

WECHAT MEDIA LTD.

MEDIA KIT 2025

WWW.MALLADS.CA

778.968.3888 778.668.666 647.964.8666 booking@mallads.ca

We'll put your message
where your potential customers can see it.
All day.
Every day.

Mall Advertising

Our strategically placed billboards are located in some of Greater Vancouver's busiest

shopping malls, including mall entrances, food courts, and near escalators.

These prime locations generate millions of impressions each month, ensuring maximum exposure for your advertising campaign. Even better?

We customize our service to meet our clients' needs .



Our Partner Malls

- Greater Vancouver

We are a leading Digital Out-of-Home media company in Greater Vancouver and Ontario with 40+ digital billboards in shopping malls. We were born in 2015 out of an idea fuelled by a desire to help businesses reach their customers more effectively in shopping malls mostly visited by the Asian community. Our client list reads like a who's who of corporate giants, featuring RBC, Toyota, BMO, TELUS, and numerous other major companies. Their trust in our services speaks volumes about the quality we deliver.

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Q1

HANNAM SUPERMARKET

HNS BURNABY : 4501 NORTH RD. BURNABY, BC V3N 4R7

HNS METROTOWN : 5609 IMPERIAL ST BURNABY, BC V5J 1G1

Q2

THE CRYSTAL MALL

4500 Kingsway, Burnaby, BC V5H 2A9

Q3

YAOHAN CENTRE

3700 Number 3 Rd, Richmond, BC V6X 2C1

Q4

RICHMOND PUBLIC MARKET

8260 Westminster Hwy, Richmond, BC V6X 1A7

Q5

PARKER PLACE

4380 Number 3 Rd, Richmond, BC V6X 3V7

Q6

RICE WORLD SUPERMARKET

8777 Odlin Rd, Richmond, BC V6X 4K8

Q7

ADMIRALTY CENTRE

8700 McKim Way, Richmond, BC V6X 4A5

Q8

CONTINENTAL SEAFOOD RESTAURANT

11700 Cambie Rd., Richmond, BC V6X 1L5

Q9

PINK PEARL CHINESE SEAFOOD RESTAURANT

1132 E Hastings St, Vancouver, BC V6A 1S2

Our Partner Malls

- Greater Toronto

We are a leading Digital Out-of-Home media company in Greater Vancouver and Ontario with 40+ digital billboards in shopping malls. We were born in 2015 out of an idea fuelled by a desire to help businesses reach their customers more effectively in shopping malls mostly visited by the Asian community. Our client list reads like a who's who of corporate giants, featuring RBC, Toyota, BMO, TELUS, and numerous other major companies. Their trust in our services speaks volumes about the quality we deliver.

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Q1

AIGOO FOODMART IN NORTH YORK

2625 Weston Rd unit d21, North York, ON M9N 3Z6

Q2

FRESH PALACE SUPERMARKET IN MISSISSAUGA

4040 Creditview Rd, Mississauga, ON L5C 4E3

Q3

BTRUST SUPERMARKET IN MISSISSAUGA

1177 Central Pkwy W Unit 30, Mississauga, ON L5C 4P3

Q4

BTRUST SUPERMARKET IN NORTH YORK

1105 Wilson Ave, North York, ON M3M 1H2

Q5

TERRA FOODMART IN MISSISSAUGA

2458 Dundas St W, Mississauga, ON L5K 1R8

Q6

GALLERIA SUPERMARKET AT WELLESLEY BRANCH

558 Yonge St, Toronto, ON M4Y 1Z1

Q7

Q8

Q9

Hannam Supermarket



HNS Burnaby:

#106-4501 North Rd. Burnaby, BC V3N 4R7

HNS Metrotown:

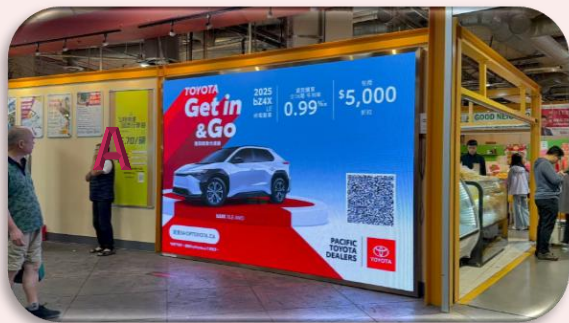
5609 Imperial St Burnaby, BC V5J 1G1

Store Location	Screen Size	File Size (Pixels)	Estimated Daily Impressions	Estimated Monthly Impressions	Annual Foot Traffic	1 Month Rate (CAD)	3 Months Rate (CAD)	6 Months Rate (CAD)	1 Year Rate (CAD)
HNS Burnaby: #106-4501 North Rd. Burnaby, BC V3N 4R7	W1300cm (W512 inch) x H200cm(H79 inch)	Image: W4368 x H672 Video: W3840 x H672	4,590	137,900	1,675,000	\$1,000	\$1,650	\$3,000	\$5,400
HNS Metrotown: 5609 Imperial St Burnaby, BC V5J 1G1	W1300cm (W512 inch) x H200cm(H79 inch)	Image: W4368 x H672 Video: W3840 x H672	1,380	41,370	502,500	\$1,000	\$1,650	\$3,000	\$5,400

Advertisement Duration: 15 seconds **Playback Frequency:** Each ad runs in a continuous loop and appears at least 80 times per day **Accepted File Formats:** MP4, JPG, or PNG; 72 dpi, RGB color mode

The Crystal Mall

4500 Kingsway, Burnaby, BC V5H 2A9



Screen Locations	Screen Size	Image or Video File Size (Pixels)	Estimated Daily Impressions	Estimated Monthly Impressions	Annual Foot Traffic	1 Month Rate (CAD)	3 Months Rate (CAD)	6 Months Rate (CAD)	1 Year Rate (CAD)
Screen A Mounted on the entrance wall of the grocery market, Positioned in the highest foot traffic area	W384cm (W152 inch) x H256cm(H100 inch)	W1248 x H832	5,385	163K	163M	\$900	\$1,950	\$3,300	\$5,400
Screen B Directly facing the escalators leading from the Food Court to Level 1, Primary viewing for ascending/descending traffic	W320cm (W126 inch) x H160cm(H63 inch)	W1040 x H520	4,320	131K	131M	\$800	\$1,500	\$2,400	\$3,600
Screen C Directly facing the escalators leading from the Food Court to Level 1, Primary viewing for ascending/descending traffic	W320cm (W126 inch) x H160cm(H63 inch)	W1040 x H520	4,320	131K	131M	\$800	\$1,500	\$2,400	\$3,600
Screen D Installed above the main entrance doors on Level 1	W512cm (W202 inch) x H80cm(H32 inch)	W1664 x H260	4,320	131K	131M	\$800	\$1,500	\$2,400	\$3,600
Screen E1 & E2 Double-Sided Suspended Advertising Screen in Centrally suspended from Food Court ceiling	W800cm (W315 inch) x H80cm(H32 inch)	W1248 x H832	4,320	131K	131M	\$900	\$1,950	\$3,300	\$5,400

Advertisement Duration: 15 seconds **Playback Frequency:** Each ad runs in a continuous loop and appears at least 100 times per day **Accepted File Formats:** MP4, JPG, or PNG; 72 dpi, RGB Color mode

The Crystal Mall

4500 Kingsway, Burnaby, BC V5H 2A9



Advertisement Locations	Size	Image or Video File Size (Pixels)	Estimated Daily Impressions	Estimated Monthly Impressions	Annual Foot Traffic	1 Month Rate (CAD)	3 Months Rate (CAD)	6 Months Rate (CAD)	1 Year Rate (CAD)
Circular Wrap Advertising on Columns Mounted on 6 concrete columns within the Food Court, 360° circular digital wraps, Highest foot traffic concentration, Captive audience with average dwell time of 60+ minutes during meals	C240cm (W95 inch) x H260cm (H102 inch) Printing and installation fees \$400	Accepted File Formats: PDF, 300 dpi CMYK	4,320	131K	131M	\$800	\$1,500	\$2,400	\$3,600
Tabletop Sticker Advertising on 100+ dining tables throughout the Food Court, High-vinyl adhesive stickers with glare-resistant laminate, Maximum visibility during peak dining hours, Guaranteed viewer engagement with 60+ minute seating duration	W320cm (W126 inch) x H160cm (H63 inch) Printing and installation fees \$50	Accepted File Formats: PDF, 300 dpi CMYK	2,880	87.6K	876K	\$60	\$150	\$240	\$360
Ceiling-Mounted Digital Displays 5 x 55-inch commercial-grade TVs mounted from Food Court ceiling, Optimized sightlines above seating areas	55 inch	W1920 x H1080	2,880	87.6K	876K	\$800	\$1,500	\$2,400	\$3,600

