

# RIVERWALK OUTLETS

**ADVERTISING**

**& DIGITAL MARKETING**

**OPPORTUNITIES**







# LOCATION

Riverwalk Outlets is in proximity to popular tourist attractions such as the French Quarter, big name Restaurants, Audubon Aquarium, Convention Center, Ferry Terminals, Cruise Terminals, and Harrah's Casino. Visitors can easily walk from these attractions to the mall or vice versa.

Riverwalk Outlets is also a few steps away from the historic French Quarter, Central Business District, Warehouse District, Downtown Festivals and every downtown hotel.

**Downtown New Orleans** is a vibrant and culturally rich area of the city that is steeped in history. It is home to some of the city's most famous landmarks, such as Jackson Square, Bourbon Street, and the French Quarter. Known as "The Heart of New Orleans", Downtown New Orleans is a vibrant and bustling area of the city that offers visitors and locals alike a unique blend of history, culture, and entertainment.





# MALL INFORMATION

## Nation's first downtown outlet center!

500 Port of New Orleans Place - New Orleans, LA  
Market: New Orleans, Algiers, Gretna, Metairie, LA  
Description: Three level, enclosed and outdoors with a super-region, International, Tourist draw  
Total Square footage: **250,259**

## SHOPPING AT RIVERWALK OUTLETS

### Anchors

Nordstrom Rack, Forever 21, and Coach Outlet.

### Key Tenants

Calvin Klein Underwear, Carter's, Chico's Outlet, Claire's, Crocs, Fossil, Famous Footwear, Francesca's, Guess, Gap, It'Sugar, Johnson and Murphy, Journeys, Le Creuset, Karl Lagerfeld, Kate Spade, Lids and Lids Locker room, Levi's, Louisiana Tax Free Shopping, Perfumania, Nola & Co, Ralph Lauren, Samsonite, Sketchers, Steve Madden, Sunglass Hut, Tommy Bahama, The Cosmetics Store, Puma, and Tommy Hilfiger

### Top Restaurants

Café Du Monde, Rock N Roll Sushi, Raising Canes, Pei Wei Asian Kitchen, Villa Italian Kitchen, and South Philly Steak and Fries.

## TAX FREE SHOPPING

Riverwalk Outlets is the top shopping center in sales and Tax Refunds for international visitors  
Riverwalk is home to the only downtown refund center.  
Top Five Countries - Brazil, Philippines, China, United Kingdom, Mexico and Canada (tied)

## CRUISE DEMOGRAPHICS

Riverwalk serves as a destination for the newly expanded cruise ship terminal that serves Carnival, Norwegian, Royal Caribbean, Disney and American cruise lines. The Viking Mississippi Cruise ship also docks at Riverwalk making it first homeport for their ships in the nation.

# 37

Total ships that docked at Riverwalk (2019)

# 1.2M

Cruise Passengers (2019)

# 6th

Largest Cruise Port in the Nation

## MALL TRAFFIC

# 3.9M

Annual Visitors (2019)

