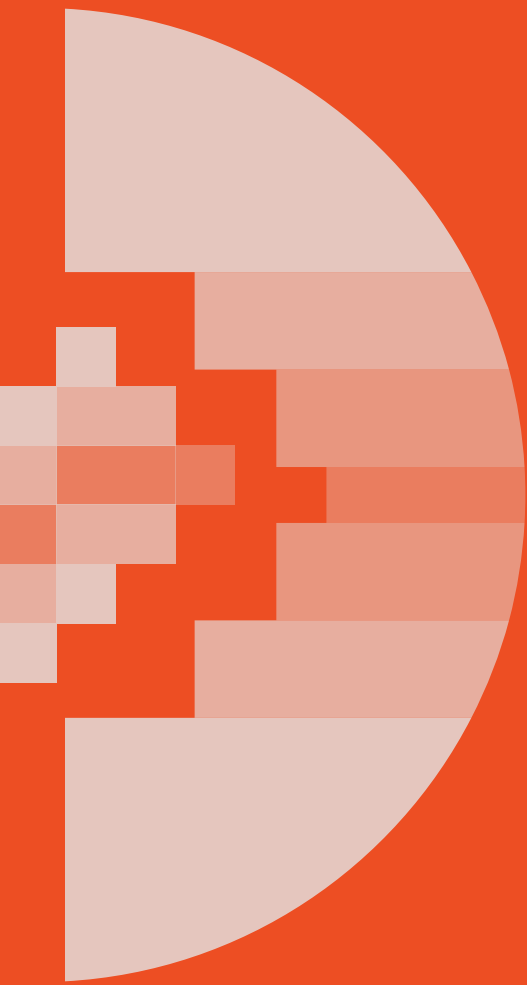


ADVERTISING SPACES CATALOG

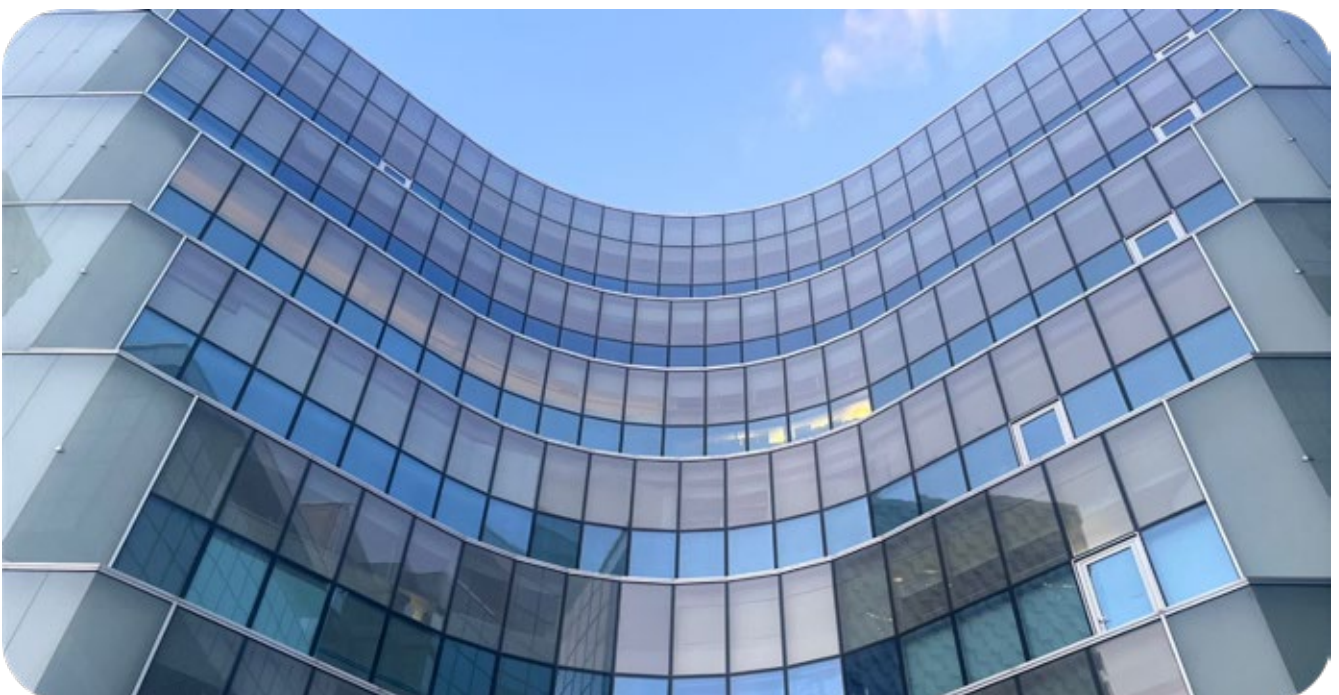


ABOUT US

Toptani, the most unique and innovative shopping center in the country, guarantees to fulfill all the needs and demands of its customers. With a space of **60,000 m², 8 retail floors, and 4 underground parking floors**, this magnificent center creates a safe and accessible space for everyone.

