



REDEVELOPMENT AGENCY OF THE CITY OF CORONA

Corona Mall Marquee Policy

For a business to be eligible to advertise on the Corona Mall Marquee, the following criteria must be satisfied:

- Business must be within the boundaries of the Corona Mall
- Non-profit organizations and community events outside the Corona Mall boundaries are also eligible for advertisement for a fee and subject to approval by the Redevelopment Agency

Use of the Corona Mall Marquee is a courtesy extended by the Redevelopment Agency of the City of Corona to Corona Mall tenants, non-profit organizations, and community events. Therefore, the Redevelopment Agency of the City of Corona reserves the right to refuse, remove, or shorten the length of time on a requested advertisement. Further, the Redevelopment Agency of the City of Corona reserves the right to exclusive use of the Corona Mall Marquee for Corona Mall businesses, activities, and events. The Redevelopment Agency of the City of Corona reserves the right to amend these policies as necessary.

In an effort to better utilize the advertising space on the Corona Mall Marquee, the Redevelopment Agency of the City of Corona has initiated an alpha-rotation schedule for interested tenants.

- Each interested tenant shall have three days of free advertising on the marquee. The three day advertisement shall run in consecutive order around authorized community events, authorized advertisements for non-profit organizations, and Corona Mall activities and events.
- Any new business opening in the Corona Mall shall immediately be added into the alpha rotation and run for the same three days. If the opening of the business falls during a paid advertisement or mall activity/event, then the advertisement for the new business shall begin at the end of the current advertisement.
- Non-profit organizations and community events may apply for a 3-day or 7-day advertisement on the marquee. There will be seven days per month set aside for community activity and events advertising. Tenants advertising shall continue in alpha-rotation around these scheduled days.
- Corona Mall Tenants wishing to, may apply for a 7-day advertisement for a fee (refer to page 2 for Fee Schedule).

Payment for the usage of the Corona Mall Marquee by non-profit organizations, community events, and Corona Mall businesses wishing to apply for a 7-day advertisement, shall be as follows:

- Any Corona Mall Business wishing to apply for a 7-day advertisement may do so for a fee of \$50.
- Non-profit organizations and community events shall pay the following fees for usage of the Corona Mall Marquee: 1) 3-day advertisement = \$50 2) 7-day advertisement = \$100. Payment shall be submitted with a completed application.
- Payment shall be in the form of a check, money order, or in cash (receipts will be available) and is due the month prior to advertisement. (i.e., advertisement to run December 23, payment due November 1 – 31.)
- Checks and money orders shall be made out to: “Redevelopment Agency of the City of Corona.”
- Applications shall be submitted to The Redevelopment Agency of the City of Corona (Attn: Corona Mall Marquee) 400 S. Vicentia Avenue, Suite 310, Corona, CA 92882 or faxed to 951-736-2488.

Fee Schedule	Corona Mall Tenants	Non-Profit Organizations & Community Events
3-day advertisement	Free	\$50
7-day advertisement	\$50	\$100