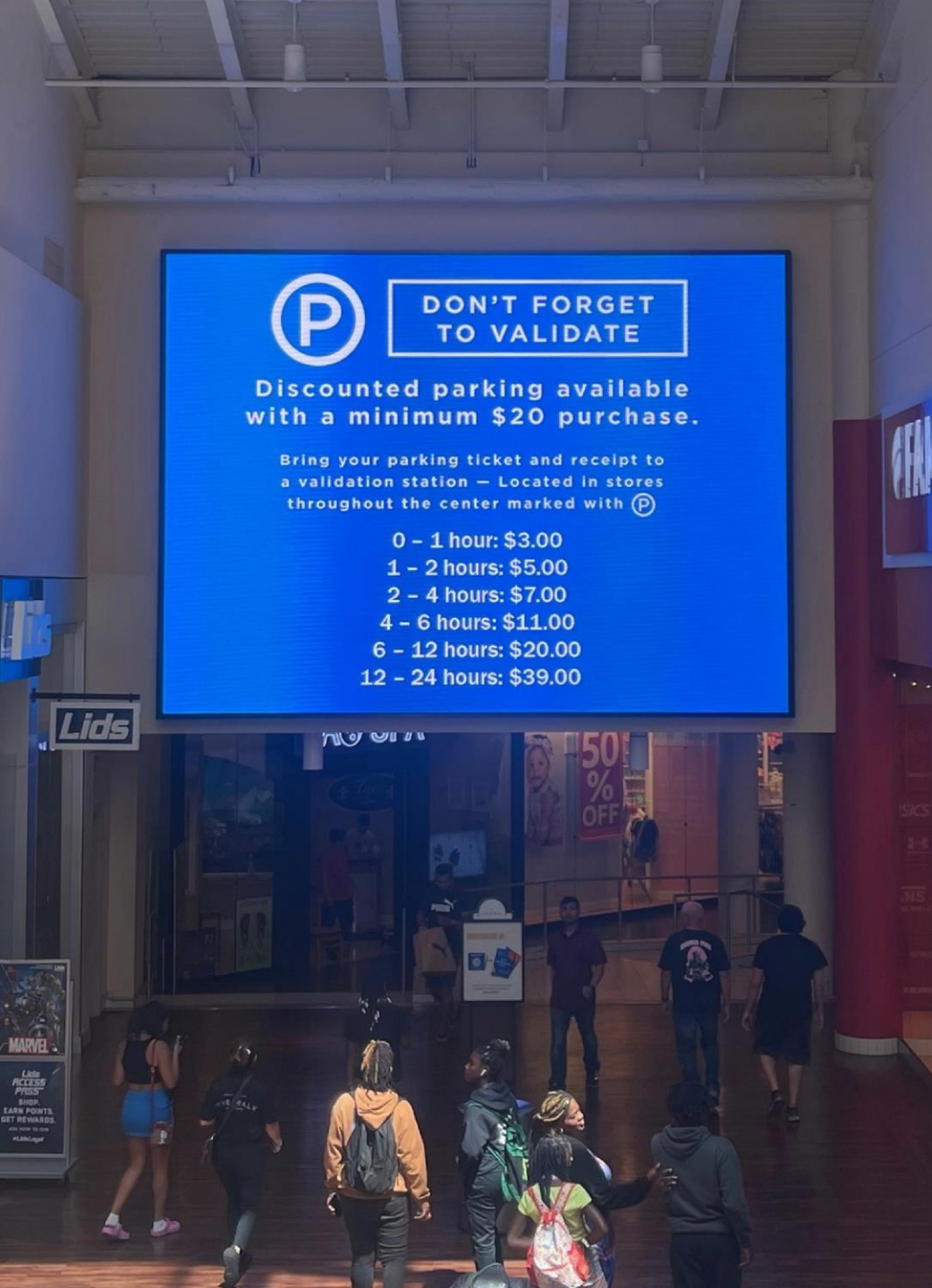
# 346,828

Riverwalk Lundi Gras (2023)

# 10,000+

Daily Average Visitors





# LED LARGE SCREEN DIGITAL FORMAT

**180" x 240"**

15 Second Spots

16 Spots Per Loop

8 Min Loop

(4 min ads/4 min content)

**Specs:**

**912 x 672 px**

File Type: JPEG

Four (4) week rate: \$2,500 each  
(per 15 second spot)

**\*Location - D 1**





# HANGING BANNERS

**120" x 168"**

5 Locations on Concourse Level C  
2 - Sided

## **Specs:**

Standard full banner size: 10' x 14'  
double sided  
Add 1" bleed  
File Type: PDF

**\*Locations - B1, B2, B3, B4, B5**



# BACKLIT WALL FRAMES

**48" x 72"**

5 Commercial Faces across the center

## **Specs:**

Full Directory Panel Size: 47" x 69"

single sided

Add 1" bleed – 3" offset. All Sides for Content

File Types: PDF

**\*Locations: W1, W2, W3, W4, W5**



# COLUMN WRAP

**47" x 69"**

21 Commercial faces across the center

## **Specs:**

Full Directory Panel Size: 47" x 69"

single sided

Add 1" bleed – 3" offset. All Sides for Content

File Types: PDF

**\*Locations: C1, C2, C3, C4, C5, C6, C7, C8, C9, C10, C11, C12, C13, C14, C15, C16, C17, C18, C19, C20, C21**







# OVERHEAD SEMI-CIRCLE WALKWAY BANNERS

5'h x 10'w

"Half Moon"

