



For Advertising Inquiries Contact:
Kate Horvath
Office: 845-348-1005 ext. 118
CatherineHorvath@pyramidmg.com

Pyramid's Portfolio

13 Properties

Annual Sales **\$4 billion** Annual Visits* **104 Million**

Dominating New York State and Western Massachusetts, Pyramid properties feature a dynamic mix of retail, dining, entertainment, services, hospitality and events.



Destiny USA
Syracuse, NY – 2,400,000 sf



Palisades Center
West Nyack, NY – 2,200,000 sf



Crossgates
Albany, NY – 1,700,000 sf



Holyoke Mall
Holyoke, MA – 1,600,000 sf



Walden Galleria
Buffalo, NY – 1,600,000 sf



Galleria at Crystal Run
Middletown, NY – 1,200,000 sf



Poughkeepsie Galleria
Poughkeepsie, NY
1,200,000 sf



Sangertown Square
New Hartford, NY
869,000 sf



Kingston Collection
Plymouth, MA
835,000 sf



Salmon Run Mall
Watertown, NY
678,000 sf



Aviation Mall
Queensbury, NY
630,000 sf



Champlain Centre
Plattsburgh, NY
610,000 sf



Hampshire Mall
Hadley, MA
456,000 sf

*Placer.AI provides aggregated geolocation insights using cell phone app location data. Does not include International visitors.

The Galleria at Crystal Run

Conveniently positioned to serve a dense market in one of New York State's fastest growing counties.



\$192 Million
Annual Sales



\$111,522
Average HH
Income



1.5 Million
Trade Area
Population



7.2 Million
Annual Visits*



1.2 Million sf
Leasable Area



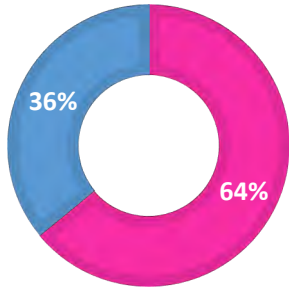
*Placer.AI provides aggregated geolocation insights using cell phone app location data. Annual Visits does not account for total visitation and excludes International visitors.

Crystal Run Demographics

Placer.AI provides aggregated geolocation insights using cell phone app location data. Annual Visits does not account for total visitation and excludes some key audiences such as international visitors.

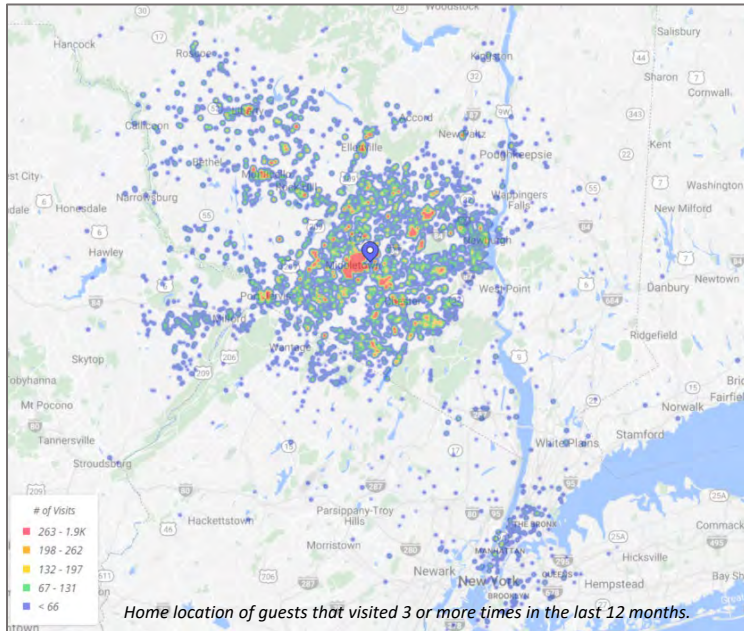
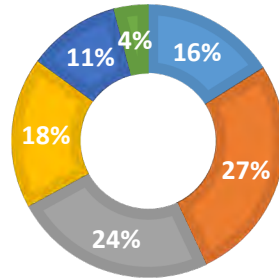
GENDER

