

RETAILER MARKETING SUBMISSION GUIDE 2025



SIMON.COM WEBSITE



Retailers can boost visibility and attract more shoppers by featuring unique or date-specific in-store events on Simon’s local digital channels.

Showcasing exclusive promotions, special events, and limited-time offers on individual center websites—which collectively receive 189M annual visitors—helps drive awareness and engagement. This targeted approach increases foot traffic, enhances sales, and keeps brands top-of-mind for local shoppers actively searching for their next shopping experience.

SPECS

Please provide all asset sizes so we can work into available inventory.

1470x735

400x400

470x470

720x720

Please do not put copy on the images. Provide suggested copy in a separate Word document.

Recommended Character Counts (including spacing):

Headline: 35 max characters

Description: 75 max characters

CTA: 20 max characters

Submitted content will undergo a creative review and we cannot guarantee all content will be posted.

ACTION

To provide content for consideration, select “submit images for simon.com and mall websites” at retailersupport.simon.com



RETAILER SHOWCASE



Promote your sales, events, special collections, promotions, and trunk shows through Retailer Showcase, a powerful platform that connects you with shoppers across multiple Simon Malls, Mills, and Premium Outlets. **With 15M+ annual visits across web, app, and digital directories, this tool ensures your offers reach an engaged, ready-to-shop audience.**

Retailer Showcase allows retailers to feature in-center deals and events across multiple Simon locations, maximizing exposure and customer engagement. With one simple submission, your promotion appears across all selected properties, gaining enhanced visibility on center websites, digital directories, and the Simon App—helping you attract more customers and drive sales effortlessly.

SPECS

Image Size: 500px x 500px (up to 2MB)

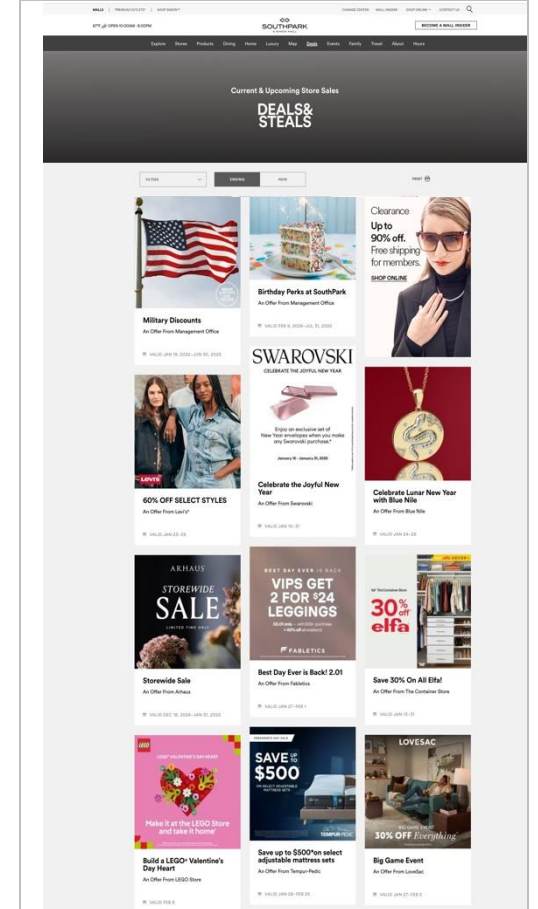
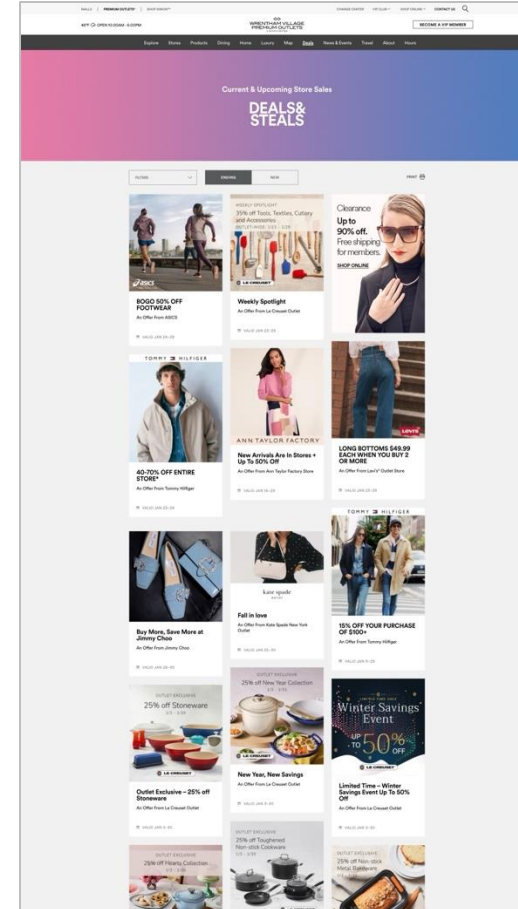
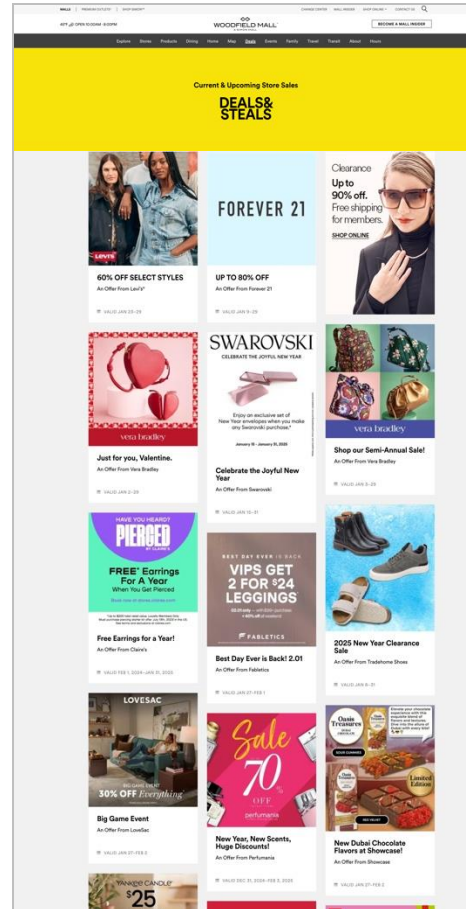
Image file must be: .jpg, .png, .gif

