



The Square
Commercial Advertising Brochure

The Square has a core catchment area of 278,085 persons and an annual door-count of 22.2 million per annum making it one of Ireland's most dominant centres.



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LOCATION

The Square is located in Tallaght, a densely populated urban conurbation which serves as a commuter suburb southwest of Dublin City Centre. Tallaght is the third largest population centre in the country larger than the cities of Galway, Limerick, Waterford & Kilkenny.

It is a major commercial hub & social activity centre for west Dublin. The Square is the retail & leisure hub for the entire Tallaght area & is the de facto town centre where people live, work & shop. This is reflected in the significant volume of visitors with annual door counts of 22.2 million & car park numbers of 4.64 million.

South Dublin County Council, the public library & all the government services for the town are in or adjoining the centre. Tallaght Hospital employing 3,000 people & the Technological University Dublin - Tallaght Campus (3,700 students) are both within a five minute walk of the centre.



Located in the Heart of Tallaght



278,085 Persons Within The Core Catchment



19.8 Million Annual Luas Red Line Users



22.2 Million Annual Door Counts



4.64 Million Annual Car Park Users



11 Dublin Bus Routes



160+ Shops & Restaurants



POSTER SITES

If you want to raise your company profile & expose your brand, product or service by reaching a large volume of people, our poster site advertising is perfect for you.

We have poster sites in our toilet facilities, elevators & bin panels all of which are well placed to be seen by our average weekly door count of 400,00+.

Campaigns on our bins run in 2 week cycles & are managed by our media partners Lunar Media who are based on site.

For more information please contact them on 01 451 9717 or visit our media website at **thesquaremedia.ie**

PRICE SPECIFICATIONS

1-9 Panels: €60 per panel
2 week cycle

10-15 Panels: €55 per panel
2 week cycle

16-25 Panels: €50 per panel
2 week cycle

26-56 Panels: €45 per panel
2 week cycle

Please note:
Locations are sold on a first come first served basis.

TECH SPECIFICATIONS

Artwork Size: A2 - 420 mm wide x 594 mm high at 300 dpi

Artwork should be supplied as high resolution PDF

ACCEPTED
IN OVER
140
STORES
INCLUDING
PENNEYS

FABRIC LED ADVERTISING PANELS

Primely located above our travelators from our Centre Mall to our Level 1 shopping area our new Fabric LED Advertising Panels are the perfect way to showcase a product launch, promotion, new store opening or advertising campaign in a very unique and premium way.

Fabric, unlike plastic, glass, & other sign materials, is completely glare free. This allows the entire visual to be clearly displayed from any angle, & in any external lighting offering a blend of vibrant colours.

PRICE SPECIFICATIONS

1-9 Panels: €60 per panel
2 week cycle

10-15 Panels: €55 per panel
2 week cycle

16-25 Panels: €50 per panel
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26-56 Panels: €45 per panel
2 week cycle

Please note:
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TECH SPECIFICATIONS

Artwork Size: A2 - 420 mm wide x 594 mm high at 300 dpi

Artwork should be supplied as high resolution PDF



Free Eye Test & Glasses

From our €69 range with PRSI / Medical Card.

Find us on level 2 next to Easons or visit visionexpress.ie

vision ~~express~~

VISION. TAKEN SERIOUSLY.

Conditions apply. Ask in-store for details.



DIGITAL RIBBON SCREEN

The Digital Ribbon Screen is located along the main travelator from the Centre Mall on Level 2 to Level 3.

it is viewable from multiple angles & areas within the busy central hub of the shopping centre.

PRICE SPECIFICATIONS

Available on request

TECH SPECIFICATIONS

Artwork Size:
Information will be provided on application.

Requests should be sent to
media@thesquaremedia.ie



BIG SCREEN

Our vivid, brilliantly coloured High Definition Big Screen located on the Centre Mall is the perfect way to showcase a product launch, promotion, new store opening or advertising campaign to the centre's customers.

Perfectly located above the Customer Service Desk with excellent views from Starbucks and multiple other vantage points. The screen is 16:9 ratio and is suitable for your TV commercials and animated adverts.