5 locations/ 10 faces

## Specs:

Full Panel Size: 48" x 96"

Double sided

Template to be provided

File Types: PDF

**\*Locations: HM1, HM2, HM3, HM4, HM5**





# DOOR CLINGS

**16'x 16' or 12' x 12'**

27 locations

## **Specs:**

Size: 12" x 12"

Double sided

Add 1/4" bleed All Sides for Content

File Types: JPEG or PNG





# CANAL STREET SIGNS

*(2- on the portal facing steps up to Spanish Plaza)*

**46" x 67"**

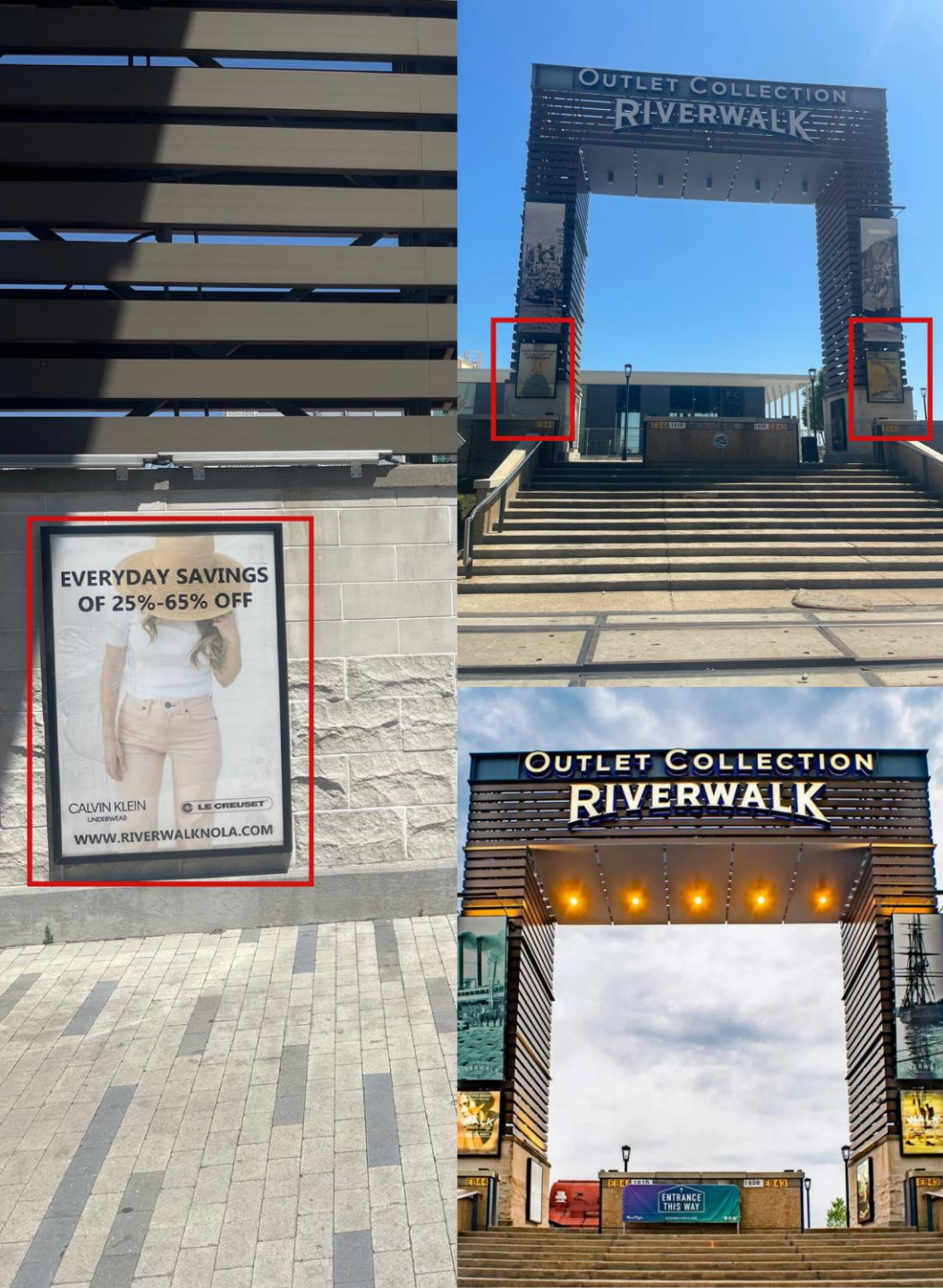
## **Specs:**

Add 1/8 inch bleed

File type: PDF

4 Exterior Ad Panels on Canal St. Entrance leading into Spanish Plaza next to the ferry terminal beside the Four Seasons Hotel.





# CANAL STREET SIGNS

*(2- on the portal facing each other by the steps to Spanish Plaza)*

**46" x 67"**

## **Specs:**

Add 1/8 inch Bleed

File Type: PDF

4 Exterior Ad Panels on Canal St. Entrance leading into Spanish Plaza next to the ferry terminal beside the Four Seasons Hotel.



# POYDRAS ST. SIGNS

*(2- Stairs by train track panels)*

**26" x 42"**

## **Specs:**

Add 1/8 inch bleed

File Type: PDF

2 Exterior Ad Panels on Poydras St.  
entrance leading into Spanish Plaza  
Four Seasons Hotel entrance, and the  
Hilton Riverside Hotel entrance.