Please allow up to 5 business days for review and posting.

ACTION

Visit www.simon.com/rsc to post in-store offers, sales, promotions, and events for all your locations.

This tool can also be used to post job opportunities for inclusion on Simon's Career website



LOCALIZED EMAIL CAMPAIGNS



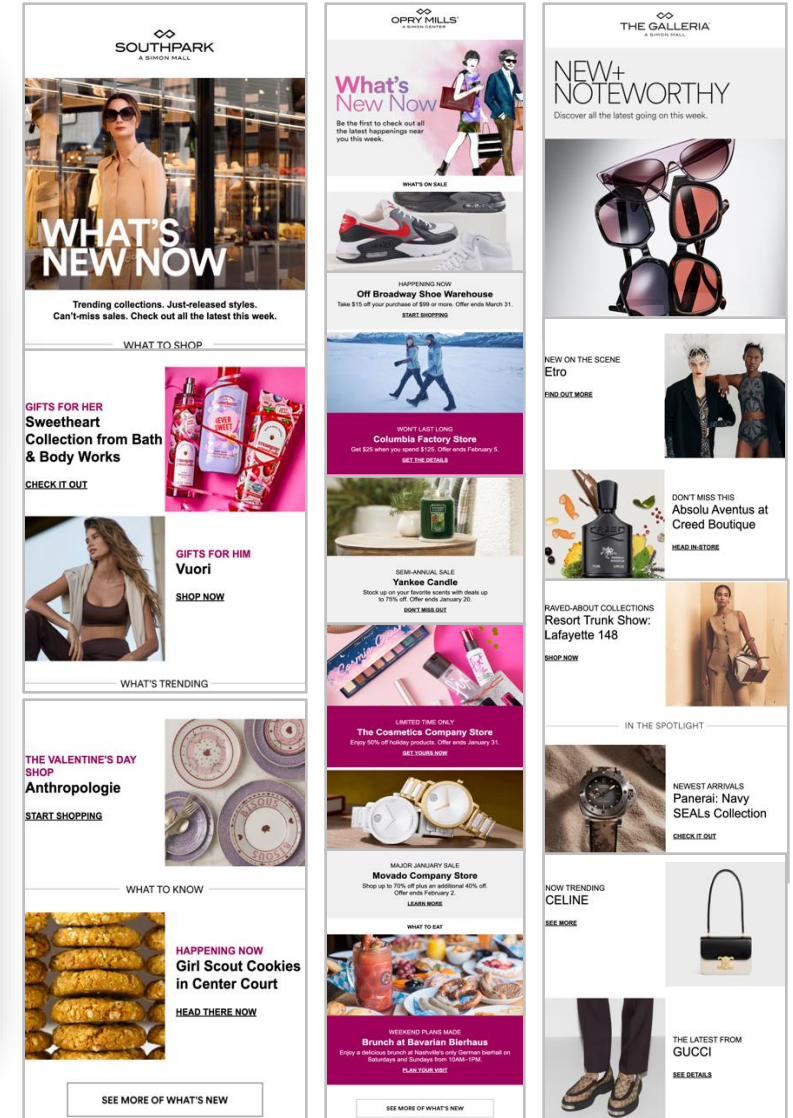
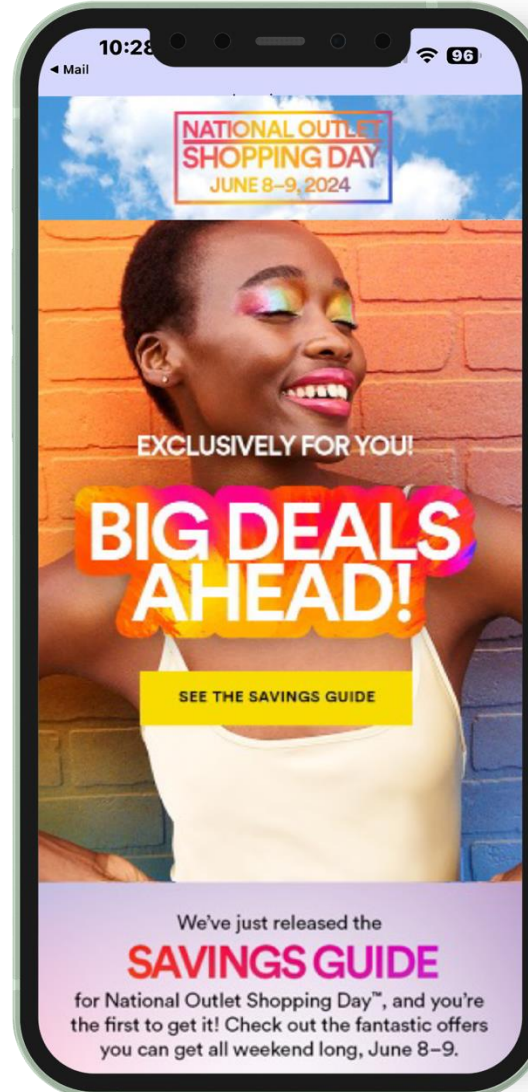
Promote your key local messages through targeted email campaigns sent twice per month to each center's subscriber database. **With 23M email subscribers and 2B emails sent annually, this platform delivers high-impact visibility directly to shoppers who have opted in for updates about their favorite centers.**

The digital content team reviews items posted to Retailer Showcase and selects in-store events or promotions for inclusion in local emails. Selected content will be featured in emails that highlight multiple programs, events, and retailers—these are not dedicated emails for any single retailer or brand.

These campaigns keep customers informed about “what’s new now,” driving consistent brand engagement, increased foot traffic, and higher sales by connecting your promotions with an actively engaged audience.

ACTION

Visit simon.com/rs to post in-store offers, sales, promotions, and events



DEDICATED EMAIL CAMPAIGNS



Leverage each center’s database to share product news, new releases, exclusive collaborations, and time-sensitive promotions directly with engaged shoppers.

