

Digital Out-of-Home Advertising

Mall of America

About Mall of America

Mall of America, North America's largest shopping and entertainment complex, is a global icon attracting over 32 million annual visitors, making it Minnesota's fourth-largest city in population on any given day. It's a top retail and entertainment destination, featuring over 500 stores, 50+ restaurants, and Nickelodeon Universe, the nation's largest indoor theme park. With over 350 events and two luxury hotels, it's also a significant draw for affluent guests. Approximately 60% of MOA visitors (19.2M) travel from within 150 miles of Minneapolis-St. Paul, 40% of visitors (12.8M) are "tourists" – guests living outside this radius.

Program Options

Digital Vertical Screens

- The Mall's digital advertising system offers Mall-wide exposure, with screens equally dispersed among all levels and on all sides of the mall.
 - Four networks of 25 screens each (100 total screens Mall-wide)
 - Your ad will rotate on a two-minute loop for 15 seconds.
 - These screens display static + video content scaled at 1080 x 1920 pixels, portrait orientation.

Digital Directory Screens

- Splash Page Advertisements (the screen a guest will see when approaching an idle directory)
 - Large, branded ads that appear on the directory screen
 - 22" screens, mimicking traditional digital signage advertisements
 - Include a call to action or special offer
- Banner Ads
 - Banner ad located on multiple pages throughout the digital directory
 - Average of 1.5 guests per interaction
 - Visible on the Homepage, Hotels, Shopping, Dining, Parking and Guest Services pages

Package Prices & Deliverables

Package	Price	Impressions	Length of Campaign
Vertical Digital Signage Tier 1	\$1,250	166,666	1 week
Vertical Digital Signage Tier 2	\$2,500	333,333	2 weeks
Vertical Digital Signage Tier 3	\$5,000	625,000	4 weeks
Digital Directories Tier 1	\$2,500	333,333	2 weeks
Digital Directories Tier 2	\$5,000	625,000	4 weeks



Co-branding Requirements

- Ads must include the [Explore Minnesota logo](#)

View Examples

- [Walker Art Center](#)
- [Grand View Lodge](#)
- [Art-A-Whirl](#)

Limited Availability

One package per participant

Price

\$1,250 - \$5,000
(see table above)

Contact

Natasha Freimark
natasha.freimark@moa.net
952-456-1105

Savings

60%