Carefully and meticulously curated, Toptani's strategic location in the heart of Tirana offers easy accessibility as a major landmark in the city. Only **10 minutes on foot** from the most frequented and visited areas by every Albanian, but also foreigners who visit Tirana such as: Skanderbeg Square, Taiwan Complex, Pyramid, Blloku area, Artificial Lake, Catholic Cathedral, etc.

Toptani is part of **Gener 2**, one of the largest investment groups in Albania. With 20 years of experience, Gener 2 is **a leader in construction and project management**, winning numerous international awards. The company is committed to innovation, employee development, and community projects. Its goal is to transform the construction experience and deliver high-quality services. In addition to construction, Gener 2 is active in various sectors such as energy, telecommunications, real estate, and retail.



MISSION, VISION & VALUE

... our guides for development!

Mission

Our mission is to make Toptani the ideal destination to introduce consumers to the best brands and services in the country.

Vision

To be everyone's choice and solution, adding value to every life we touch in each of our fields of activity, with reliable teams empowered by our innovative and entrepreneurial spirit.

Our Values

Our people are guided by the following core values and work principles:

- Fairness
- Working with heart
- Reputation
- People-oriented
- Innovation
- Agility
- Sustainability
- Integrity
- Confidentiality
- Transparency

Work Principles

- Teamwork
- Accountability
- Open Communication
- Quality
- Efficiency
- Customer Focus

WHY CHOOSE ADVERTISING SPACES IN TOPTANI?

Toptani adds value to your business through international standards, offering you advertising spaces in the most strategic locations of the center.

01 A SIGNIFICANT NUMBER OF VISITORS

Accessibility, luxurious infrastructure, and services have resulted in Toptani having a visitor flow of:

- 23,000+ visitors/day
- 30,000 visitors/day during sales or events

02 CONTINUOUS PROMOTION

With a well-studied strategy, Toptani uses all marketing channels (Digital & Outdoor) to keep the audience engaged and interested in our center.

- Event organization offers excellent opportunities when it comes to building a strong reputation.
- All forms of marketing used have the main goal of directly increasing the number of visitors as well as spending quality time in the center.

03 COMPETITIVE PRICES

The spaces used for advertising are determined with the visitor in mind. The value determined for each space is in equilibrium, meaning at the level where supply meets demand.



SKECHERS
THE UNO

ROGERS

SPORTVISIONAL

well globe

1-30 PRILL | DITËT E LIBRIT | DERI NË 50% ULJE

CONAD

BRANDING ON COLUMNS



Empower your brand by showcasing it in the right place, at the right time!

The center's columns are strategically located in high-traffic and dwell-time areas. This makes it easy for businesses to reach a large potential clientele and increase their brand awareness.

INCREASED ATTENTION: With their large size and diverse advertising options, columns attract the attention of passersby and create interest in the businesses being promoted.

POTENTIAL FOR HIGHER SALES: Promotion on shopping center columns can increase brand awareness and consumer appreciation. This can lead to increased sales and revenue for businesses.

HIGH VISUAL IMPACT: Columns ensure that advertisements are displayed with maximum visual impact.

STRONGER COMPETITION: By advertising on shopping center columns, businesses have the opportunity to show that they are more present and powerful than their competitors.

With a well-directed promotion strategy, businesses have the opportunity to increase their brand awareness, reach more customers, and effectively increase their sales.

Scan or click to view the
column catalog



BRANDING IN ELEVATORS

Placing outdoor advertisements in the right places guarantees that you reach your target customers. The exposure of visuals in elevators ensures feedback based on the traffic created during the wait. This is a powerful and effective tool to advertise your product or services.

VISIBILITY: Elevators are the most frequented places in the center. With effective promotion in these spaces, you can ensure wide and diverse exposure to a shopping-oriented audience.

INFORMATION: Elevators offer the opportunity for centralized communication, addressing the shopping center audience in a place where their attention is focused.

EMOTIONAL IMPACT: Elevator promotion can bring a completely different experience to shoppers. A promotion made with creativity, emotion, and an open mind will surely pique the interest of shoppers and leave a lasting impression.

BRAND RECOGNITION: Elevator promotion helps increase brand awareness.

INNOVATION: Using elevator promotion offers a new and innovative opportunity for marketing any business.