Lunar Media can transform your static adverts into moving animations to ensure that you gain maximum impact for your campaign.
(small cost applies)

For more information contact them on 01 451 9717 or visit our website at **thesquaremedia.ie**

PRICE SPECIFICATIONS

The use of the Big Screen is free of charge to tenants that contribute to the Centre's Commercial Fund but is subject to availability & terms and conditions do apply.

Artwork must be supplied.

Cost to Non-Contributing Tenants is €800 per 2 week cycle

TECH SPECIFICATIONS

Artwork Size:
1920 pixels wide x 1080 pixels high

16:9 aspect ratio. We can accept MP4 or JPEG files.

Requests should be sent to **media@thesquaremedia.ie**



One Big Mac, two new sizes.
Enjoy yours until 20th March.



Customer Services

EVENT SCREEN

Our vivid, brilliantly coloured Event Screen located on the Centre Mall is the perfect way to showcase a product launch, promotion, new store opening or advertising campaign to the Centre's customers. The screen is 16:9 ratio and is suitable for your TV commercials & Animated Adverts.

Located in prime position on the Centre Mall floor, the Event Screen is the highly visible and a great addition to Mall Promotions or on its own.

Available for exclusive use (pending availability) or as part of a combined rotation.

Lunar Media can transform your static adverts into moving animations to ensure that you gain maximum impact for your campaign.
(small cost applies)

For more information contact them on 01 451 9717 or visit our website at **thesquaremedia.ie**

PRICE SPECIFICATIONS

The use of the Event Screen is free of charge to tenants that contribute to the Centre's Commercial Fund but is subject to availability & terms and conditions do apply.

Artwork must be supplied.

Cost to Non-Contributing Tenants is €800 per 2 week cycle

FOR BOOKINGS

Anne Golding

01 452 5944

anne.golding@thesquare.ie

Or

Laura Maher

087 902 1808

laura@lunarmedia.ie

Artwork Size:

1920 pixels wide x 1080 pixels high

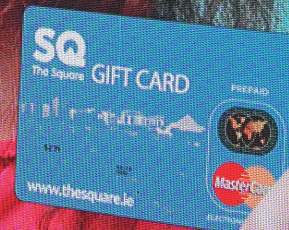
16:9 aspect ratio. We can accept MP4 or JPEG files.

Requests should be sent to **media@thesquaremedia.ie**

The Perfect Gift For Every Occasion

Available To Purchase At
The Customer Service Desk
On Level 2

ACCEPTED
IN OVER
140
STORES
INCLUDING
PENNEYS



Mastercard is a registered trademark of Mastercard International Incorporated. The Card is issued by UAB Paynet pursuant to licence by Mastercard International Inc. UAB Paynet is authorised by the Bank of Lithuania to conduct electronic money services activities under the Electronic Money Regulations 2011 (Ref: LP001994).



SOCIAL MEDIA - INSTAGRAM

Instagram is a social media medium we have continued to grow massively on.

Much like Facebook the demographic is vast but largely targets the younger generations.

Instagram was once solely focused on imagery. It has progressed over the years & now has the capacity for Reels (videos) & also Stories which can be great for quick deals or notices from your store that don't require a specific page posting.

The Square over the past year have also used this medium to grow our page with the inclusion of Influencers, who have accompanied many of our events. The world of Social Media Influencers is very much a trend of the past few years. They help with pushing brands and also aid with getting information out to a wider audience.

PRICE SPECIFICATIONS

Social media requests are free of charge for tenants contributing to the Centre's Commercial Fund.

All social media post requests should be sent to **media@thesquaremedia.ie**

Cost to Non-Contributing Tenants is €200 per post.