# POYDRAS ST. SIGNS

*(Hilton circle portal panels)*

**46" x 67"**

## **Specs:**

Add 1/8 inch bleed

File Type: PDF

2 Exterior Ad Panels on Poydras St. entrance leading into Spanish Plaza beside the Four Seasons Hotel, and the Hilton Riverside Hotel entrance.





# POYDRAS ST. SIGNS

*(Mall Entry Archway panels)*

**46" x 70"**

## **Specs:**

Add 1/8 inch bleed

File Type: PDF

2 Exterior Ad Panels on Poydras St. entrance leading into Spanish Plaza beside the Four Seasons Hotel, and the Hilton Riverside Hotel entrance.





# JULIA ST. SIGNS

*(2 - Portal facing toward convention center Blvd. - Outdoor)*

**46"w x 67"h**

## **Specs:**

Add 1/8 inch bleed

File Type: PDF

2 Exterior Ad Panels on Julia Street entrance beside the Convention Center, leading into Level C - Food Court. *(2 - Portal facing toward convention center blvd)*





# JULIA ST. SIGNS

*(2 - Columns near entrance elevator. - Outdoor)*

**26"w x 40"h**

## **Specs:**

Add 1/8 inch bleed

File Type: PDF

2 Exterior Ad Panels on Julia Street entrance beside the Convention Center, leading into Level C - Food Court. *(2 - Portal facing toward convention center blvd)*



# JULIA ST. SIGNS

(2 - Portal facing each other - Outdoor)