Scan or click to view the elevator catalog



Elevator promotion has a high potential to drive consumer interest and engagement, increase brand awareness, and improve customer perception.

ATRIUM BRANDING

Dimensions: 50 cm x 70 cm

The reason why billboards help you build your brand is because they help you create strong brand recognition and recall among the audience that sees it. This is because consumers are unable to "ignore" these ads to which they are exposed at all times.

BANNERS IN THE ATRIUM ARE A STRATEGIC POSITION BECAUSE:

- They are visible on all floors
- Events are organized in the Atrium
- Establishments like the Supermarket & Bar-Cafe are frequented all the time



Note: Banners in the atrium come in a package of 2



Scan or click to view the atrium catalog





HANGING STRUCTURE IN THE ATRIUM



Using hanging structures in the atrium makes your brand:

**AT THE RIGHT TIME, IN THE RIGHT PLACE,
IN THE RIGHT WAY!**

- 01** 360° Visibility
- 02** Increased brand value by being the center of attention
- 03** Brand memorability (due to shape and size, attracts attention and is memorable)

Scan or click to view the hanging
structures catalog



ESCALATOR BRANDING



Empower your brand by showcasing it in the right place, at the right time!

The center's escalators are strategically located in high-traffic and dwell-time areas. This makes it easy for businesses to reach a large potential clientele and increase their brand awareness.

INCREASED ATTENTION: With their large size and diverse advertising options, escalator branding attracts the attention of passersby and creates interest in the businesses being promoted.

POTENTIAL FOR HIGHER SALES: Promotion on escalators can increase brand awareness and consumer appreciation. This can lead to increased sales and revenue for businesses.

HIGH VISUAL IMPACT: Escalators ensure that advertisements are displayed with maximum visual impact.

STRONGER COMPETITION: By advertising on escalators, businesses have the opportunity to show that they are more present and powerful than their competitors.

With a well-directed promotion strategy, businesses have the opportunity to increase their brand awareness, reach more customers, and effectively increase their sales.

Scan or click to view the
escalators catalog



HANGING FLAG BRANDING IN THE ATRIUM

Dimensions: 80cm x 200cm

Material: Blockout Banner

The flag, as a symbol of victory, promotes the brand by conveying to the customer the emotion of a market-leading brand. Give your brand a voice by presenting it in a dignified manner as a "market conqueror."



Note: For functional and aesthetic reasons, the minimum number of flags to be placed is 5.



Scan or click to view the
flags catalog



BRANDING ON MAIN ENTRANCE DOORS



Somewhere, someone is looking for exactly what you offer. We help you reach them at the right time. The door advertising space at the main entrances of our center guarantees visibility not only for the center's visitors but also for passersby on the busiest streets in the city.

Note: Branding is only for the exterior part. Sliding doors and emergency doors are not branded.