Female Male

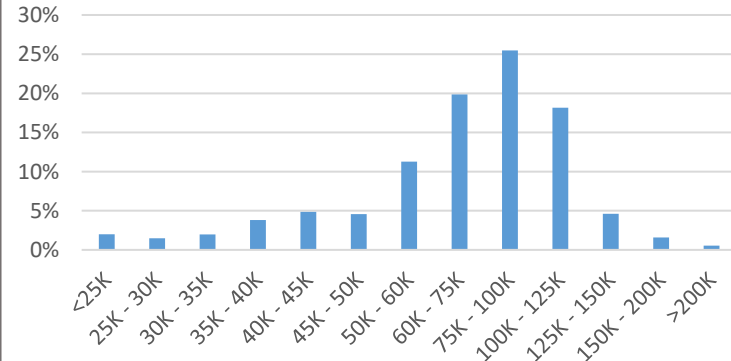


AGE

Age 18-24 Age 25-34 Age 35-44
Age 45-55 Age 55-64 Age 65+

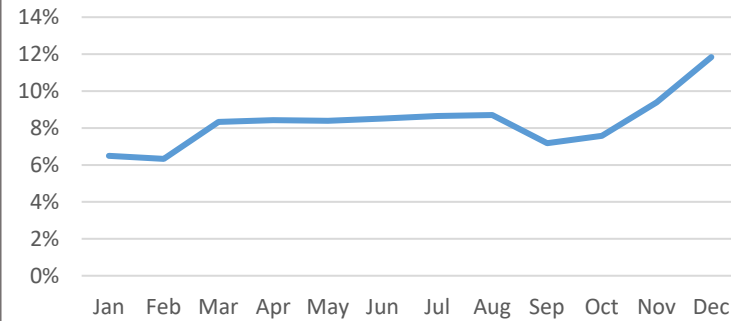


AVERAGE HOUSEHOLD INCOME



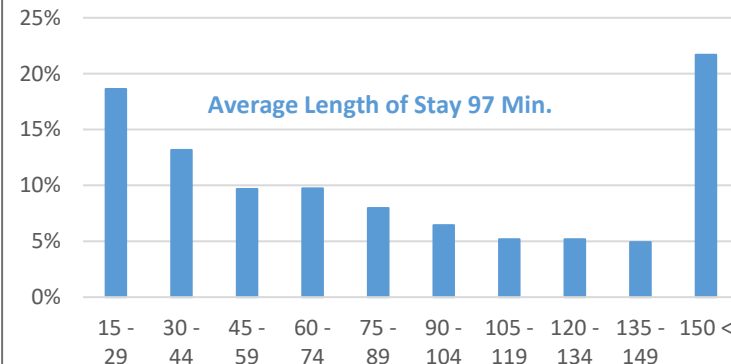
MONTHLY VISITS

7,200,000 Annual Visits



Length in minutes

Average Length of Stay 97 Min.



Strong *Tenant Mix*

A Dynamic Retail, Dining and Entertainment experience.

Top National Brands

PANDORA

FOREVER 21

HOLLISTER

DSW

KAY
JEWELERS

H&M

THE CHILDREN'S
PLACE

VICTORIA'S
SECRET

AMERICAN EAGLE
OUTFITTERS

JD

BUILD-A-BEAR
WORKSHOP

five
BELOW

aerie

Department & Big Box

★ macy's

JCPenney



DICK'S
SPORTING GOODS

Dining, Entertainment & Fitness

AMC
THEATRES

ROVING & AMPHIBIOUS
ROUND1



urbanAir
ADVENTURE PARK



110 Grill

FUJI

Allan's
MEDITERRANEAN
BAR & GRILL



Exciting New *Openings*

Over the last two years, several stores have opened, expanded or remodeled at Galleria at Crystal Run.

2018/2019

110 Grill
Bath & Body/White Barn (Remodel)
Cinnabon
Five Below
Gold's Gym
Scotch Bonnet
Tranquility Spa
Wendy's

2020

Aerie
JD Sports
Urban Air

2021

Allan's Mediterranean Grill

Coming Soon

BoxLunch
Rue21



Crystal Run Advertisers

Just a sample of the campaigns run at the Galleria at Crystal Run.

The Gift That DREAMS Are Made Of

TOP OFF ANY PRESENT WITH A \$1 GIFT TAG SCRATCH-OFF.

WED. FEB. 22 2018

Wendy's

NOW OPEN IN THE FOOD COURT

Weddings At the Villa Roma

Where your happily ever after begins.

Book your wedding by calling 863.727.8455 or 407.3 or emailing us at Wedding@villaroma.com

Villa Roma

Spectrum is growing.

Starting at \$18/hr. Great entry level opportunity!

JOB FAIR: JANUARY 8TH 2019 | 10AM - 2PM
2 Industrial Drive Middletown, NY 10941

Explore our Internet & Voice Customer Service opportunities in Middletown, NY.

Apply Now: Spectrumjobs@hudsonvalley@charter.com
If you need and complete the assessment before the job fair you may be eligible for immediate hire if qualified.

MSK Bergen

Superior cancer care, now in Bergen County.

Montvale, NJ

Memorial Sloan Kettering Cancer Center

NY & Co

NEW YORK & COMPANY

LEVEL 1 NEAR H&M

ALWAYS GRILLED FRESH. ALWAYS A GREAT VALUE.

