



THE OUTLET COLLECTION
RIVERWALK
NEW ORLEANS

Advertising Opportunities

500 Port of New Orleans Place, New Orleans LA 70130
504-522-1555 // RiverwalkNOLA.com

MEDIA KIT 2026

The Outlet Collection at Riverwalk

Premier, first-to-market outlet shopping in the heart of downtown New Orleans.

THE CENTER

Over 75 retailers and restaurants on the bank of the majestic Mississippi River.

THE BRANDS

Polo Ralph Lauren Factory Store, Nordstrom Rack, Le Creuset, Levi's, Calvin Klein Underwear, Karl Lagerfeld Paris, Tommy Hilfiger, Tommy Bahama Outlet, Forever 21, Coach, The PUMA Store and Guess.

THE LOCATION

Steps from the French Quarter, Audubon Aquarium, Ernest N. Morial Convention Center, cruise ship and ferry terminals, Caesars Casino, and many more.

THE TRAFFIC

3.0M+ annual visitors and a 10,000+ daily average, with tourists and locals moving through the center every day.



IN-MALL MEDIA

Posters

Double sided posters located throughout the mall.

SPECS

22" x 28", double sided

1" bleed

PDF file



IN-MALL MEDIA

LED Digital Screen

LED digital screen located on the second floor of the mall, positioned to target through traffic from the third level.

SPECS

912 x 672 pixels

JPEG or PNG file



IN-MALL MEDIA

Hanging Banners

Double sided hanging banners located in 5 locations on Level C.

SPECS

120" x 168", double sided

1" bleed

PDF file



IN-MALL MEDIA

Backlit Frames

LED backlit panels located throughout the mall.

SPECS

47" x 69", single sided

1" bleed, 3" offset

All sides for content

PDF file



IN-MALL MEDIA

Column Wrap

LED backlit panels located throughout the mall.

SPECS

47" x 69", single sided

1" bleed, 3" offset

All sides for content

PDF file



IN-MALL MEDIA

Door Clings

Double sided window clings in 27 locations, featured on all doors.

SPECS

16" x 16", single sided

1/4" bleed

JPEG or PNG file



EXTERIOR MEDIA

Overhead Walkway Banners

Five double sided semi circle banners on our Julia St walkway entrance to the mall.

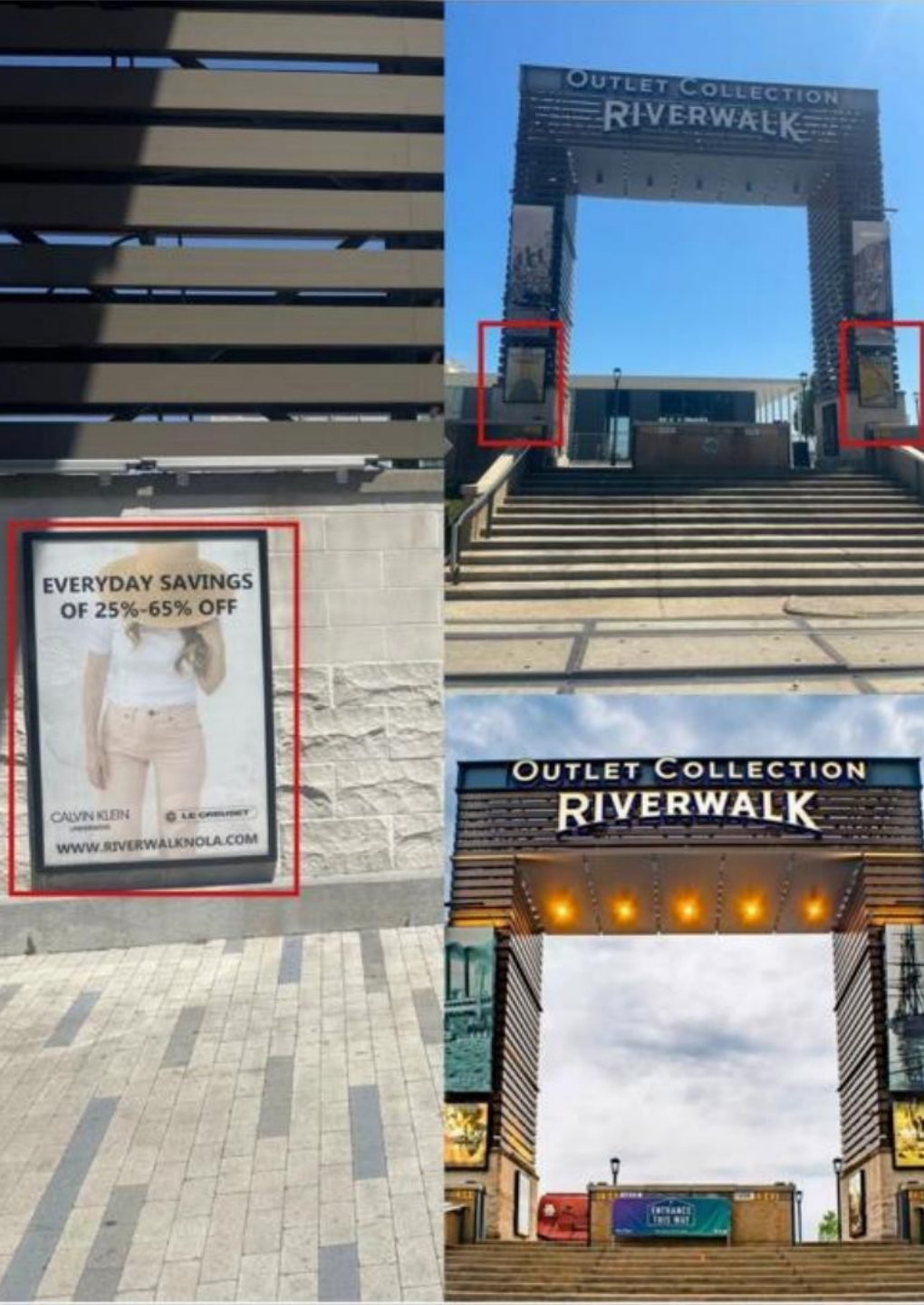
RATE (MONTHLY)