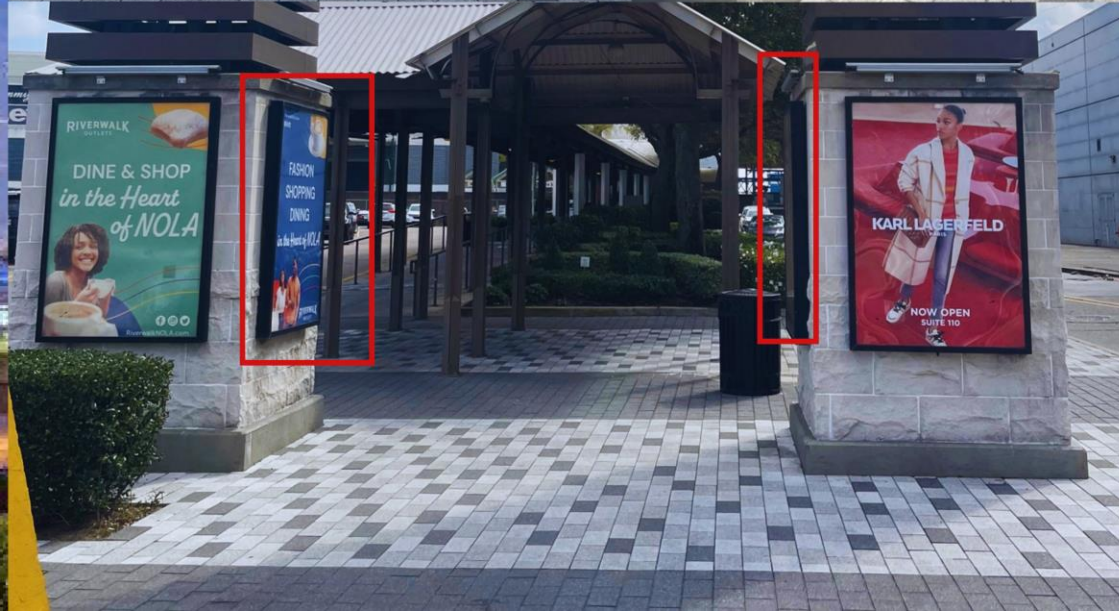
46" x 67"

## Specs:

Add 1/8 inch bleed

File Type: PDF

2 Exterior Ad Panels on Julia Street entrance beside the Convention Center, leading into Level C - Food Court. (2 - Portal facing each other)







# QR CODE - FOOD COURT TABLE ADS

100+ Tables

## Specs

4x4

Material: Weather proof Vinyl Sticker

File Type: JPEG or PNG

## Locations

Food Court and Balcony



# POSTERS

## Specs

22" w x 28"h (viewable area)

File Type: PDF

Double Sided

## Locations

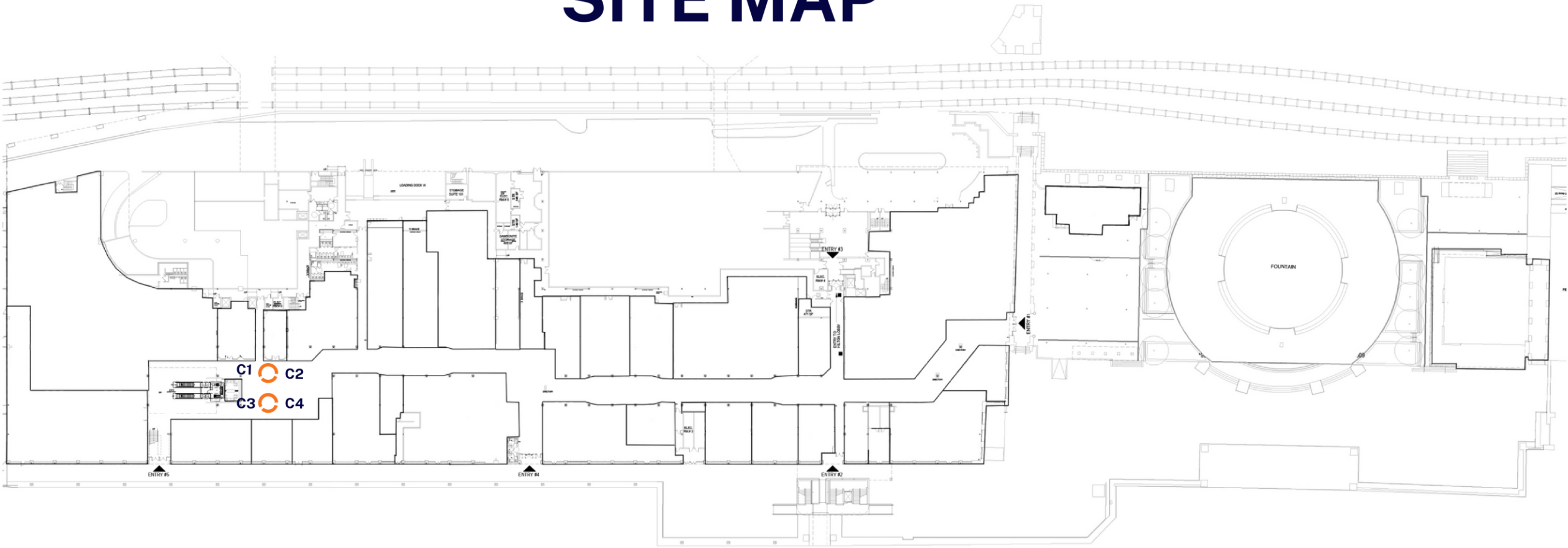
Placed in desired location.