100% White Meat CHICKEN BREAST

SMALL CHICKEN PHILLY & FINES \$5.29

CHARLEY'S

American Idol

THE JOURNEY CONTINUES

TONIGHT 8|7c

WHISKEY CAVALIER

SERIES PREMIERE WEDNESDAY FEB 27 10|9c

abc

the Art of Pizza

Sicilian Delight

LOCATED IN THE FOOD COURT

SCOTCH-BONNET

JAMAICAN GRILL

NOW OPEN

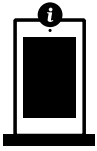
LEVEL 2

IN THE FOOD COURT

WONDER PARK

IN THEATRES AND REAL D 3D MARCH 15

Advertising Opportunities



Digital Opportunities

- 65" Digital Ad Screens (14)
- 65" Digital Touch Screens (14)
- Social Media Posts
- Website Ad
- Email Advertising



Print Opportunities

- Sky Banners 10'w x14'h
- Backlit Blade Ad
- Barricade Wrap
- Column Banner
- Elevator Doors
- Entrance Door Clings
- Entrance Wrap
- Escalator Wrap
- Event Space
- Print Directory Ad
- Round Tables
- Sponsorship
- Standing Static Sign
- Table Tops
- Vehicle Showcase



Digital Advertising Screens



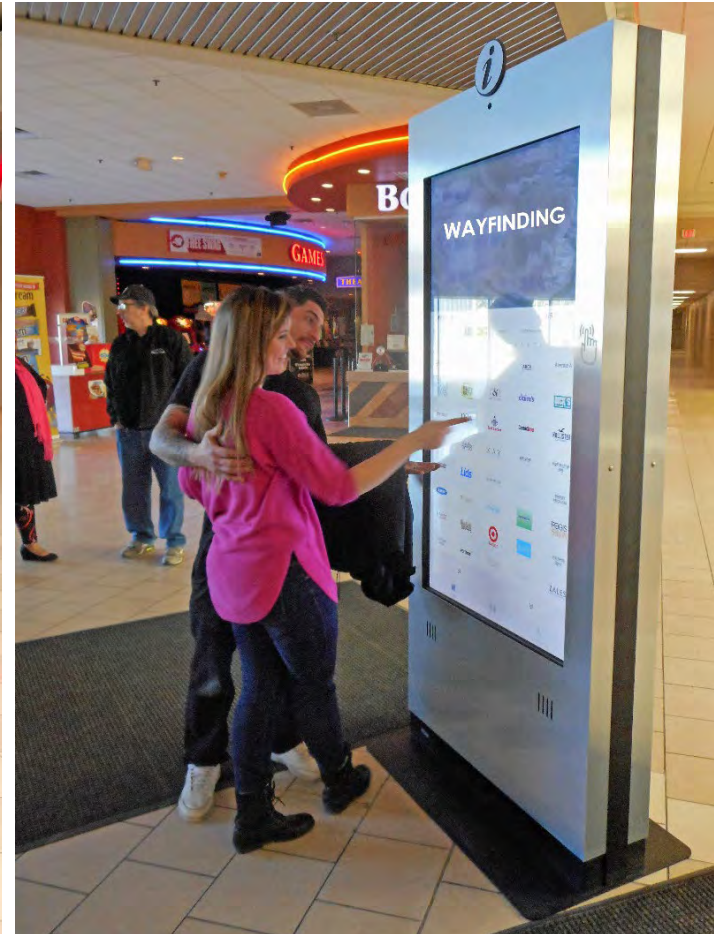
Digital Ad Screens

Dimensions 1080px (w) x 1920px (h)

Format Mp4 or jpg (RGB, 72dpi)

Duration 15 seconds

Frequency 4-minute rotation



Digital Touch Screens

Digital Online Advertising

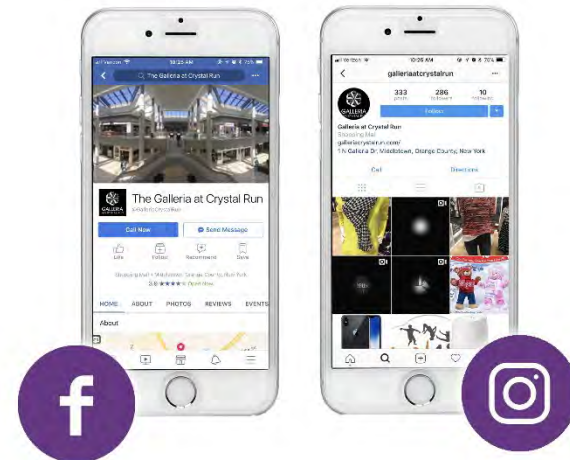
Online Performance Metrics (2021 YTD)

Property	Facebook Followers	Instagram Followers	Twitter Followers	Email Database	Website Impressions
Galleria Crystal Run	16,956	6,273	62	3,084	952,497