\$500 per banner

SPECS

48" x 96", double sided

PDF file



EXTERIOR MEDIA

Canal Street Panels

Four single sided LED banners on the Canal Street entrance on Spanish Plaza, next to the Four Seasons and Ferry Terminal.

SPECS

46" x 67", double sided

1/8" bleed

PDF file



EXTERIOR MEDIA

Poydras Street Panels

Two single sided LED banners on the Poydras Street entrance on Spanish Plaza, next to the Four Seasons and Hilton Riverside Hotel.

SPECS

26" x 42", double sided

1/8" bleed

PDF file



EXTERIOR MEDIA

Poydras Street Panels

Two single sided LED banners on the Poydras Street entrance on Spanish Plaza, next to the Four Seasons and Hilton Riverside Hotel.

SPECS

46" x 67", double sided

1/8" bleed

PDF file



EXTERIOR MEDIA

Spanish Plaza Light Pole

Two double sided banners on Spanish Plaza, next to the Four Seasons and Hilton Riverside Hotel.

SPECS

18" x 24", double sided

1" bleed

PDF file



EXTERIOR MEDIA

Poydras Street Panels

Two single sided LED banners on the Poydras Street entrance on Spanish Plaza, next to the Riverwalk Outlets front door.

RATE (MONTHLY)

\$500 per panel

SPECS

46" x 70", double sided

1/8" bleed

PDF file



EXTERIOR MEDIA

Julia St Panels

Four single sided LED banners on Julia St, next to the Convention Center and the Julia St walkway that leads to the Riverwalk entrance.

SPECS

46" x 67", double sided

1/8" bleed

PDF file



EXTERIOR MEDIA

Julia St Panels

Two single sided LED banners under the Julia St walkway leading to the Riverwalk Outlets entrance.

