

seagulls

# TAJ Lifestyle Center

# Contents

- **Elevators**
- **Escalators**
- **Rotating Door**
- **Bridge Wraps**
- **Digital + Totems**
- **2m2 Networks**
- **Parking**
- **Food Court Windows**
- **Bridges**
- **Mural**

# About TAJ

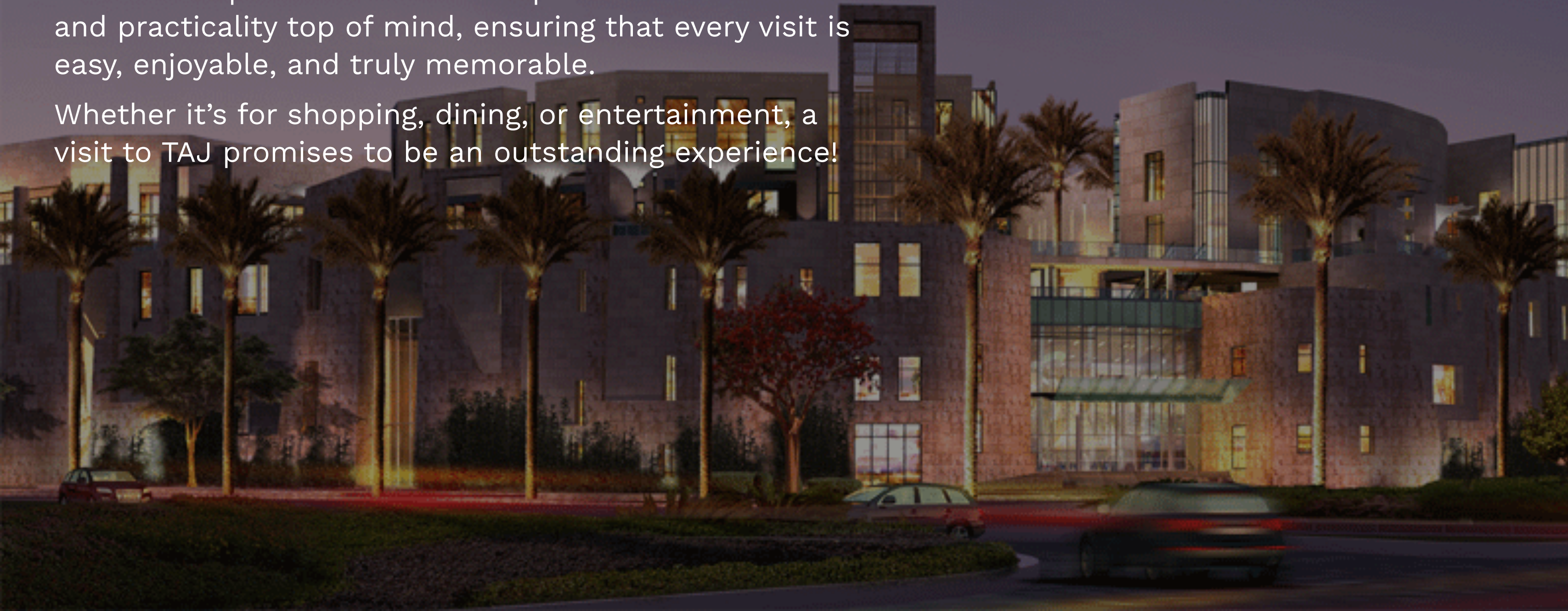
A multi-purpose shopping complex that revolutionizes shopping, dining, and entertainment in Jordan.

With over 190 of the finest outlets spread across 150,000 m<sup>2</sup> of indoor and outdoor space, TAJ boasts the Kingdom's most comprehensive retail mix. From world renowned high street fashion labels, designer boutiques, jewelry, cosmetics and beauty to kid's wear, home décor, sporting goods, electronics.