Typically placed near floor outlets





# SITE MAP



## LEGEND

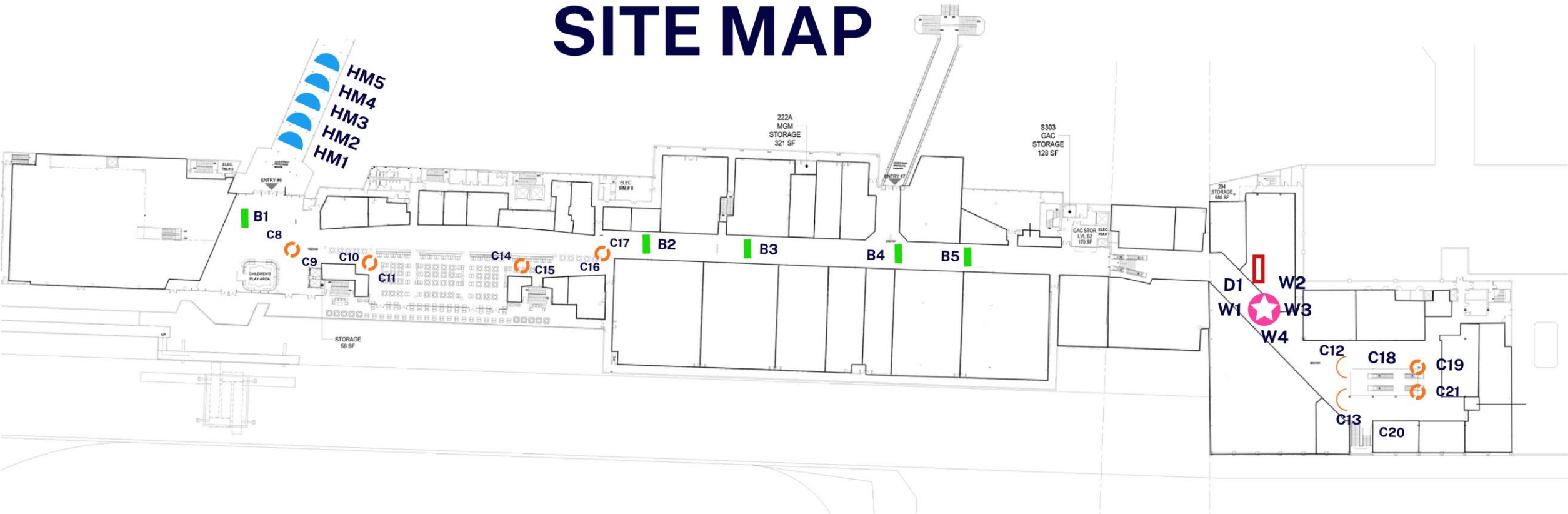
-  HM5
-  COLUMN WRAP
-  BANNER
-  WALL BOX
-  DIGITAL SCREEN

**RIVERWALK**  
OUTLETS

**LP-1**



# SITE MAP



## LEGEND

-  HM5
-  COLUMN WRAP
-  BANNER
-  WALL BOX
-  DIGITAL SCREEN

**RIVERWALK**  
OUTLETS

**LP-2**





**RIVERWALK**  
OUTLETS

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