This targeted communication strategy ensures your message reaches the right audience, boosting awareness, excitement, and demand for your offerings—helping to drive traffic and increase sales.

SPECS


Image Size: 640px wide x any desired length
(Max 1700px)


Image file must be: .jpg, .png

ACTION

If you are interested in a **dedicated** email specific to your brand, please reach out to Laura Leong at lleong@simon.com for more details on timing and cost

WOODFIELD MALL
A SIMON MALL


A LIFESTYLE BRAND BORN FROM SPORT



SPECIAL STORE ONLY EVENT
02|08|24 - 02|11|24


WELCOME TO THE
NEIGHBORHOOD

JOIN US THURSDAY FEB 8TH
FROM 12 - 3pm
AT CHAMPION WOODFIELD MALL

FOR SPECIAL GUEST MURALIST
NATALIE ROBINSON

& A CHANCE TO WIN
\$2000 IN GIFT CARDS
& OTHER GREAT PRIZE GIVEAWAYS


FIND US ON
  


DOWNLOAD APP
 

STORES	DEALS
MAP	HOURS

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THE MILLS AT
JERSEY GARDENS
A SIMON CENTER





MICHAEL KORS
OUTLET





more for mom
handbag +
wallet for \$219*

shop now

*Excludes taxes. See a store associate for details.

FIND US ON
  


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STORES	DEALS
MAP	HOURS

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WOODBURY COMMON
A SIMON PREMIUM OUTLET




TOD'S





MEMORIAL DAY SALE
Up To 50% Off Outlet Price on Select Styles
Through May 29th

VISIT TOD'S OUTLET

TOD'S Outlet Woodbury
Woodbury Common Premium Outlets
826 Adirondack District
Central Valley, NY 12917
Telephone: (845) 928-3636
E-mail: outletwoodbury@todsgroup.com

FIND US ON
  

DOWNLOAD APP
 

STORES	DEALS
MAP	HOURS

This email was sent by: Simon Premium Outlets | 60 Columbia Road, Building B, 3rd Floor | Morristown, New Jersey, 07960 USA
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SOCIAL MEDIA



Increase your brand's visibility by leveraging Simon's highly engaged audience of **8.1M social media connections across Facebook and Instagram, generating 450M+ organic social impressions annually.**

Cross promote your content through Simon's social channels, with the flexibility to run campaigns nationally or locally for maximum impact. This powerful platform allows retailers to expand their reach, drive engagement, and connect with more shoppers in a meaningful and effective way.

Static Posts:

Instagram: 1080px x 1080px

Facebook: 1200px x 1200px

Pro Tips and Reminders

- Incorporate branding elements such as logos where appropriate.
- Do not use copyrighted material or music (unless you have rights).
- Always include a caption with tags and hashtags.

Reels and Short-Form Videos:

— .MP4 or .MOV

— Resolution: 1920px x 1080px

— Aspect ratio: 9:16

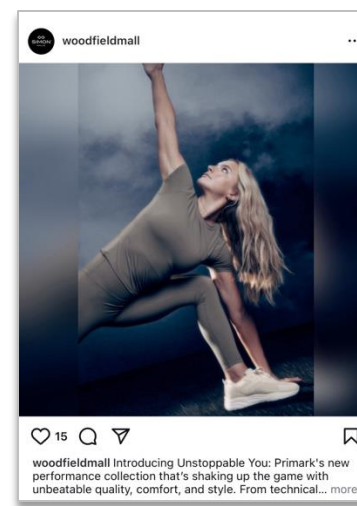
Video Quality

- Must film in 4K with high-quality lighting. No grainy, low-resolution, dark lighting.

ACTION

Visit retailersupport.simon.com

to post content for consideration. Select “submit content for Facebook, Instagram, TikTok.” Submit five business days in advance of desired post date. Submitted content will undergo a creative review and we cannot guarantee all content will be posted.