Scan or click to view the door catalog

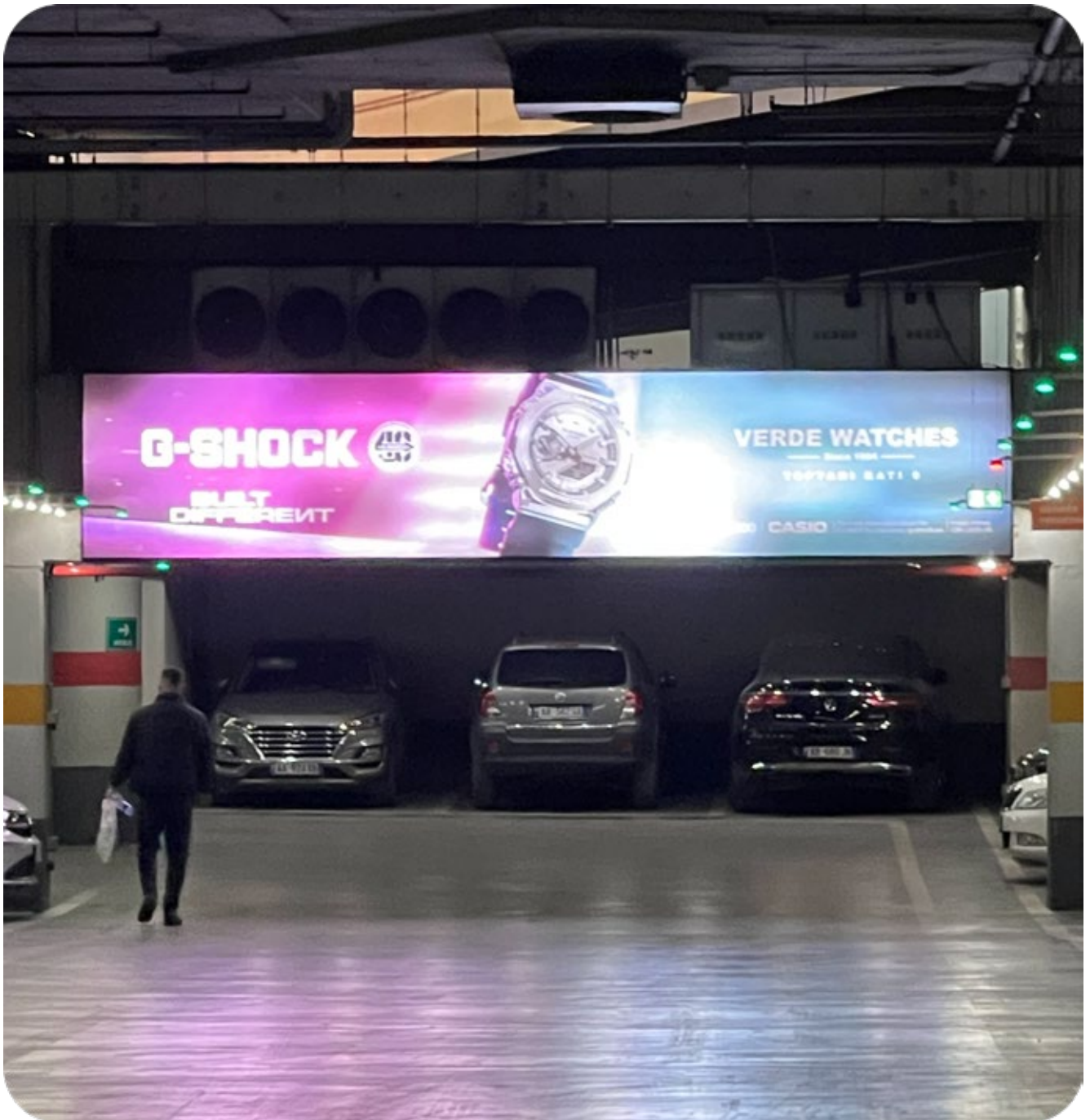


ADVERTISING SPACES IN THE PARKING LOT

Why promote in the parking lot advertising spaces?

- 01** With **600 parking spaces** available in the center and a car wash on level -2, these are factors that contribute to increased visibility of promotional banners in the parking areas.
- 02** It's worth mentioning that these services are not only available to visitors of the center, thus bringing in **high traffic**.





Scan or click to view the parking lot catalog



"Cut Shape" Adhesive Branding on Restroom Mirrors



According to RocketDog, people can remember restroom advertising 60-78% longer than other advertising mediums, because they are not distracted.

We are all aware of the fact that this type of advertising cannot be avoided. These spaces are dedicated according to the target group Female - Male.

