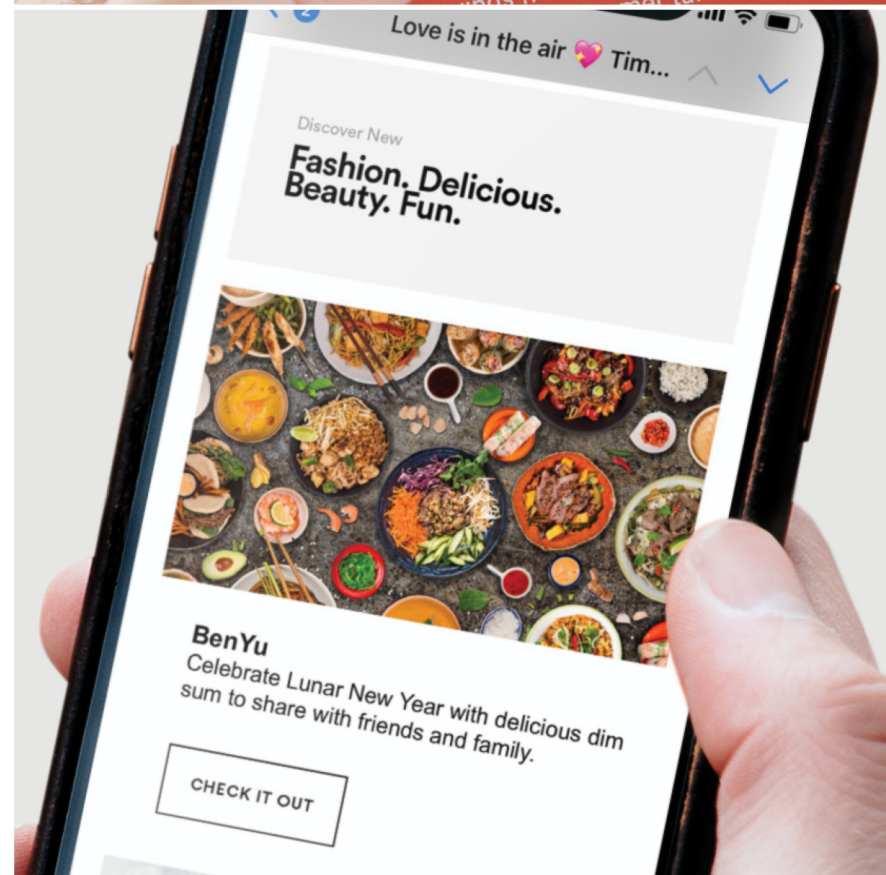
The digital content team reviews items posted to **Retailer Showcase** and selects in-store events or promotions for inclusion in local emails.

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 to post in-store offers, sales, promotions, and events.

DEDICATED EMAILS

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.



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.

- 18M 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

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.