Advertisement Duration: 15 seconds **Playback Frequency:** Each ad runs in a continuous loop and appears at least 100 times per day **Accepted File Formats:** MP4, JPG, or PNG; 72 dpi, RGB Color mode

Yaohan Centre

3700 Number 3 Rd, Richmond, BC V6X 2C1



Screen Locations	Screen Size	Image or Video File Size (Pixels)	Estimated Daily Impressions	Estimated Monthly Impressions	Annual Foot Traffic	1 Month Rate (CAD)	3 Months Rate (CAD)	6 Months Rate (CAD)	1 Year Rate (CAD)
Screen A Main Entrance Digital Display Installed above the main entrance (facing both interior) 100% exposure to all mall visitors, Captures both foot traffic from retail areas and Food Court exit flow	W600cm (W236 inch) x H225cm(H88 inch)	W1536 x H576	3,590	109K	109M	\$800	\$1,500	\$2,400	\$3,600
Screen B Main Entrance Digital Display Installed above the main entrance (facing both interior) 100% exposure to all mall visitors, Captures both foot traffic from retail areas and Food Court exit flow	W600cm (W236 inch) x H225cm(H88 inch)	W1536 x H576	3,590	109K	109M	\$800	\$1,500	\$2,400	\$3,600
Screen C On the wall facing the main entrance of the mall. It is the first visible screen upon entering, ensuring maximum visibility to all customers.	W320cm (W126 inch) x H288cm(H113inch)	W1280 x H1152	4,320	131K	131M	\$900	\$1,950	\$3,300	\$5,400
Screen D Positioned above the ceiling outside the T&T Supermarket checkout area.	W400cm (W158 inch) x H100cm(H40 inch)	W1024 x H256	2,880	87.6K	876K	\$250	\$450	\$600	\$900

Advertisement Duration: 15 seconds **Playback Frequency:** Each ad runs in a continuous loop and appears at least 100 times per day **Accepted File Formats:** MP4, JPG, or PNG; 72 dpi, RGB Color mode

Yaohan Centre

3700 Number 3 Rd, Richmond, BC V6X 2C1



Screen Locations	Screen Size	Image or Video File Size (Pixels)	Estimated Daily Impressions	Estimated Monthly Impressions	Annual Foot Traffic	1 Month Rate (CAD)	3 Months Rate (CAD)	6 Months Rate (CAD)	1 Year Rate (CAD)
Screen E Positioned above the ceiling outside the T&T Supermarket checkout area.	W400cm (W158 inch) x H100cm(H40 inch)	W1024 x H256	2,880	87.6K	876K	\$250	\$450	\$600	\$900
Screen F in the central area of the mall Directly facing the T&T Supermarket checkout counters. It ensures maximum visibility to all customers completing their purchases.	W384cm (W152 inch) x H307cm(H120inch)	W1280 x H1024	3,590	109K	109M	\$900	\$1,950	\$3,300	\$5,400
Screen G in the central area of the mall On the wall opposite T&T Supermarket and facing the entrance to the escalator leading to the second floor. It effectively captures the attention of both incoming shoppers and those heading upstairs.	W576cm (W227 inch) x H230cm(H91inch)	W1920 x H768	3,590	109K	109M	\$800	\$1,500	\$2,400	\$3,600
Screen H in the food court area Facing the dining section. With high foot traffic and longer customer dwell time, this screen offers excellent exposure and strong advertising impact.	W768cm (W303 inch) x H77cm(H31 inch)	Image W2560xH256 Video W1920xH256	3,590	109K	109M	\$600	\$1,200	\$1,800	\$2,400