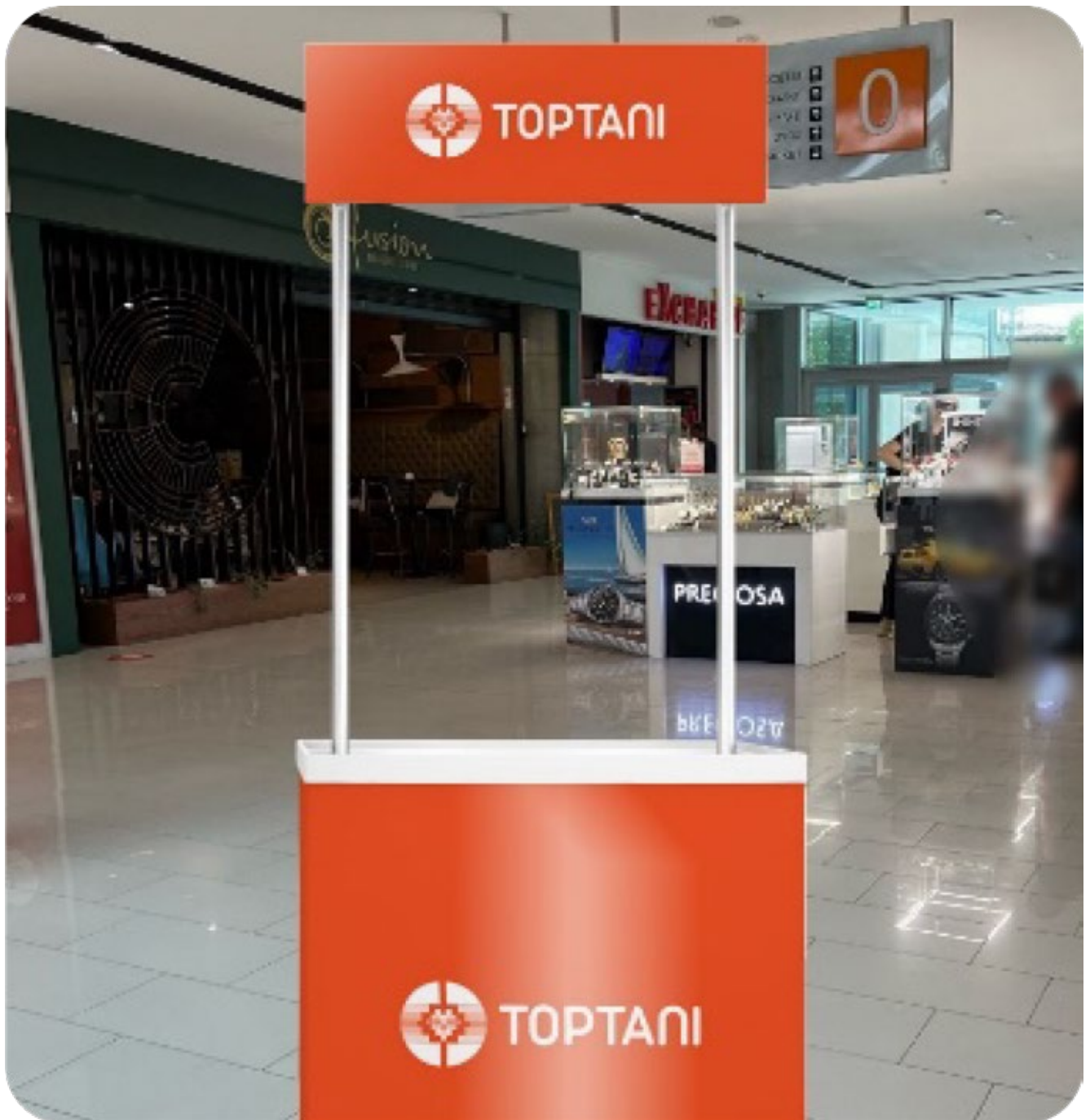


Scan or click to view the
mirrors catalog

STANDS IN FLOOR SPACES

- 01** Stands, as temporary shops, are an effective way to promote a new product, service, or brand.
- 02** They are one of the best ways to increase traffic and sales. They help you build relationships with potential customers by allowing them to better understand/test the product/service before proceeding with the purchase.
- 03** They are effective for better understanding the most potential areas to be present.





Scan or click to view the stand catalog



Installation for banks or banking services

Installation on the -1 floor is a great way to promote new banks, services, or products. This is because ATMs of the most used banks in Albania are located on this floor.



Scan or click to view the installation catalog



TOPTANI ATM

CREDINS bank

TIRANA BANK

otpbank

BKT

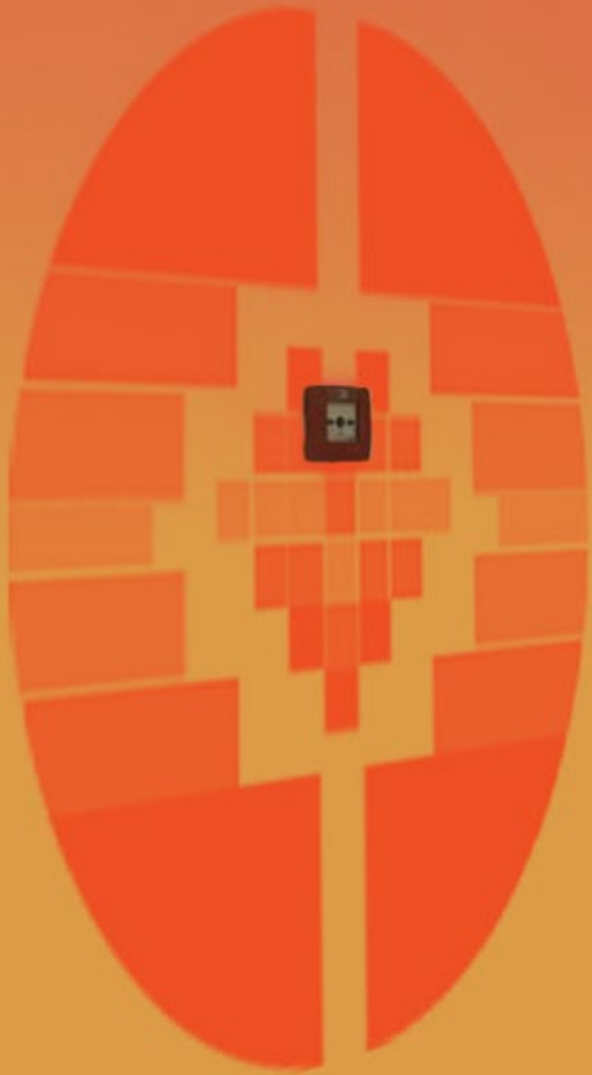
TIRANA BANK

WALL SURFACE BRANDING

Wall surface promotion reaches a wide audience due to its exposure on a very large area. It creates traffic by making a presentation with an eye-catching impact.