The TAJ experience goes beyond shopping. With an expansive food court, open air restaurants, casual eateries, cafes, and a family entertainment center that includes a 16 screen Cineplex, TAJ is a lifestyle center for all, and a one stop destination for Jordanians and visitors from every corner of the globe.

Located in the heart of Abdoun, TAJ elegantly blends traditional and contemporary architecture in a 21<sup>st</sup> century urban citadel to cater for the everyday needs of consumers. Designed by the reputable and world famous American F+A design architects, the state-of-the-art complex has been developed with convenience and practicality top of mind, ensuring that every visit is easy, enjoyable, and truly memorable.

Whether it's for shopping, dining, or entertainment, a visit to TAJ promises to be an outstanding experience!



# Brand Exposure

Advertising spaces in Taj Mall are chosen according to shopping journey research and understanding key dwelling time locations. Advertising opportunities include:

- Digital Screens
- Mural (Wall Unit)
- Elevator Branding
- Escalator Branding
- Bridge Wraps
- Taj Mall 2m<sup>2</sup>

Terrace

Market Floor,

Parking

- 12m<sup>2</sup> Parking

seagulls

**TAJ: Elevators**

# Rate Card: Elevators (Basics)

Package	Level	Court	Area	Cost (JD) / Month	Production Cost (JD)
Package 1	MK	1	Smart Buy	4,000	1,000
	F2	2	Burberry, LV		
	F1	3	US Polo, Vava Voom		
Package2	F2	1	Punt Roma, Mango	4,000	1,000
	F1	2	Garage, GAP		
	MK	3	Banks		
Package3	F1	1	Mother Care, Nestle	4,500	1,200
	F1	1	Food Court to Cinema		
	MK	2	Baby Shop, Midas		
	T1	2	France Provost, Go Sport		

**1 Elevator Cost**  
2,500 (JD).



# Rate Card: Elevators (Full Box)

Package	Level	Court	Area	Cost (JD) / Month	Production Cost (JD)
Package 1	T2	1	Cinema	5,000	1,610
Package 2	T2	2	Magic Planet	2,000	1,610
Package 3	F1	3	Terrace-Hamleys	2,500	1,610



seagulls

**TAJ: Escalators**

# Rate Card: Escalators

Package	Level	Court	Area	Cost (JD) / Month	Production Cost (JD)
Package 1	MZ-F1	1	Smart Buy	4,000	1,000
	F2-T1	2	Burberry, LV		
	F1-F2	3	US Polo, Vava Voom		
Package2	F2-T1	1	Punt Roma, Mango	4,000	1,000
	F1-F2	2	Garage, GAP		
	MZ-F1	3	Banks		
Package3	F1-F2	1	Mother Care, Nestle	4,500	1,200
	T1-T2	1	Food Court to Cinema		
	MZ-F1	2	Baby Shop, Midas		
	T1-T2	2	France Provost, Go Sport		

## 1 Escalator Cost

2,500 (JD).

Each Escalator consists of 5 visuals sold as one unit.



seagulls

**TAJ: Rotating Door**

# Rate Card: Rotating Door

Area	Cost (JD) / Month	Production Cost (JD)
Main Gate	3,000	504



seagulls

**TAJ: Bridge Wraps**

# Rate Card: Bridge Wraps Pt.1

Package	From	To	Area	Cost (JD) / Month	Production Cost (JD)
Package 1	Court 1	Court 2	Steve Madden, Accessorize	2,000	500
	Court 2	M. Circle	GS, Imseeh		
	M. Circle	Court 3	Pinkberry		
	Court 3	Court 1	Vera Moda, Makeup Forever		
Package2	M. Circle	Court 2	Lipsy, Sakijha	1,500	400
	Court 2	Court 1	Aldo, Accessorize		
	Court 1	Court 3	The Body Shop, MAC		
Package3	Court 3	M. Circle	H&M, Starbucks	2,000	500
	M. Circle	Court 2	GS, Imseeh		
	Court 2	Court 1	Shami, Nestle		
	Court 1	Court 3	Tezenis & Bath, Body Works		