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Richmond Public Market

8260 Westminster Hwy, Richmond, BC V6X 1A7



Screen Locations	Size	Image or Video File Size (Pixels)	Estimated Daily Impressions	Estimated Monthly Impressions	Annual Foot Traffic	1 Month Rate (CAD)	3 Months Rate (CAD)	6 Months Rate (CAD)	1 Year Rate (CAD)
Screen A / B Screens A and B are located in the Level 2 Food Court, where all customers on the second floor can clearly see the prominent advertisements.	W512cm (W202 inch) x H256cm(H100inch)	W1280 x H640	3,590	109K	109M	\$600	\$1,350	\$2,100	\$3,000
Tabletop Sticker Advertising on 100+ dining tables throughout the Food Court, High-vinyl adhesive stickers with glare-resistant laminate, Maximum visibility during peak dining hours, Guaranteed viewer engagement with 60+ minute seating duration	W46cm x H59cm W59cm x H54cm Circle 90cm Printing and installation fees \$50	Accepted File Formats: PDF, 300 dpi CMYK	3,590	109K	109M	\$60	\$150	\$240	\$360
Decals on Glass Railing Double-sided sticker advertisements placed on more than 100 glass railings in the Food Court are visible from both Level 1 and Level 2.	W100cm x H63cm Printing and installation fees \$50	Accepted File Formats: PDF, 300 dpi CMYK	3,590	109K	109M	\$60	\$150	\$240	\$360
Lightbox A/B/C/D Lightbox advertisements located on both sides of the only passage leading from the Level 2 Food Court to the restrooms and parking lot.	W123cm x H203cm Printing and installation fees\$200	Accepted File Formats: PDF, 300 dpi CMYK	2,880	87.6K	876K	\$800	\$1,500	\$2,400	\$3,600

Advertisement Duration: 15 seconds **Playback Frequency:** Each ad runs in a continuous loop and appears at least 100 times per day **Accepted File Formats:** MP4, JPG, or PNG; 72 dpi, RGB Color mode

Parker Place

4380 Number 3 Rd, Richmond, BC V6X 3V7



Screen Locations	Size	Image or Video File Size (Pixels)	Estimated Daily Impressions	Estimated Monthly Impressions	Annual Foot Traffic	1 Month Rate (CAD)	3 Months Rate (CAD)	6 Months Rate (CAD)	1 Year Rate (CAD)
Screen A / B Screens A and B are located on the ceiling of the mall's north corridor.	W400cm (W202 inch) x H100cm(H100inch)	W1024 x H256	2,880	87.6K	876K	\$250	\$450	\$600	\$900
Screen C / D Screens C and D are located on the ceiling of the mall's south corridor.	W400cm (W202 inch) x H100cm(H100inch)	W1024 x H256	2,880	87.6K	876K	\$250	\$450	\$600	\$900
Screen E / F Screens E and F are located above the stage in the center of the Food Court.	W288cm (W113 inch) x H192cm(H76inch)	W960 x H640	2,880	87.6K	876K	\$250	\$450	\$600	\$900

Advertisement Duration: 15 seconds **Playback Frequency:** Each ad runs in a continuous loop and appears at least 100 times per day **Accepted File Formats:** MP4, JPG, or PNG; 72 dpi, RGB Color mode

Rice World Supermarket

Admiralty centre

Continental seafood restaurant

Pink Pearl Chinese Seafood Restaurant



Screen Locations	Screen Size	Image or Video File Size (Pixels)	Estimated Daily Impressions	Estimated Monthly Impressions	Annual Foot Traffic	1 Month Rate (CAD)	3 Months Rate (CAD)	6 Months Rate (CAD)	1 Year Rate (CAD)
Screen A/B in Rice World Supermarket Screens A and B are located opposite the supermarket checkout counters, where all customers can see the advertisements.	W614cm (W242 inch) x H153cm(H61 inch)	W1536 x H384	2,880	87.6K	876K	\$600	\$1,350	\$2,100	\$3,000
Screen in Admiralty centre Screens A and B are located opposite the supermarket checkout counters, where all customers can see the advertisements.	W400cm (W158 inch) x H150cm(H59 inch)	W1344 x H504	1,440	43.8K	438K	\$500	\$900	\$1,200	\$1,800
Screen in Continental seafood restaurant Screens A and B are located opposite the supermarket checkout counters, where all customers can see the advertisements.	W192cm (W76 inch) x H192cm(H76 inch)	W768 x H768	2,880	87.6K	876K	\$500	\$900	\$1,200	\$1,800
Screen in Pink Pearl Chinese Seafood Restaurant Screens A and B are located opposite the supermarket checkout counters, where all customers can see the advertisements.	W192cm (W76 inch) x H192cm(H76 inch)	W768 x H768	2,880	87.6K	876K	\$500	\$900	\$1,200	\$1,800

Advertisement Duration: 15 seconds **Playback Frequency:** Each ad runs in a continuous loop and appears at least 100 times per day **Accepted File Formats:** MP4, JPG, or PNG; 72 dpi, RGB Color mode

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Thank you

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