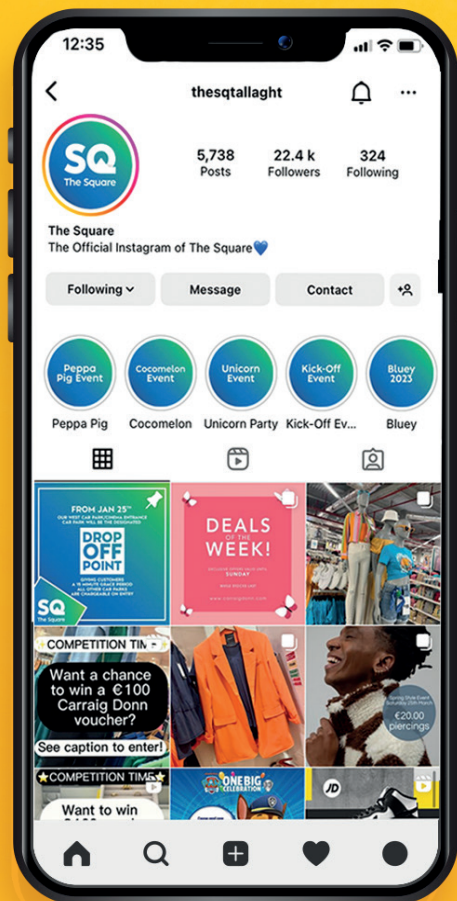
TECH SPECIFICATIONS

Artwork Size:

The optimum size for Instagram posts is 1200 pixels x x 1200 pixels.

The optimum size for Instagram reels / videos is 1080 pixels x 1920 pixels.

Requests should be sent to **media@thesquaremedia.ie**



SOCIAL MEDIA - FACEBOOK

Our Facebook Page is a powerful tool for reaching potential customers. It is available to tenants to promote their store, promotions & offers under a fair usage policy.

Our Facebook page is managed by Lunar Media in concurrence with Centre Management. It is the staple of our social media channels with a demographic covering all age ranges.

Facebook is considered the more mature Social Media page and could be the ideal fit for you when planning to reach potential or returning customers.

We also pride ourselves in our campaigns which have continued to grow in popularity, from specific events like Christmas, Valentine's Day, Mother's & Father's Day.

Don't forget to reach out if you have a campaign of your own.

PRICE SPECIFICATIONS

Social media requests are free of charge for tenants contributing to the Centre's Commercial Fund.

All social media post requests should be sent to **media@thesquaremedia.ie**

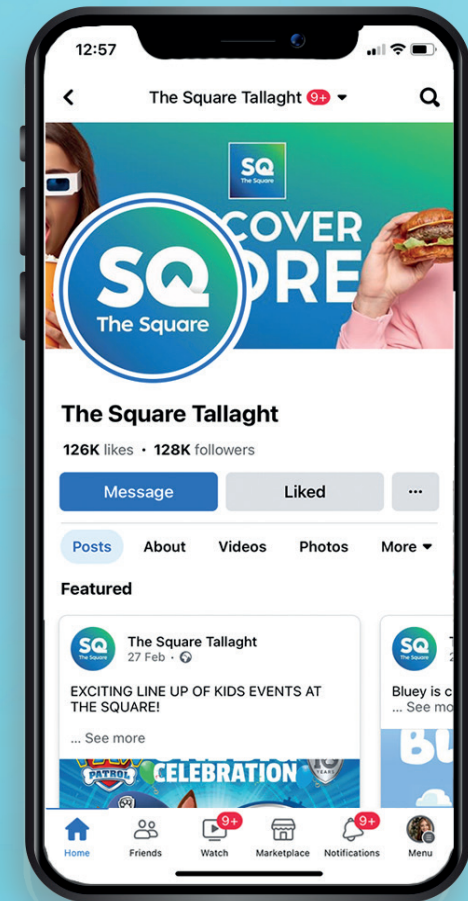
Cost to Non-Contributing Tenants is €200 per post.

TECH SPECIFICATIONS

Artwork Size:

The optimum size for Facebook posts is 1200 pixels x 1200 pixels.

Requests should be sent to **media@thesquaremedia.ie**



SOCIAL MEDIA - TIKTOK

TikTok unlike the rest of our channels is relatively new to not just us but the social world. However new it may be it has taken the world by storm & we are delighted to be right at the forefront of it.

This is a medium unlike both Facebook & Instagram as the demographic is relatively young. This is an ideal medium for a tenant wishing to reach a specific age of customers.