# Rate Card: Bridge Wraps Pt.2

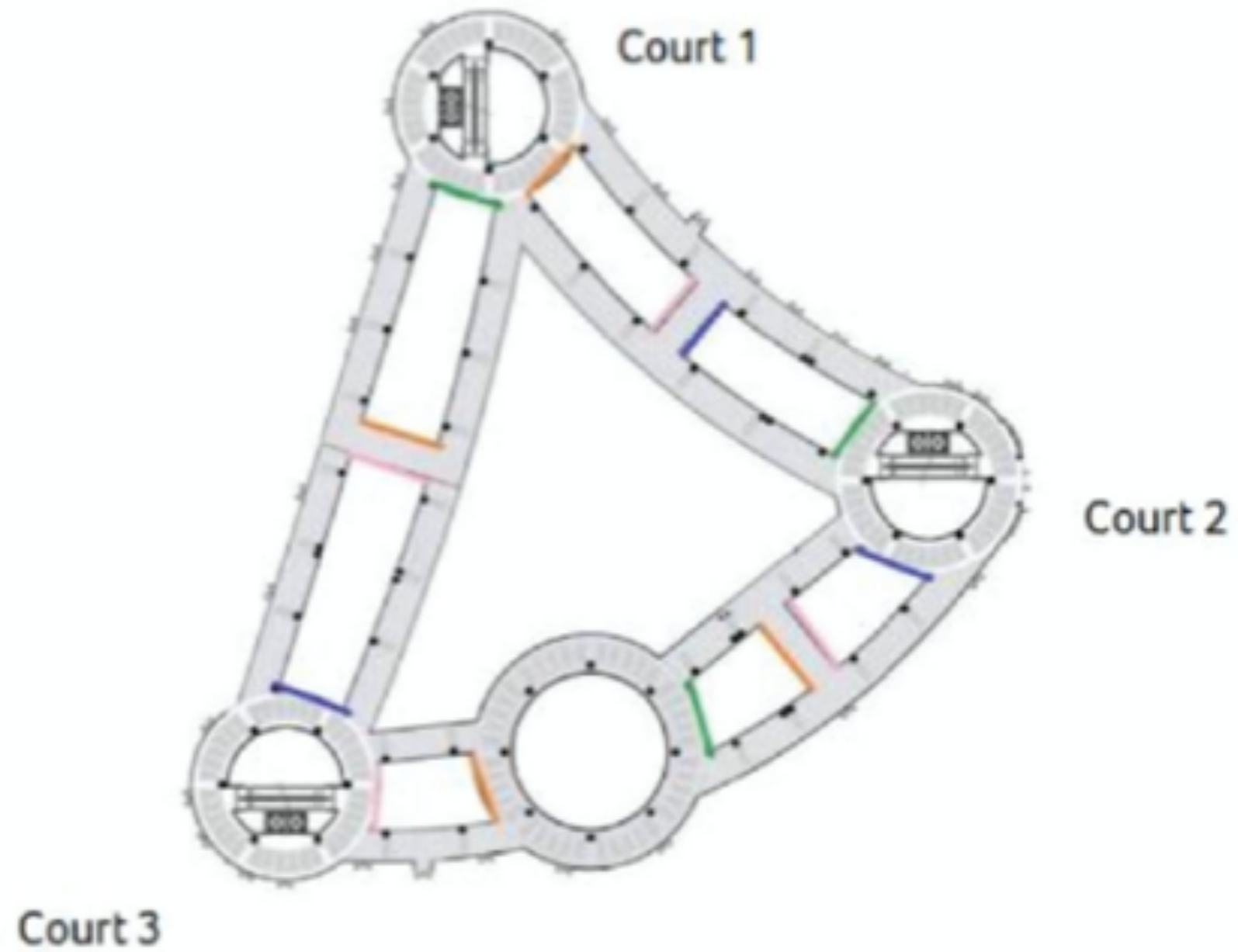
Package	From	To	Area	Cost (JD) / Month	Production Cost (JD)
Package 4	Court 2	M. Circle	Steve Madden, Accessorize	2,000	500
	Court 3	Court 1	GS, Imseeh		
	Court 1	Court 2	Pinkberry		