Website & Email Blast



Social Media



Dimensions

<i>Website Feature Ad</i>	1600px (w) x 545px (h)
<i>Website Carousel Slider</i>	1000px (w) x 500px (h)
<i>Email Banner</i>	600px (w) x 110px (h)
<i>Email Header</i>	600px (w) x 400px (h)
<i>Facebook Cover</i>	851px (w) x 315px (h)
<i>Facebook Ad</i>	1200px (w) x 628px (h)
<i>Instagram</i>	1080px (w) x 1080px (h)
<i>Twitter</i>	1500px (w) x 500px (h)
<i>Wi-Fi Graphic</i>	640px (w) x 640px (h)
Format	Jpg or PDF

Static Sky Banners



Dimensions

Food Court	14' (w) x 10' (h)
Horizontal	10' (w) x 14' (h)
Format	Jpg or PDF, CMYK, 300dpi

Static Column Banners



Dimensions 30" (w) x 60" (h)

Format Jpg or PDF, CMYK, 300dpi

Static Tabletop Clings



Dimensions

<i>Small</i>	24" (w) x 24" (h)
<i>Large</i>	18.5" (w) x 20" (h)
<i>Format</i>	Jpg or PDF, CMYK, 300dpi

Static Backlit Advertising



3-Sided

Dimensions 37" (w) x 52.25" (h)

Format Jpg or PDF, CMYK, 300dpi



2-Sided

Static Standing Signs



Dimensions 22" (w) x 28" (h)

Format Jpg or PDF, CMYK, 300dpi

Elevator Wraps



Dimensions 42" (w) x 84" (h)