@THE MALL ON TIKTOK AND INSTAGRAM



Engage with @themall, Simon's nationwide TikTok and Instagram handle, designed to inspire shoppers to discover and create memorable moments at our properties. These accounts position the mall as a vibrant destination for spending time with family and friends, showcasing diverse retailers and brands in an engaging and dynamic way.

Brands can participate by following, engaging, and collaborating on content, tapping into a **highly engaged audience and millions of impressions each month**. This is a powerful opportunity to expand your reach, increase brand visibility, and connect with shoppers in an authentic, impactful way.

ACTION

Follow @themall on TikTok and Instagram

Create content for your own channels that spotlights the unique experience your customers can only get when shopping IRL @themall

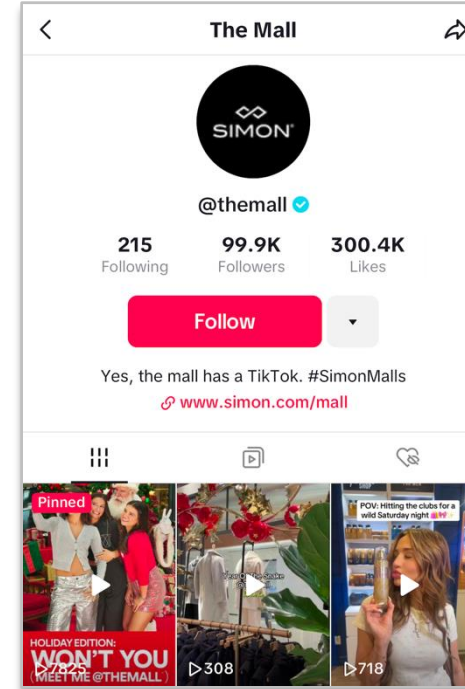
- Tag @themall in post copy (IG and TikTok) or add @TheMall as a collaborator to your post on Instagram
- Geo-tag the Simon Malls center being featured
- Incorporate Simon's owned hashtags #MeetMeAtTheMall & #SimonMall

Comment and engage with content @themall's Instagram and/or Tiktok that is a good fit for your brand

Repost content from @themall to your Instagram Stories and/or Tiktok that resonates with your brand

- Please only use the native repost features - do not download our video content and share to your own in-feed

Reach out to maria.Gregorius@simon.com for additional information



SAID EDITORIAL PLATFORM



Participate in SAID, Simon's editorial platform that highlights the best in fashion, beauty, dining, and lifestyle from top brands and retailers. Your content will be featured across Simon-owned digital channels, including social media and email, providing valuable exposure to a highly engaged, style-savvy audience.

Enhance your brand's visibility by integrating into this curated content experience, sharing news about product launches, exclusive collaborations, and special collections—ensuring your brand stays top-of-mind with trend-conscious shoppers.

ACTION

To provide content for consideration, reach out to jstilson@simon.com



THE LATEST IN FASHION, BEAUTY, DINING
AND LIVING ALL FOUND AT SIMON

Serious Game-Day Style from Abercrombie & Fitch

Whoever you're rooting for, this collection has something to elevate your wardrobe in time for kickoff.



READ MORE



THE LATEST IN FASHION, BEAUTY, DINING
AND LIVING ALL FOUND AT SIMON

Monogram Your Style with Kipling

Whether you're after a new tote or a stylish backpack, make it uniquely you at Kipling's monogram shop.



READ MORE

CO-BRANDED SWEEPSTAKES



Partner with Simon on co-branded sweepstakes to expand your email database while increasing brand awareness across Simon properties. These campaigns offer a mutually beneficial opportunity to engage new shoppers, drive store traffic, and connect with a highly interested audience. By participating, retailers can attract new customers, boost in-store visits, and grow their subscriber base for future marketing efforts.

ACTION
Reach out to maria.Gregorius@simon.com for additional information




HOUSTON
PREMIUM OUTLETS[®]
A SIMON CENTER

J.CREW x SIMON[®]
FACTORY

BIG SUMMER
SWEEPSTAKES

Now through May 27th,
enter for your chance
to win a \$1,000
J.Crew Factory Gift Card!

Enter now



SIMON[®]

J.CREW x SIMON[®]
FACTORY

BIG SUMMER
SWEEPSTAKES

Now through May 27th,
enter for your chance
to win a \$1,000
J.Crew Factory Gift Card!