SPECS

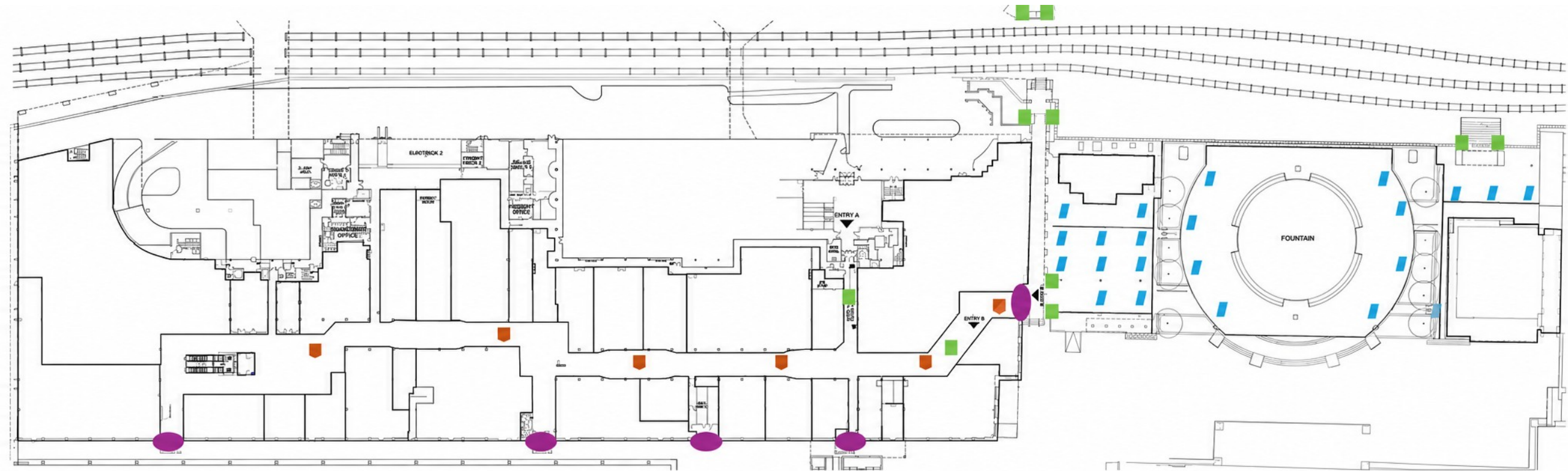
26" x 40", double sided

1/8" bleed

PDF file

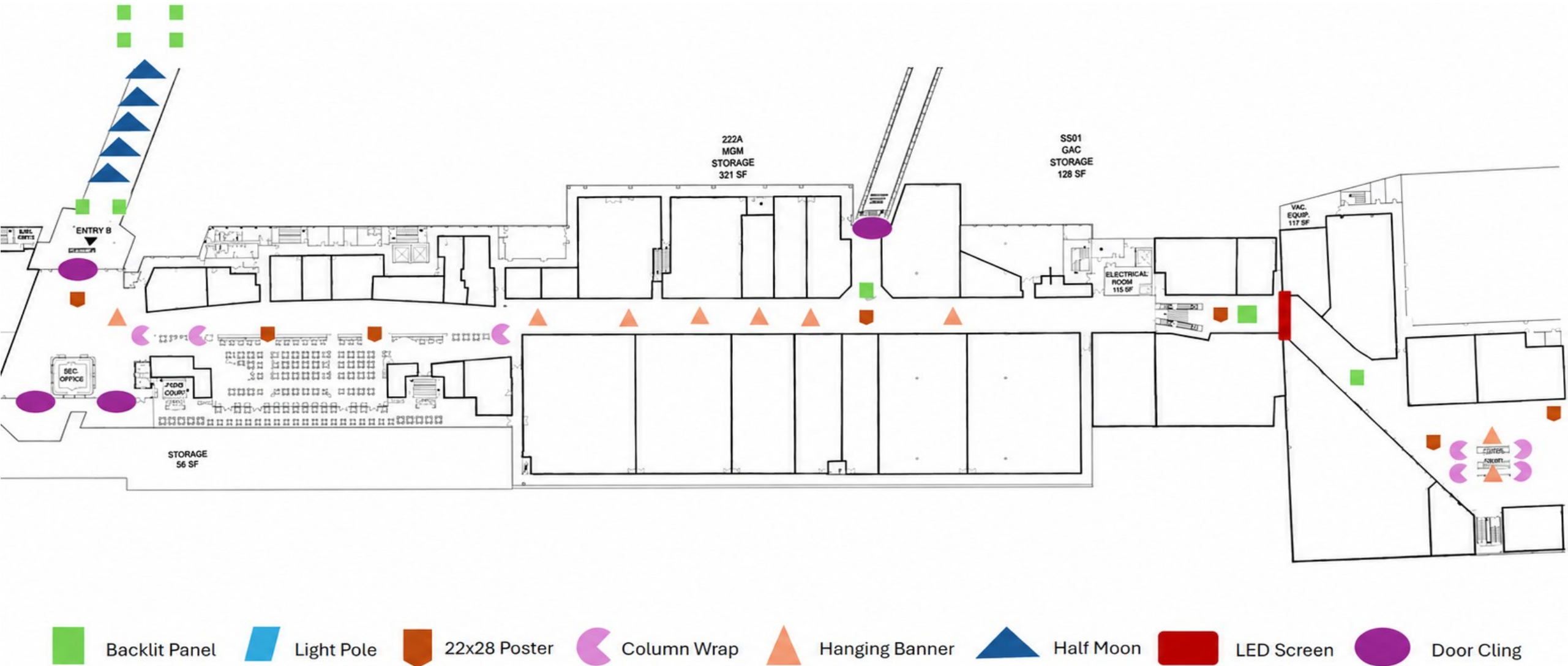
Site Map

Media placements across the center.



Site Map

Media placements across the center.





Advertising Opportunities

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