Format Jpg or PDF, CMYK, 300dpi

Barricade Wraps



Dimensions Based on location

Format Jpg or PDF, CMYK, 300dpi

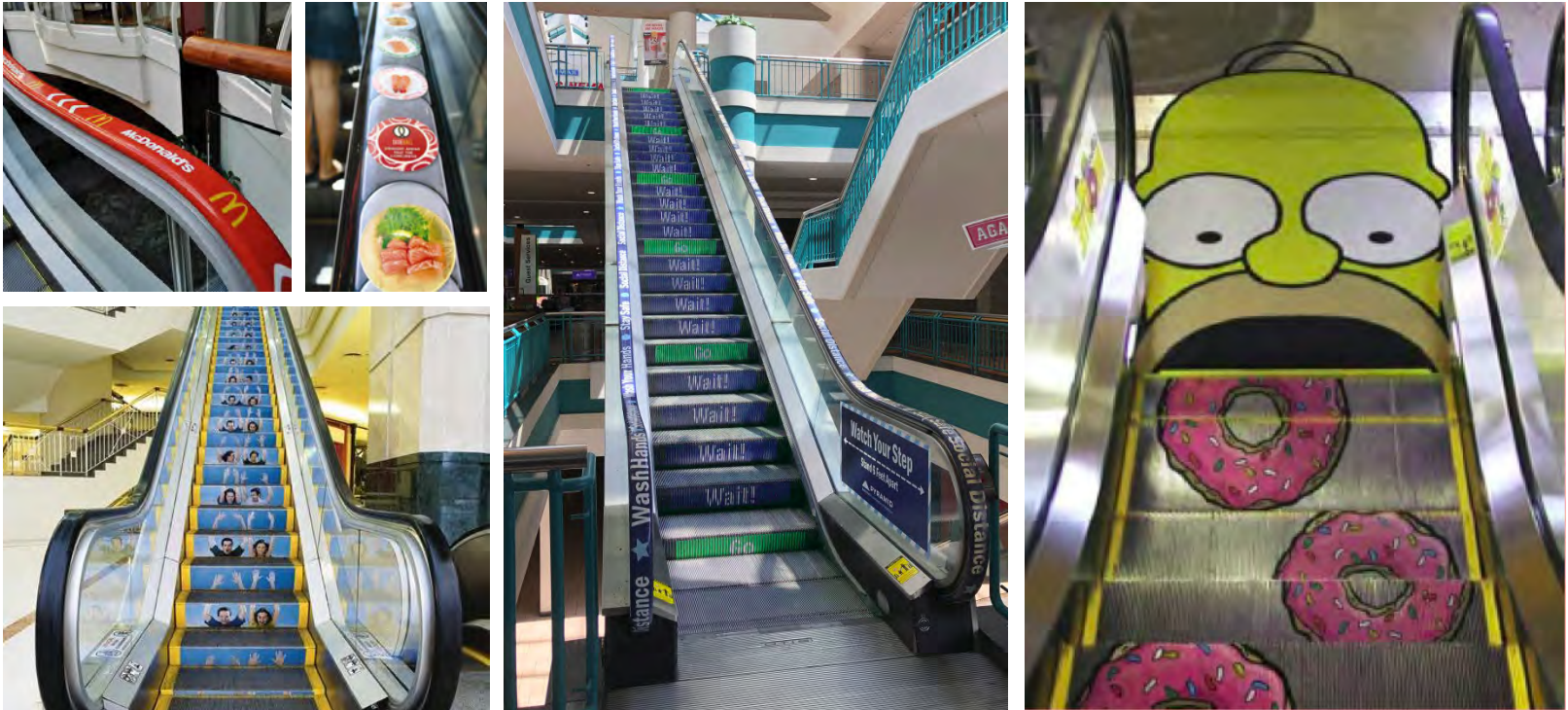
Escalator Wraps



Dimensions Based on location

Format Jpg or PDF, CMYK, 300dpi

Escalator Railings and Risers



Railings, Risers and Treads

Capture the attention of everyone riding the escalators. These dynamic graphics are now available for the first time in the United States. The durable graphics last for over 12 months and the railing wraps have an antibacterial coating.

Video of the installation at Destiny USA

<https://youtu.be/XCmEP4-hlKk>

Dimensions

Based on location

Format

Jpg or PDF, CMYK, 300dpi

Soft Seating *Tables*



Dimensions Based on location

Format Jpg or PDF, CMYK, 300dpi

Door / Entrance Clings



Dimensions Based on location

Format Jpg or PDF, CMYK, 300dpi

Entrance Wraps



Dimensions Based on location

Format Jpg or PDF, CMYK, 300dpi

Vehicle Showcase

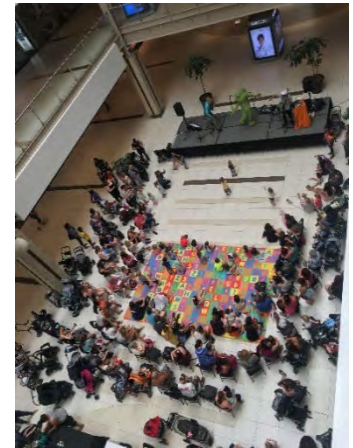
Generate new leads in our high traffic locations. Create a satellite for your company's showroom. Set up a test drives right in our parking lots.

Cars, RVs, trucks, tractors, boats and even aircraft have been successfully showcased at Pyramid properties.



Event Sponsorships

Sponsor an event such as Mall-O-Ween, Tykes Tuesday or Santa's arrival. Capitalizing on the event's crowds and be featured on the PR, email, website and on-site event promotion.



Sponsorship *Opportunities*




Destiny USA Nursing Pods

CENTRAL NY HEALTH

Destiny USA installs privacy pods for breastfeeding mothers

Updated Jan 30 · Posted Jan 30



Destiny USA adds to privacy pods for nursing mothers. This is a new initiative sponsored by Kinney Drugs and Onondaga County to support breastfeeding mothers and provide them with the clean and private spaces. (Provided photo)


LOCAL34.com

SECTIONS NEWS WEATHER

Destiny USA installs breastfeeding suites for nursing mothers

Posted: Jan 29, 2018 04:01 PM EST
Updated: Jan 31, 2018 08:15 AM EST

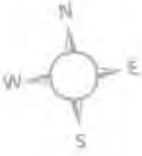
Facebook Twitter YouTube Plus 788



SYRACUSE, N.Y. (WISVR-TV) - Destiny USA is now the first location in Central New York that has installed **Mamava suites** - breastfeeding stations for nursing mothers.

