



MEDIA & EXPERIENCE OPPORTUNITIES

TOWN CENTER

AT COBB

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At Town Center at Cobb®, we know what our shoppers want. Town Center at Cobb is the largest shopping center in northwest Atlanta, featuring over 170 stores and specialty shops including anchors Macy's, Macy's Men and Furniture Gallery, JCPenney, and Belk.

Located two miles from the mall, Kennesaw State University (KSU) is Georgia's 2nd largest university with an enrollment of 43,000 students.

A new, 170-room dual-branded Home 2 Suites & Tru by Hilton hotel opened in late 2019, adjacent to the property.

Located just 12 miles from the home of the Atlanta Braves – Truist Park. The stadium opened in 2017 has a 41,000 seat capacity.



400 Ernest W. Barrett Pkwy., Suite 100
Kennesaw, GA 30144

The site plan illustrates the layout of the Jackson Mall Shopping Center. At the top center is the JCPenney store. To its right is the Belk store. Below JCPenney is a large Macy's store. To the right of the central Macy's is another Macy's store. The plan shows multiple parking lots surrounding the central building complex. Streets are labeled as Street 'A' through Street 'G'. Various other areas are labeled, including 'Small Shop Retail', 'Strip', 'The Yards', 'Stripage Expansion', 'Green Church at Town Center', 'Starbridge Station', 'K&B Fashion Store', 'Red Lobster', 'Pizzeria', 'Mallin', 'Publix Super Market', and 'Publix Super Market'. The plan also shows 'Small Shop Retail' and 'Strip' areas at the bottom. The plan is oriented with North at the top.

TOWN CENTER AT COBB

BY THE NUMBERS

TOWN CENTER AT COBB VISITOR DATA:

54%

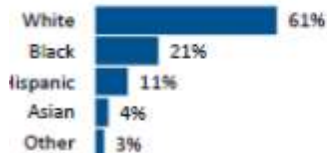
LIVE WITHIN 10 MILES OF
TOWN CENTER AT COBB



TOP 5 ZIPS BASED ON
PERCENT OF VISITS

30144: Kennesaw, GA (12%)
30066: Marietta, GA (7.8%)
30101: Acworth, GA (7.4%)
30152: Kennesaw, GA (5.5%)
30102: Acworth, GA (4.5%)

ETHNIC MAKEUP



TOWN CENTER AT COBB VISITOR DEMOGRAPHICS:



DRAWS FROM A VISITOR ORIGIN
POPULATION OF 1,045,439



23%

COME FROM BEYOND A
20-MILE TRAVEL DISTANCE



32% OF THE VISITOR
HOUSEHOLDS EARN \$100K+ VS.
32% IN THE MSA



39%

HAVE A COLLEGE OR
POST-GRADUATE DEGREE



\$90,122
vs. \$93,820

AVERAGE VISITOR ANNUAL
HOUSEHOLD INCOME VS. THE MSA



34%

HAVE CHILDREN YOUNGER
THAN 18 LIVING AT HOME

MORE KEY FACTS

- › Town Center at Cobb sees visits from a large geographic Visitor Origin Area that begins approximately seven miles south of the center and extends some 40 miles north/northwest of the center aligned along I-75 and I-575.
- › Compared to the surrounding 10-mile population, Town Center at Cobb shoppers:
 - Are younger (45.2 vs. 46.0)
 - Have lower average household incomes (\$90,122 vs. \$105,902)



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MEDIA & EXPERIENCES

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SIMON MEDIA

Impactful, Efficient & Scalable

MEDIA

Static Ad Panels	(16)
Elevator Wraps	(1)
Elevator Door Wraps	(2)
Escalator Wraps	(2)
Exterior Spectaculars	(3)
Interior Spectaculars	(1)
Sky Banners	(12)
Standees	(15)
Floor Clings, Table Tents, Table Clings & More.	



PROMOTIONS

Ideal locations in the best shopping centers provide millions of consumer interaction opportunities every day

OPPORTUNITIES

Live Events
Pop-Up Displays
Sampling
Tabling
Lead Generation
Marketing Kiosk
Register To Win
Test Drives
Car Displays
Brand Ambassadors



SPONSORSHIPS

Lifestyle programs and events; turnkey opportunities for brand and product integration

OPPORTUNITIES

Children's Play Area
Kids' Club
Easter Photo
Christmas in July
Back to School
Boo Bash
Santa's Arrival
Santa Photo
Pet Photo with Santa
Branded Seating Lounges
Family Restrooms

STATIC AD PANELS

16 LOCATIONS

Illuminated Static Panels

- 47"x69"
- Located Throughout Common Area



SKY BANNERS

12 LOCATIONS

Double-Sided Hanging Banners

- 8' x 14'
- 16' x 14' (3 locations)
- Suspended Throughout Common Area



ELEVATOR DOOR WRAP

2 LOCATIONS

Adhesive Clings

- 7' x 4'
- Upper & Lower Level Center Court



ESCALATOR WRAP

Food Court Escalator

Interior Out of Home Media

- 1.896' x 20'
- 2.25' x 20'



FOOD COURT MEDIA

Adhesive Clings & Trifold Table Tents

- Sizes Vary
- Sold in networks of 60



STANDEES

Double-Sided Fabric Standees

- 6' x 3'
- Located Throughout Common Area
- Brochure holder can be attached to side



PROMOTIONS | SPONSORSHIPS

BRAND PROMOTIONS

OPPORTUNITIES

- Live Events
- Pop Up Displays
- Sampling
- Tabling
- Lead Generation
- Marketing Kiosk
- Register To Win
- Test Drives
- Car Displays





SPONSORSHIPS

OPPORTUNITIES

- Children's Play Area
- Kids' Club & Events
- Easter Photo
- Christmas in July
- Back to School
- Boo Bash
- Santa Photo
- Pet Photo with Santa
- Branded Seating Lounges
- Family Restrooms



TOWN CENTER

AT COBB

MANY POSSIBILITIES

SINGLE POINT OF CONTACT

Coordinate and traffic all media,
experiential, sponsorship, and/or support
initiatives

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