



The Merchants' Association, headed by the Marketing Manager of PE Advertising, a division of Paster Enterprises, LLC, aids in the development of cooperative advertising and marketing programs.

As an active member of the association, each merchant is provided with greater visibility, consumer recognition, and increased traffic.

Merchant meetings allow for suggestions, ideas, and the planning of shopping center events and advertising. Decisions about promotions are made by the merchants at these meetings.

We look forward to a healthy and productive relationship for years to come!

PE Advertising

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2009 MERCHANTS' ASSOCIATION

PASTER ENTERPRISES LLC
SHOPPING CENTER DEVELOPMENT & MANAGEMENT



Welcomes You!

Who is PE Advertising?

PE Advertising is the in-house advertising agency for Paster Enterprises and its shopping centers. We create marketing programs, which are sponsored by the merchants' association. It is our goal to help your business succeed through effective marketing and promotions. If, at anytime, your store needs assistance with promotions, PE Advertising is here for you!

Advertising

A year round advertising program establishes an image for each shopping center that is easily recognized by your customers.

Creative coupon inserts, coupon books, tv commercials, radio and print ads in area newspapers help to increase traffic and sales. Direct mail pieces, in-mall flyers and community sponsorships have also been used to promote Paster Enterprises' shopping centers.

News & Media Coverage

Organized public relations efforts enable us to take advantage of special events at each center for media coverage. In addition, we work cooperatively with new tenants during their grand openings by sending press releases to the local media and Chambers of Commerce.

Community Involvement

Involvement with community affairs, charities, and festivals create strong ties to surrounding neighborhoods. Our philosophy is "give to the community and they will be loyal to us." Successful community events have included child safety fairs, charity fundraisers, and holiday promotions.



These programs create goodwill and establish good relations with other organizations. Involvement in the community can only help to increase traffic and broaden the customer base.

Special Events/Promotions

Special events are held at the shopping centers to create traffic and community goodwill.

Family events are popular and provide a safe, fun atmosphere for the community. Holiday events such as visits with Santa and Halloween trick-or-treating are always a big hit with the kids! Other sponsored events include sidewalk sales, gift certificate giveaways and seasonal tie-ins.

Grand Openings

Every new tenant has the opportunity to have a grand opening celebration. PE Advertising provides a cake and refreshments for the event.

PE Advertising also sends news releases to the media. Chambers of commerce, City officials, neighboring tenants and any additional people you wish you include are sent invitations. In addition we have an official ribbon-cutting ceremony to celebrate the event.

Be sure to contact us to schedule your grand opening!