**1 Escalator Cost**  
750 (JD).



## Bridge wraps distribution

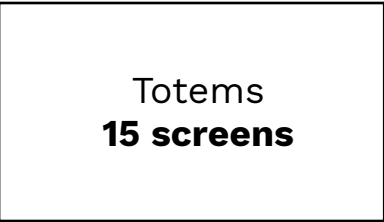
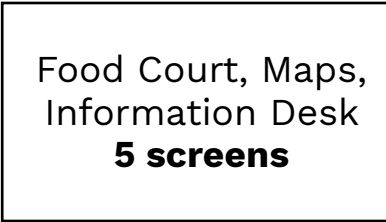
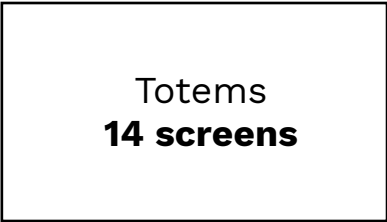
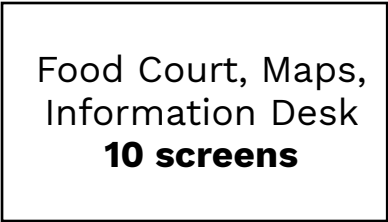
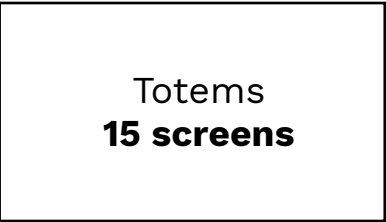
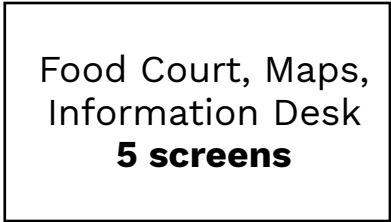
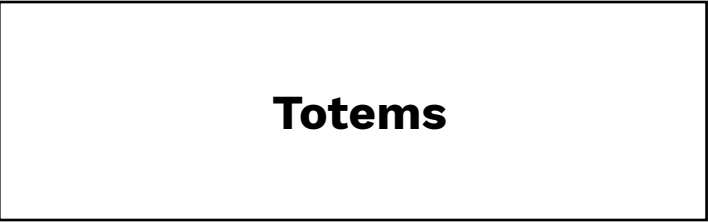
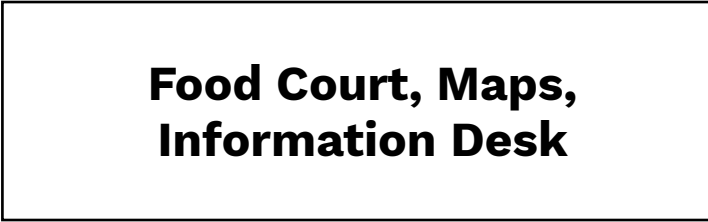
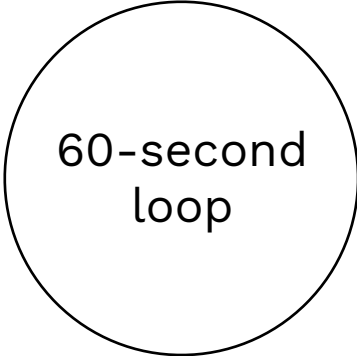
Package 1  
Package 2  
Package 3  
Package 4



seagulls

**TAJ: Digital + Totems**

# TAJ Digital + Totems



# Rate Card: TAJ Digital

Duration	Faces / Network	Cost (JD)
1 week	24	1,625
2 weeks	24	3,250

# Rate Card: Totems

Package	Faces / Network	Cost (JD)
Totem Network P1	15	2,700
Totem Network P2	14	2,520
Totem Network P3	15	2,700
Food Court, Maps, and information desks	28	2,800

