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**Galleria Gets New Ad Displays**

By Daina Klimanis

Holiday shopping might be a little more animated this year.

The York Galleria mall has found a new way to reach shoppers just in time for the holiday shopping season -- with videos meant to entice people to buy more once they're already at the mall.

Nine newly installed video screens play 12-second ads complete with sound at points throughout the mall. The Adspace Mall Network, based in New York, has been bringing similar screens to malls throughout the country.

Dana Scott, York Galleria marketing director, said the 65-inch screens not only promote mall retailers, but benefit shoppers by letting them know about specials, sales and mall events.

"It's more of an interactive way to see what's going on in the mall," said Scott.

The Adspace company says the screens catch the attention of shoppers, especially teens and young adults, and then increases the likelihood that they'll buy one of the mall specials promoted onscreen.

Adspace has also installed screens in Park City Mall in Lancaster and Colonial Park Mall in Harrisburg. The company had screens in 99 malls across the country, up from 75 three months ago, according to its news releases.

But though malls across the country are adding video ads, some are sticking with their still advertisements for now, including West Manchester Mall.

"Right now we do have the static boards and that may be something we look at in the future, but we don't have any immediate plans right now," said general manager Barbara Bacior.