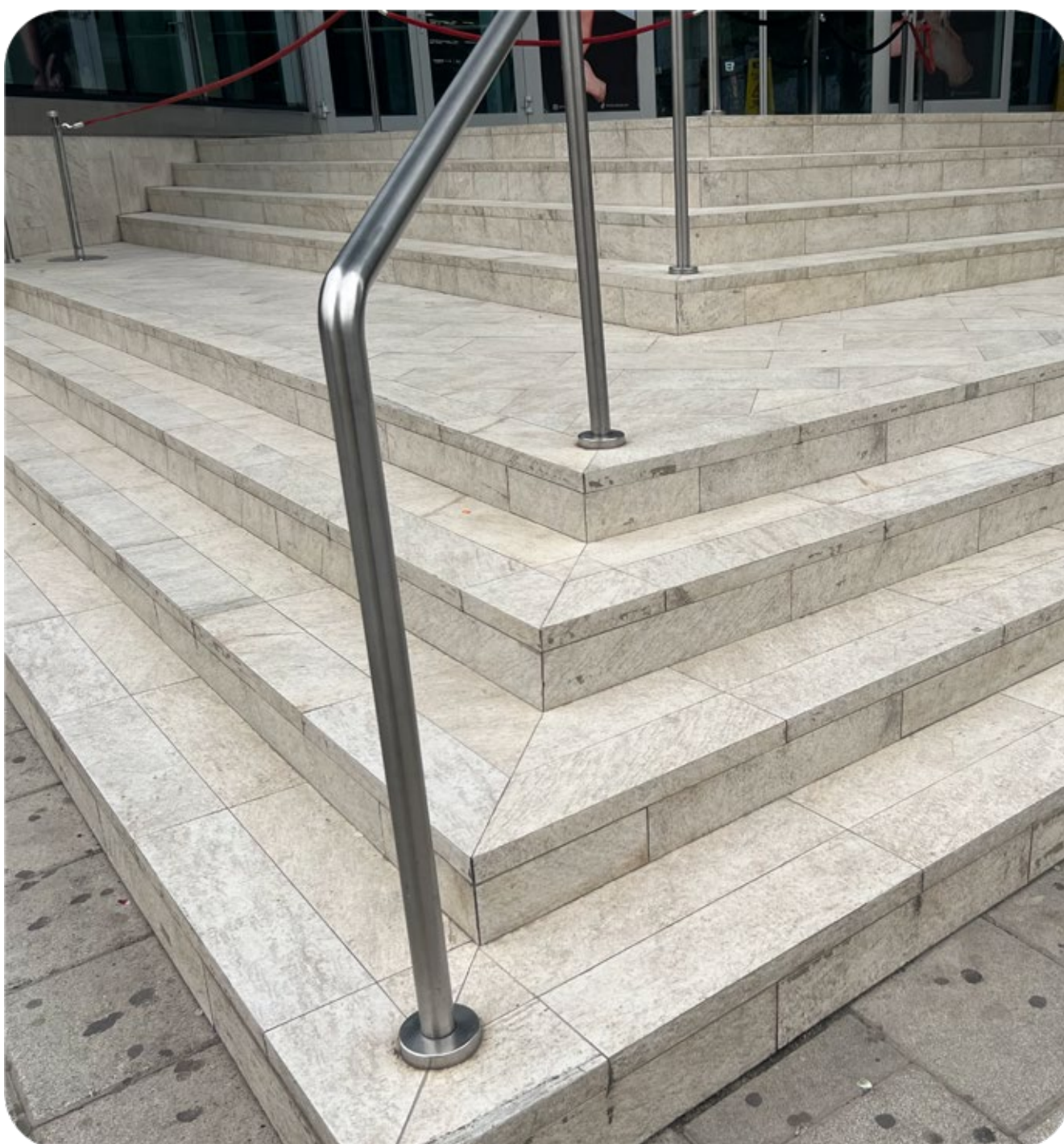


Scan or click to view the wall catalog



TOPTANI

Branding on the High Wall by Entrance B Escalators



Customers will enter Toptani with your brand name in mind. About 25% of visitors access Entrance B (from the Plaza). It is also a visible sight for passersby or customers of surrounding businesses.