Although content is video based there is so much you can achieve with this when it comes to showcasing your brand.

If you wish to work with this area of social media but unsure how to approach it, speak to our team, Lunar Media, who are on hand to discuss all possible future posts on this medium.

It is a lot simpler than it looks to get that video just right!

PRICE SPECIFICATIONS

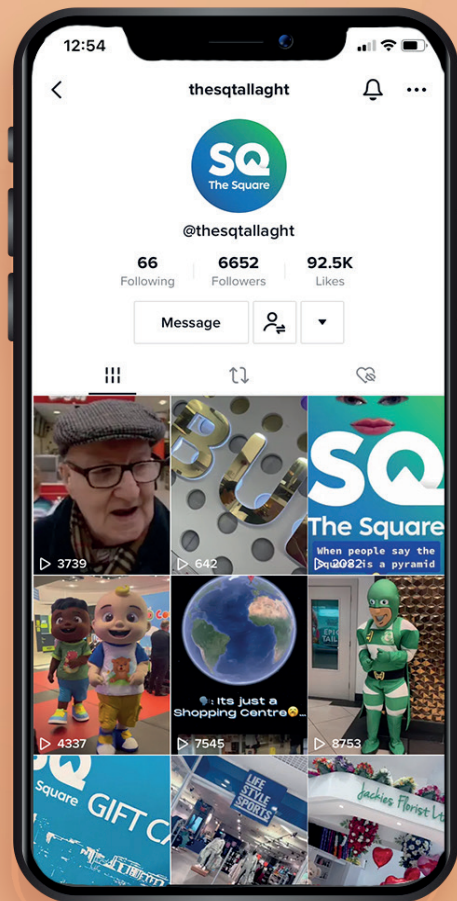
Available on request.

TECH SPECIFICATIONS

Artwork Size:

The optimum size for Tiktok videos is 1080 pixels x 1920 pixels.

Requests should be sent to **media@thesquaremedia.ie**



MALL PROMOTIONS

We have designated prime locations throughout the centre that can cater for all forms of promotional activity.

With over 400,000+ door counts per week, a promotion on our malls is the ideal opportunity for you to increase brand awareness and to engage directly with a huge volume of potential customers.

Promotion space can be booked on a short-term basis, ie. 1-7 days or for longer periods on request.

PRICE SPECIFICATIONS

Standard Promotion:

This option is for our malls excluding our Centre Mall on Level 2.

1 Day Promotion - €345

3 Day Promotion - €800

1 Week Promotion - €1626

Premium Promotion

This option is for our Centre Mall area on Level 2.

1 Day Promotion - €500

3 Day Promotion - €1200

1 Week Promotion - €2100

Please note:

Locations are sold on first come first serve basis

FOR BOOKINGS

Anne Golding

01 452 5944

anne.golding@thesquare.ie

Or

Laura Maher

087 902 1808

laura@lunarmedia.ie

Or

Fillit

Details to follow



Citroën C3 Aircross

Baby Care

Healthcare

First Aid

Beauty Treatment

The Square Tallight

ANTARCTIC

28th

Custom

SACRED HEART

CUSTOM PROMOTIONS

The Square is an ideal vehicle for bespoke advertising campaigns, such as production launches, new movie releases etc... What you can do is only limited by your imagination.

Escalator wraps, unit wraps, floor graphics, visual projections on our giant sails, walls & floors, hanging ceiling banners to wrapping the building – anything is possible!

The team at Lunar Media will be happy to walk you through some options based on your campaign, budget & requirements.

For some previous example of successful bespoke campaigns visit **thesquaremedia.ie**

PRICE SPECIFICATIONS

Costs quoted are guide prices only. Print & fitting costs are based on your specific requirements.

Travelator

2 panels single-sided - €3200
2 panels double-sided - €5800

Hanging Banners

4 double-sided banners
-€5500

Escalator

2 panels single-sided - €2950
2 panels double sided - €4950

5 Metre Floor Decal

Print & fit - €6000

Centre Mall Takeover

Space rental - €10,000

Costs based on 4 week cycle

TECH SPECIFICATIONS

Size:
Provided on application



SQUARE RADIO

The Square Radio powered by Radio Box, is a bespoke radio station that airs 7 days a week throughout the centre.