Enter below

Sign up below and you'll automatically be entered for a chance to win.*

First Name *

Kristen

Last Name *

Lastz

Email *

kristen.lastz@simon.com

Choose Your Preferred Simon Center by State *


Indiana

Indiana Simon Centers *

☐ Indiana Premium Outlets

☐ Lighthouse Place Premium Outlets

☐ I'm not a robot



By providing your email you agree that you are 18 years of age or older, agree to the official rules, and agree to receive electronic messages from J.Crew Group, LLC and Simon Property Group regarding events, sales, store openings, and other information about Simon shopping centers. You may [withdraw your consent](#) anytime. Please refer to our [Privacy Policy](#), [Terms of Use](#), the [official rules](#) of this promotion or [Contact Us](#).

ENTER NOW

A group of five young people are walking down a modern, multi-level staircase in a shopping mall. The group consists of three women and two men. The woman in the foreground is wearing a dark blue blazer over a white crop top and a dark skirt, carrying a yellow and a black shopping bag. To her right, another woman is wearing a light blue button-down shirt and a black skirt, carrying a black and a pink shopping bag. In the background, a man is wearing a blue denim jacket and a white cap, and another woman is wearing a green jacket. The staircase has a glass railing and a metal handrail. The image is split diagonally, with the text 'ON MALL' on the white left side.

EVERGREEN RETAILER PROMOTIONS



Promote your brand through our on-site digital displays

Showcase your special events, programs, or seasonal collections through Simon's on-mall media, a high-impact platform designed to capture shopper attention and drive engagement. Featured on a Simon-designed template, retailers can easily participate by providing an image and logo, ensuring a seamless and visually compelling promotion.

These promotions are displayed only at Simon Malls, Mills, and Premium Outlets where your store is located, ensuring relevance and targeted visibility. With placements on digital displays throughout the center, this opportunity helps extend your reach, attract new customers, and drive in-store traffic.

SPECS

Image size: 2600px w 2600px/72 dpi (please do not include logo or text)
File type: .psd, .ai (layered if possible) Also include your logo in .eps file separately.

ACTION

Visit retailersupport.simon.com to submit content for consideration

- Select "Submit Evergreen or Seasonal Images"
- Complete required fields, including suggested copy
- Attach images and logo as per the required specs



COMING SOON ARITZIA

Discover this innovative
fashion boutique, opening
Summer 2025.

Located near Center Court.

ARITZIA



SEE WHAT'S NEW AT

NORDSTROM

Whether you want to restock your favorite perfume, find your ideal foundation, finesse your skin care routine, or learn a beauty trick, Nordstrom is here for you.

Located on Levels 1 & 2,
near The Cheesecake Factory.

NORDSTROM

SEASONAL RETAILER PROMOTIONS



Promote your seasonal campaigns through on-site digital displays

Leverage Simon's high-impact digital displays to promote your seasonal campaigns and showcase limited-edition and seasonally based products during key shopping periods. By integrating your brand-owned assets into Simon-led seasonal and category campaigns, you can enhance visibility, reach a broader audience, and maximize engagement when shoppers are most active.

Featured seasonal moments include:

Valentine's Day | Mother's Day | Father's Day | Back to School | Fall Fashion | Holiday

This opportunity ensures your brand stands out at the right time, with assets displayed across all Simon Malls, Mills, and Premium Outlets equipped with digital displays—helping to drive awareness and increase sales.

SPECS

Image size: 2600px w 2600px/72 dpi (please do not include logo or text)

File type: .psd, .ai (layered if possible) Also include your logo in .eps file separately.

ACTION

To provide content for consideration, reach out to jstilson@simon.com



BE MOM'S FAVORITE

Pick out memorable gifts she'll love at **Bath & Body Works**.



THIS HAS DAD'S NAME ALL OVER IT

This Father's Day, pick out a gift he'll love from Brooks Brothers Factory Store.



FROM RUNWAY TO HALLWAY

Start the school year strong with essentials from JD Sports.