## 60-second loop

6 ads x 10 seconds

Standard Campaign 1 x 10 seconds per 60 seconds loop

Selling cycle : 2 weeks



seagulls

**TAJ: 2m<sup>2</sup> Networks**

Rate Card: 2m² Units Networks

Package	Faces / Network	Cost (JD) / Face / Week	Production Cost (JD) / Face / Week
TAJ Network 1	21	80	20
TAJ Network 2	21	80	20
TAJ Network 3	21	80	20
TAJ Network 4	21	80	20
TAJ Network 5	21	80	20



seagulls

**TAJ: Parking**

# Rate Card: Parking Level (Escalators and Wraps) Pt.1

Package	Item	Level	Court	Cost (JD) / Month	Production Cost (JD)
Package 1	Travellator	Parking 1 - Market	Large Court	5,000	1,100
	Wrap	Parking 1			
Package 2	Escalator	Parking 1 - Market	Court 1	3,000	590
	Wrap	Parking 1			
Package 3	Escalator	Parking 1 - Market	Court 2	3,000	580
	Wrap	Parking 1			
Package 4	Escalator	Parking 1 - Market	Court 3	3,000	595
	Wrap	Parking 1			
Package 5	Travellator	Parking 3 - Parking 2	Large Court	4,000	1,715
	Wrap	Parking 3			
	Travellator	Parking 2 - Parking 1			
	Wrap	Parking 2			

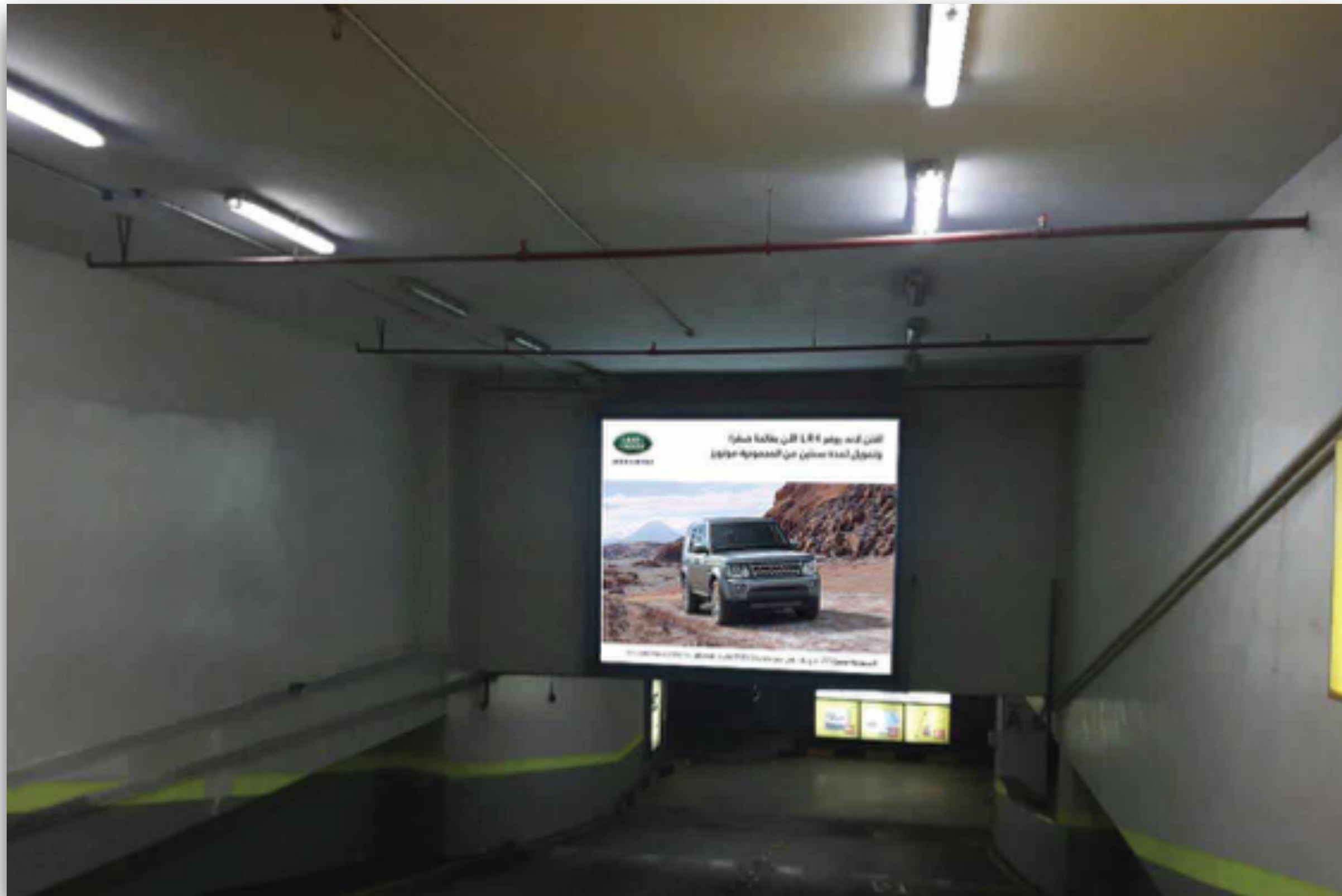
Rate Card: Parking Level (Escalators and Wraps) Pt.2