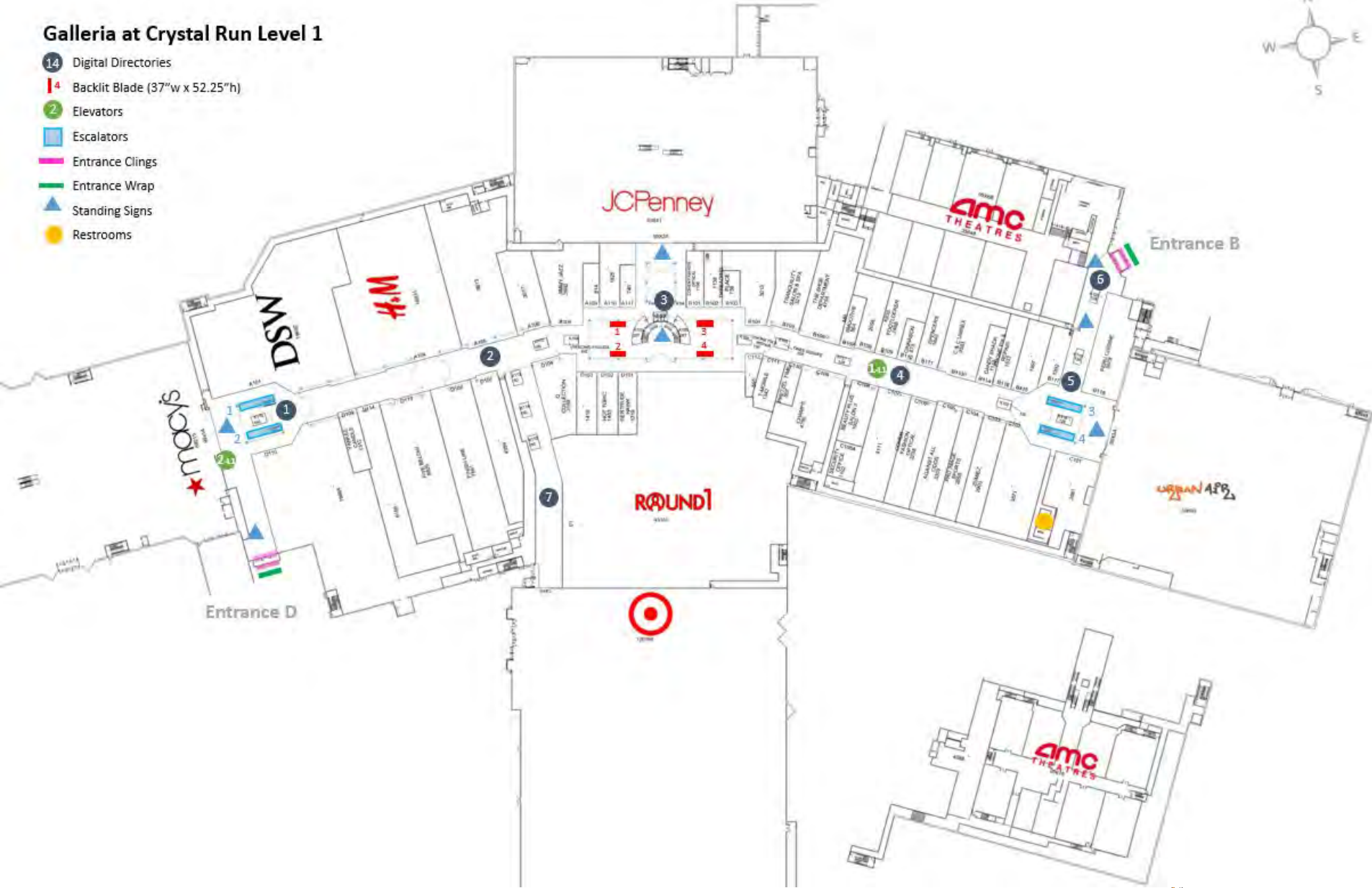
The installation comes from with a partnership between the mall, Kinney Drugs and Onondaga County.