Scan or click to view the
Entrance B catalog





SHTËPIA IDEALE

G-SHOCK

G-SHOCK

FARMACIVIAN

TOPTANI
100+
ARSYE PËR TË NDALUAR

well globe

RADIO PROMOTION

Air Timing: 09:00 – 21:00

- 01** The center's audio has **12 hours** of coverage per day, starting from **9:00 AM to 9:00 PM**. With a frequency of every **30 minutes**, your spot will be heard **24 times a day**, thus reaching a very significant number of customers.
- 02** Direct communication.
- 03** Accessible to all visitors.
- 04** The campaign's intonation conveys emotion and attracts attention.



Scan or click to view the
price catalog



EVENTS – PROMO STANDS

Toptani has become a well-known center for events, attracting many visitors. We offer you flexible space, parking options, security services, and free Wi-Fi. For your event, the space will be controlled, planned, and approved in collaboration with you.



Scan or click to view the
promotions catalog



PROMOTIONAL PACKAGES

Kontratat Afatgjata	Kombinime Hapesirash / muaj
For 3-month contracts - 10% discount	3 flags + Door A = €1600 (from €1850)
For 6-month contracts - 15% discount	Hanging banner in the parking lot + Frames in 4 panoramic elevator cabins = €2800 (from €3100)
For 1-year contracts - 25% discount	Escalator Glass Branding + 4 Flags = €1000 (from €1200)
For 1-year+ contracts - 35% discount	Entrance B Facade Surface + Wall Branding on Floor 1 Section D = €450 (from €500)
	Entrance B branding + LED screens = €2350 (from €2600)
	For main columns (from floor 0 to 3), 3-4 additional columns on the top floors are offered for the price of one column.

PROPOSALS FOR NEW ADVERTISING SPACES

- 01** Outdoor Promotion: Promotion with flags/roll-up banners/installations on the exterior of the 4 entrances of the center.
- 02** Floor Stickers: Advertising and directional floor stickers.
- 03** Interior Door Branding On Women's Restrooms
- 04** Cut Shape Adhesive Branding on Men's Restroom Walls (near the toilets)
- 05** Parking Entrance Wall Space: Advertising space on the wall facing the parking entrance (next to the price list).
- 06** Tabletops: Branding of Food Court tables.



OUTDOOR PROMOTION WITH **FLAGS/ROLL-UP BANNERS/INSTALLATIONS**

Outdoor Promotion At The 4 Main Entrances Of The Center

In today's digital age, where technology is advancing rapidly, we are seeing even more advertising. As a result, attracting the attention of the online audience has become more difficult than ever. The solution lies in outdoor marketing. The best strategy is promotion in locations with high visitor traffic and visibility. Promotion at the main entrances of the center guarantees visibility not only for visitors within the center but also for passersby on the busiest streets.



Scan or click to view the
price catalog



NEW CONCEPT, KATI'Z

HUGO

HUGO

MUSEUM DE PARFUM

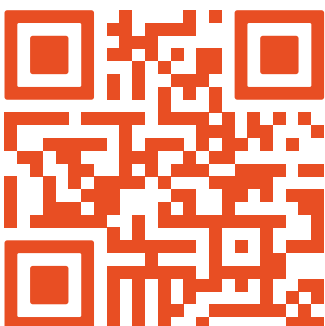
INTERIOR DOOR BRANDING

Women's restrooms



Material: Adhesive

Advertising in restrooms offers a great opportunity to deliver a message that your audience needs, but would not want to receive in a public setting. It's a chance to target your specific audience.



Scan or click to view the
restroom catalog

CUT SHAPE ADHESIVE BRANDING

On men's restroom walls



Material: Cut Shape Adhesive

A conventional marketing method that helps reach the target audience with promotional methods. A strategy that is hard to avoid and not be noticed. A form of outdoor marketing that relies heavily on promoting your product to the target audience at the right time and place.



Scan or click to view the
restroom catalog

WALL BRANDING FACING THE **PARKING** **ENTRANCE**

A key promotional strategy for positioning your brand in the market, making the audience aware of the products or services you offer and how they can benefit by choosing you. Strategic position with high visibility not only for parking users but also for passersby.