Package	Item	Level	Court	Cost (JD) / Month	Production Cost (JD)
Package 6	Escalator	Parking 3 - Parking 2	Court 1	2,000	1,470
	Escalator	Parking 2 - Parking 1			
	Wrap	Parking 3			
	Wrap	Parking 2			
Package 7	Escalator	Parking 3 - Parking 2	Court 3	2,000	1,615
	Escalator	Parking 2 - Parking 1			
	Wrap	Parking 3			
	Wrap	Parking 2			
Package 8	Escalator	Parking 3 - Parking 2	Court 2	2,000	1,550
	Escalator	Parking 2 - Parking 1			
	Wrap	Parking 3			
	Wrap	Parking 2			



# Rate Card: 12 m² Parking

Item	Cost (JD) / Week	Production Cost (JD)
TAJ 12 m²	500	70



seagulls

**TAJ: Food Court  
Windows**

# Rate Card: Food Court Windows

Item	Level	Court	Cost (JD) / Month	Production Cost (JD)
2 Food Court Windows	Terrace 1	Court 1	750	180

**1 Window Cost**  
500 (JD).



seagulls

**TAJ: Bridges**

# Rate Card: Food Court Windows

Package	Level	Court	Area	Cost (JD) / Month	Production Cost (JD)
Bridge 1	MK	Court 1	Smart Buy	1,000	480
Bridge 2	MK	Court 3	Banks	2,000	400
Bridge 3	MK	Court 4	Beside supermarket	1,000	100



seagulls

**TAJ: Mural**

# Rate Card: Mural

Duration	Cost (JD)
12 months	90,000
6 months	50,000
3 months	27,000
1 month	10,000

## Production cost

1,100 (JD).

First time installation is free; any other installation will be charged.





### Visible Area

9.2 (w) X 11.2 (h) m.

### Material

Flex.

