





**HALIFAX, NB • HALIFAX MARKET**

Mic Mac Mall, “the most mall”, is a market dominant regional centre that is well positioned to appeal to middle and upper middle market consumers. The centre’s vast trade area extends well beyond the Halifax market and covers much of the province. The strong combination of destination lifestyle retailers and anchor department stores ensures continued market dominance for years to come.

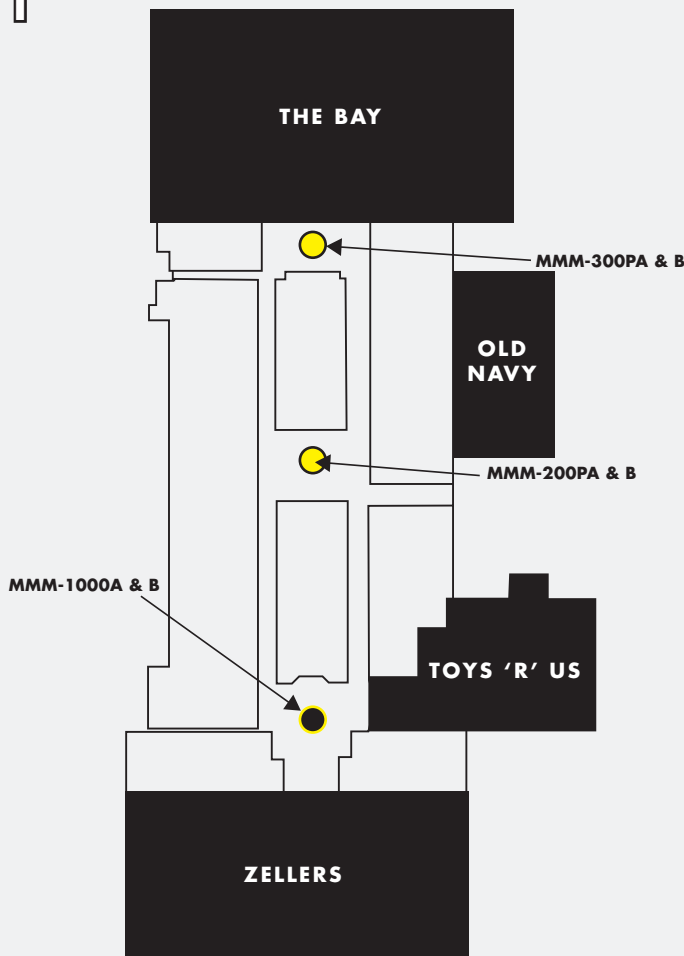
**ANNUAL VISITORS**

- 4,438,064

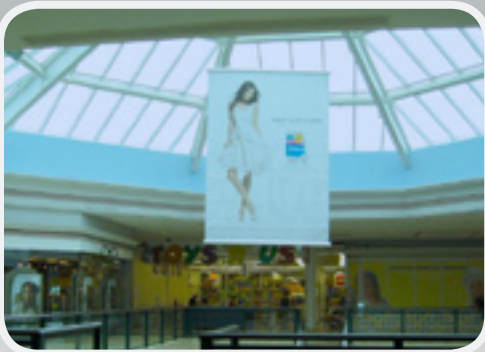
**PRODUCTS AVAILABLE**

	PRODUCT	SIZE	2010 RATE (4 WEEKS/NET)	INSTALLATION	PRODUCTION PER FACE
	RIGIFLEX MALL BANNER (DOUBLE SIDED)	12' W x 16' H	\$5,400	\$975	\$1,387
	PANOMAX MALL BANNER (DOUBLE SIDED)	12' W x 16' H	\$5,400	\$2,500	\$1,387

LEVEL 1



VENUE MAP



12' W x 16' H Panomax Mall Banner



12' W x 16' H Rigiflex Mall Banner



12' W x 16' H Panomax Mall Banner



12' W x 16' H Rigiflex Mall Banner

MEDIA CATALOGUE

MIC MAC MALL MEDIA PORTFOLIO