

# Step Inside This Space...

## Step Inside... Downtown Spokane

*Locate at the Intersection of Everything – [LocateDTSpokane.com](http://LocateDTSpokane.com)*

An old airline saying states "an empty seat on a plane is money down the drain." The same is true for real estate – *you're not making money every day that your retail space remains empty.*

### In order to help find a tenant, utilize your window of opportunity!

Your window is the best way to attract businesses to locate in your space – being in the right place at the right time with something out of the ordinary. It provides a "creative canvas" for delivering a message to locate in your space.

Window dressing is an art – many retailers create elaborate displays to showcase their best merchandise. If your space is vacant, why not change it to an active advertising vehicle? We've developed a concept for people to take notice of your available space.

On average, the typical person walks 6.1 miles per week in Downtown areas. Envision taking a billboard from overhead and bringing it down to street level, literally eye level with crowds of people. Outdoor advertising is always there 24/7. It reaches highly mobile consumers with effective advertising messages.

### Utilize customized Downtown Spokane artwork to wrap the entire storefront windows with grand scale attractive images that are impossible to ignore.

### Use the store windows' power to present a message that's:

- Distinct and visually appealing
- At eye level positioning
- In a high traffic area
- Impressive and larger than life

### We understand your primary goal is to lease your space and our program is designed to boost your efforts!

These window coverings add color and vibrancy to an otherwise inactive vacant space, subject to vandalism. The window artwork results in a storefront that not only looks great but also brings attention to the property, which can ultimately reduce the vacancy period.

### Costs:

*Customized designs are provided complimentary by the Downtown Spokane Partnership*

- Printing on translucent material...\$5.58 per square foot\*
- Printing on satin material.....\$4.99 per square foot\*

### Examples:

- 4' x 6' window - \$133.92 translucent or \$119.76 satin material.\*
- 5' x 8' window - \$223.20 translucent or \$199.60 satin material.\*

*\*Cost does not include tax or install.*

The cost (CPM) is significantly lower than that of any other advertising medium.

### Bonus:

The materials peel off and are removable if you need to move it from one window to another, making it very cost effective.

*This project reinforces the importance of quality maintenance by implementing the "Broken Windows Theory" model of proactive attention, which has proven to be effective all over the country in deterring vandalism and thereby enabling an environment of business and investment. Overall, it creates an inviting, safer urban environment through strategic placement of the vibrant window décor.*

Call for your window of opportunity. We can customize your artwork today.

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