Floor Plans *Level One*



Galleria at Crystal Run Level 1

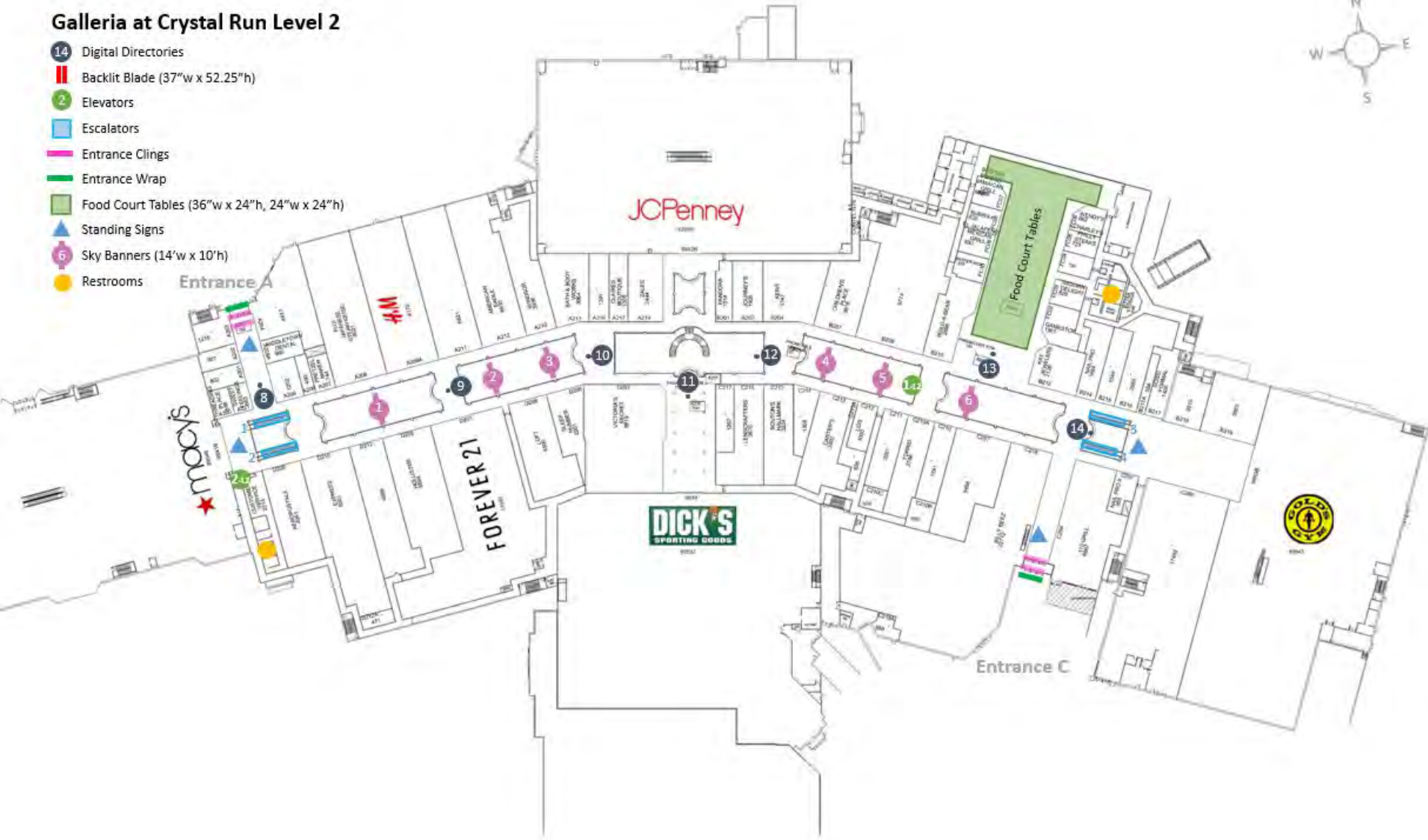
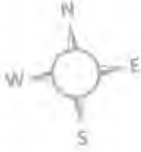
- 14 Digital Directories
- 4 Backlit Blade (37" w x 52.25" h)
- 2 Elevators
- Escalators
- Entrance Clings
- Entrance Wrap
- ▲ Standing Signs
- Restrooms



Floor Plans *Level Two*

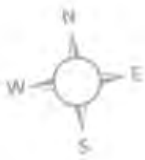
Galleria at Crystal Run Level 2

- 14 Digital Directories
- Backlit Blade (37" w x 52.25" h)
- 2 Elevators
- Escalators
- Entrance Clings
- Entrance Wrap
- Food Court Tables (36" w x 24" h, 24" w x 24" h)
- Standing Signs
- 5 Sky Banners (14' w x 10' h)
- Restrooms



Floor Plans *Column Banners - Level One*

Galleria at Crystal Run Level 1



North Center Court L1
4 Column Banners
2.5'w X 5'h

JCPenney

AMC THEATRES

Entrance B

macy's

DSW

H.M.