### Bleed

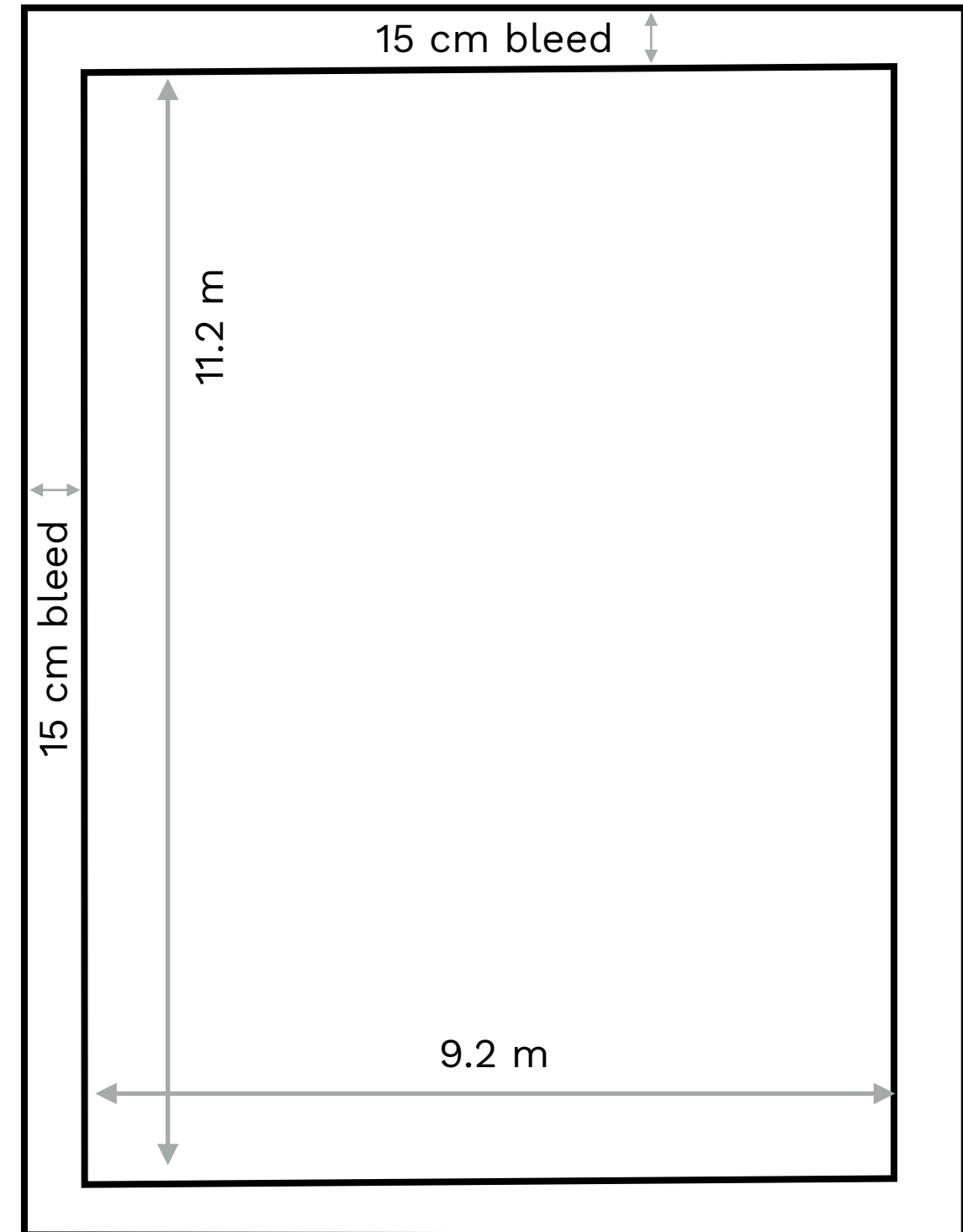
+15 cm.

### Resolution

300 dpi.

### Additional Requirements

- Expand line and stroke.
- Embed image files in design.
- Create outline text.
- Send approved artworks as JPEG.



# seagulls

+962 6 563 8000  
sales@seagulls.com