It plays great music performed by original artists mixed with commercial messages targeted at our walk-in customers.

It delivers a unique opportunity to advertise products & brands at the all-important point of purchase.

Radio Box firmly believe that if you create a quality product for your partner clients & listeners, it will work – and it has.

They have attracted some major brands & advertisers to date & have worked with businesses that are either in or are local to The Square that have seen real results.

PRICE SPECIFICATIONS

Weekly Campaign

70 x 30 second commercials
per week €249 + VAT

Monthly Campaign

280 x 30 second commercials
per month €595 + VAT

FOR BOOKINGS

Laura Maher

087 902 1808
laura@airserv.ie



MALL PROMOTIONS - T&C's

- All insurance documentation must be completed & accepted by the Insurers for the Square before full confirmation can be issued.
- Strict height regulations of display backdrop must be adhered to and must not exceed 4ft in height & 5ft in width. Failure to comply with height and width restrictions will result in termination of promotion.
- Full payment inclusive of VAT for promotion must be received with application.
- All promotional stands / car raffles etc. must be erected & in position on malls before 9.00am on the commencement date of promotion.
- It is the requirement that promotional stands must be staffed at all times during trading hours. The Square reserves the right to remove any unmanned promotional Stand & no refund will be reimbursed to promoter.
- Payment must be received within 7 days of receipt of invoice attached. Failure to do so will result in immediate termination of booking.
- The Square reserves the right to relocate or terminate a promotion if an objection arises by any tenant due to conflict of interest or location of a promoter within the centre. If promotion is terminated a proportion of monies will be refunded in due course.
- Strictly no food or drink sampling on malls at any time unless previously agreed.
- The Square Management, their servants or agents will not be held liable or responsible for any loss or damage whatsoever caused to promotional stands, furniture and items left at stand during trading & after trading hours. All equipment / stand are left entirely at promoters risk.
- All furniture i.e. tables, chairs etc. must be supplied by promoter & under no circumstances can promoter remove furniture from adjacent restaurants.
- All items must be removed from stand at end of each trading day. The Square Management does not provide storage.
- No direct selling will be permitted on the malls.
- Rope / strap barriers must be provided for car promotions.
- Promotion must not be in conflict with any tenant of the centre.
- If a power supply is required it must be stated on initial application.
- On the last day of the promotion all equipment must be removed immediately from site following close of business.
- No alteration of promotion will tolerate once confirmation of booking has been received. Re-application will have to be made if any changes occur after this time.
- Prior notice must be given of cancellation of promotion. Once confirmation & payment has been received an administration fee will be deducted rental space - 30 days or more refund 50% less than 30 days - no refund.
- Brochure or photograph of mall promotional stand must be supplied on application.
- Failure to comply with any of the above terms & conditions will result in immediate termination of promotion with refund of partial payment.
- Promoters must open & close their stand along with the centres trading hours.

FOR BOOKINGS

If you have any queries regarding the terms & conditions please contact:

Anne Golding
01 452 5944
anne.golding@thesquare.ie

CAR PROMOTIONS - T&C's

- The car must be brought into & removed from the centre before & after trading hours.
- Please ensure that the car has its battery disconnected once on site.
- The petrol tank must be empty.
- Strap barriers must be supplied by you to surround the car while on this promotional site.
- Contact centre before your promotion with a time for delivery & collection of the car so that we can notify our security.
- Please note that the car cannot gain access or be removed from the site while the centre is trading.
- Car doors must be kept closed at all times.
- No access to the car by customers will be permitted.
- Failure to comply with terms & conditions of promotion at The Square will result in immediate termination of promotion.

FOR BOOKINGS

N.B Please ensure that you are satisfied that the car will be able to gain access through the entrance prior to promotion.

If you have any queries regarding the terms & conditions please contact:

Anne Golding
01 452 5944
anne.golding@thesquare.ie