ROUND1

URBAN APZ

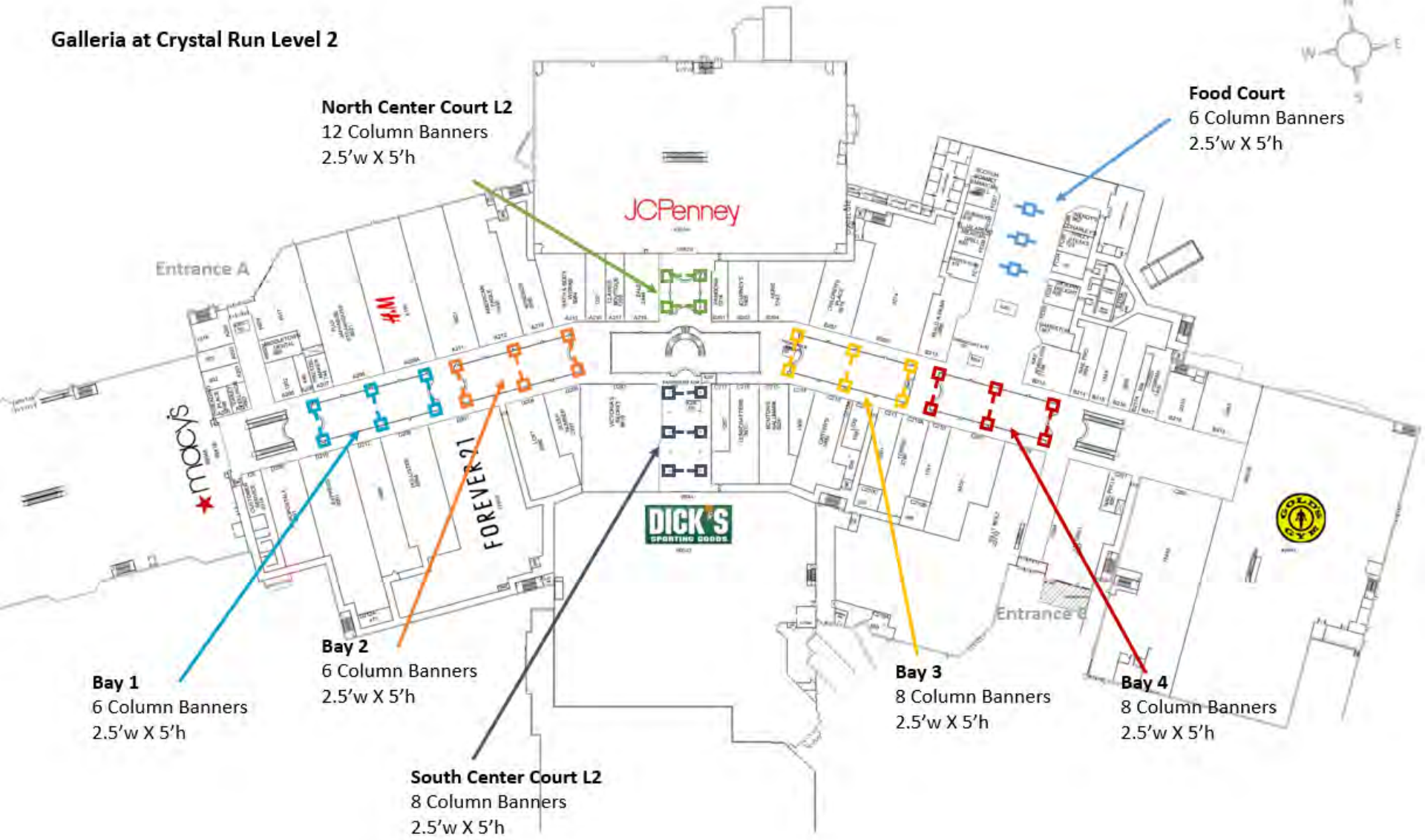
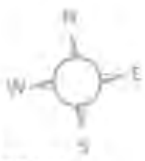
Entrance D

Center Court L1
6 Column Banners
2.5'w X 5'h

AMC THEATRES

Floor Plans *Column Banners - Level Two*

Galleria at Crystal Run Level 2



North Center Court L2
12 Column Banners
2.5'w X 5'h

Food Court
6 Column Banners
2.5'w X 5'h

Bay 1
6 Column Banners
2.5'w X 5'h

Bay 2
6 Column Banners
2.5'w X 5'h

Bay 3
8 Column Banners
2.5'w X 5'h

Bay 4
8 Column Banners
2.5'w X 5'h

South Center Court L2
8 Column Banners
2.5'w X 5'h

2022 Crystal Run Advertising Rate Card

Please check with your Advertising Sales Rep for availability and additional advertising or sponsorship opportunities.

CRYSTAL RUN - 2022 ADVERTISING RATE CARD

INVENTORY	DESCRIPTION	4 WEEK RATE*	HOLIDAY RATES*
Backlit Panel	4 Available - Per Backlit	\$800	1000
Barricade Wrap	Size/Price Based on Location	\$3,000	3750
Column Banners	Price Per Banner	\$100	125
Digital Advertising Screens	15 Sec Spot on a 14 Screen Network	\$1,400	1750
Digital Directory Touchscreens	15 Sec Spot on a 14 Screen Network	\$1,400	1750
Email Banner Ad	Per Email	\$500	625
Email Dedicated	Per Email	\$1,500	1875
Elevator Doors Exterior	Price Per Set of Doors	\$2,000	2500
Elevator Doors Interior	Price Per Set of Doors	\$2,000	2500
Entrance Door Clings	Price Per 10 Clings	\$1,000	1250
Entrance Wrap	Size/Price Based on Location	\$4,000	5000
Event Space	Size/Price Based on Location	\$2,000	2500
Restroom Clings	Price Per 10 Clings	\$1,000	1250
Sky Banner	Price Per Banner	\$3,000	3750
Snap Frame Sign	24"W x 36"H	\$400	500
Social Media Posts	Price Per Post	\$500	625
Standing Static Sign	Price Per Panel	\$250	312.5
Table Set Up	1 Table 1 Day	\$500	625
Table Tops Large - Food Court	Price Per 10 Clings	\$2,000	2500
Table Tops Small - Food Court	Price Per 10 Clings	\$1,000	1250
Vehicle Showcase	Price Per Vehicle	\$2,000	2500
Website Ad	Price Per Ad	\$500	625
Website Feature	Price Per Ad	\$1,000	1250

**Rates Increase 25% for November and December. Prices do not include production, install or removal.*