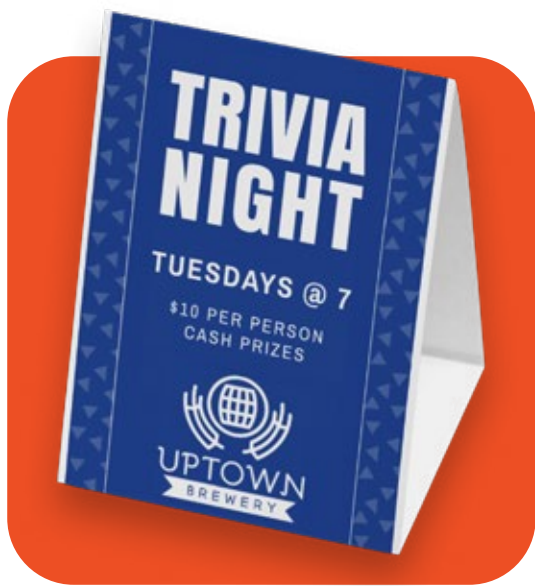




Scan or click to view the price catalog



TABLETOP PROMOTION



The impact of print promotional materials is phenomenal. It's a unique strategy for segmenting the target audience and capturing the full attention of potential customers. Compelling content, beautiful design, and proper placement truly serve the purpose of advertising for a considerable amount of time.



Scan or click to view the price catalog





LEGEND

Advertising Spaces	Code Legend	Example
Columns	Unit according to floor plan: A-1, A-2, A-3...,B-1, B-2, B-3...C-1, C-2, C-3,...D-1, D-2, D-3... Floor: -5,-4,-3,-2,-1,0,1,2,3,4,5,6 Column: K Number: 1,2,3 ... (Numbering from left to right)	B-1,1,K,1 (Unit B-1 on floor 1 column 1)
Panoramic Elevator Entrance	Elevator: A-A,A-B,A-C,A-D Space between Elevators: A-AB, A-CD Floor: -5,-4,-3,-2,-1,0,1,2,3,4,5,6 Frame: KO	A-CD,-1,KO (Frame in the Space Between Elevators CD on floor -1)
Panoramic Elevator Cabin	Elevator: A-A,A-B,A-C,A-D Frame: KO	A-A,KO (Frame in Elevator A)
Wall Between Panoramic Elevators	Space between Elevators: A-AB, A-CD Floor: -5,-4,-3,-2,-1,0,1,2,3,4,5,6 Wall: M Wall sides: AM	A-AB,-1,M (Wall between Elevators AB on floor -1)
Cut Shape on Panoramic Elevator Cabin Glass	Elevator: A-A,A-B,A-C,A-D Glass: XH	A-A,XH (Glass in Elevator A)
Banner in Atrium	Banner: B-AB, B-CD Floor: -1	B-AB,-1 (Banner AB on floor -1)

LEGEND

Advertising Spaces	Code Legend	Example
Escalator Glass	Escalator: SH-AB, SH-CD From Floor to Floor: -1; 0, 0;-1, 0-1, 1-0, 1-2, 2-1, 2-3, 3-2, 3-4, 4-3, 4-5, 5-4, 5-6, 6-5	SH-AB, 0-1 (Escalator AB that takes you from floor 0 to floor 1)
Stainless Steel Escalator Branding	Stainless Steel Escalator Branding: ISH-AB, ISH-CD From Floor to Floor: -1; 0, 0;-1, 0-1, 1-0, 1-2, 2-1, 2-3, 3-2, 3-4, 4-3, 4-5, 5-4, 5-6, 6-5	ISH-CD, 1-2 (Stainless Steel Branding on Escalator CD that takes you from floor 1 to floor 2)
Doors at Main Entrances	Entrance from the Castle: Entrance A Entrance from the Plaza: Entrance B Entrance from the 9-kateshet: Entrance C Entrance from the Parliament: Entrance D	A-CD,-4,KP (Frame in parking on floor -4 facing elevators CD)
Parking - Frame on Wall Facing Elevators	Elevator: A-A, A-B, A-C, A-D, A-AB, A-CD Floor: -5,-4,-3,-2,-1,0,1,2,3,4,5,6 Frame in Parking Facing Elevators: KP	
Cut Shape on Restroom Mirrors	Cut Shape: CSH Floor: -1,0,1,2,3,4,5,6 Restroom: T	CSH,2,T (Cut shape on restroom mirrors on floor 2)
Spaces Between Floors	Space: H Floor: -1,0,1,2,3,4,5,6	H,0,AB (Space on floor 0 between entrances A and B)
Wall Surfaces	Unit according to floor plan: A-1, A-2, A-3...,B-1, B-2, B-3...C-1, C-2, C-3,...D-1, D-2, D-3... Floor: -1,0,1,2,3,4,5,6 Wall: M	D-2, 1, M (Wall on floor 1 unit D-2)
High Wall Surfaces	Entrance: A,B,C,D Floor: 0 Escalator: SH	B,0,SH (Escalators of entrance B floor 0)

NOTES:

- Prices for each advertising space are without VAT.
- Production and installation of materials are done by the client.
- Application of advertisements in the center is done during the hours when the center is closed (21:00 - 09:00).

