

Walmart 4th Wall

Advertising and Lease Line Guidelines

June 2009

Customer**experience**

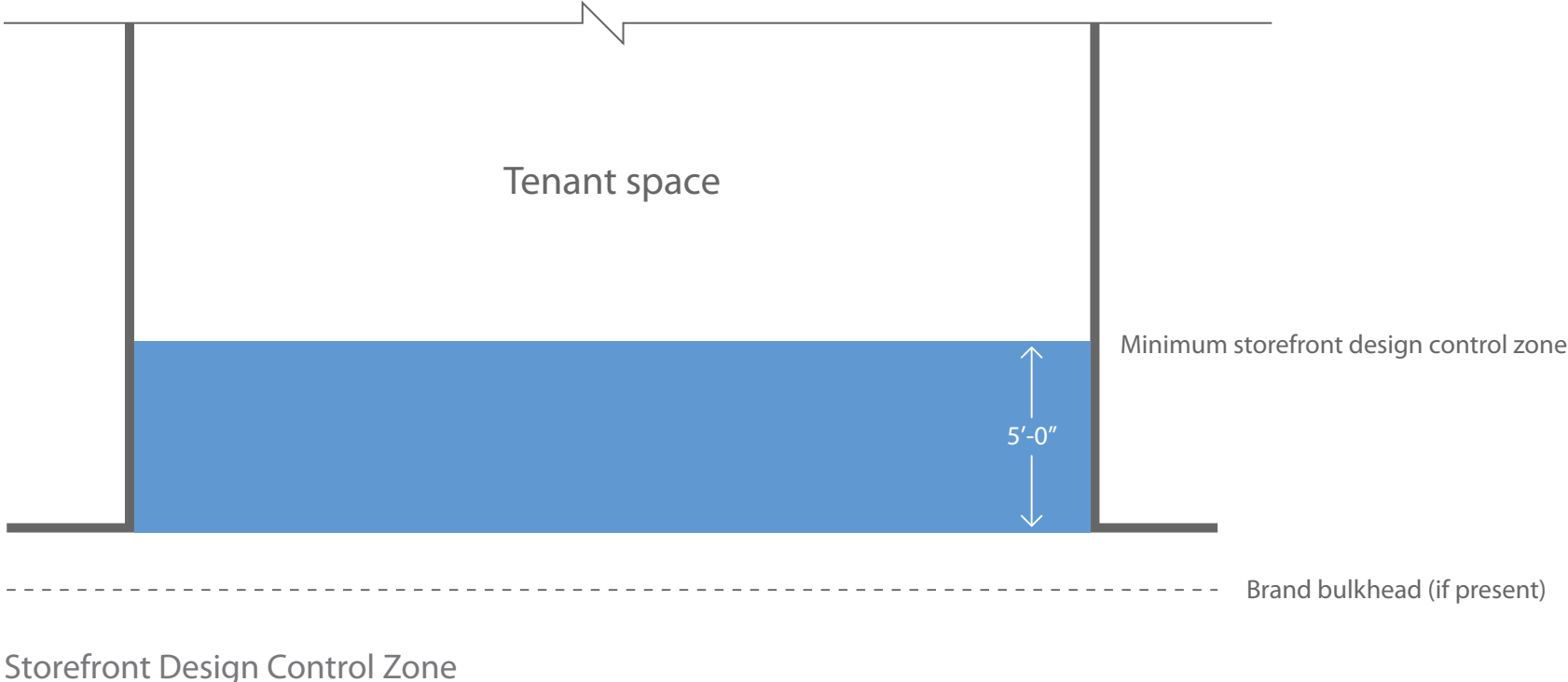
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Storefront Design Control Zone

The Tenant Storefront Design Control Zone is the area of the store extending from the storefront lease line into the tenant's store a minimum of five feet (5'-0") across the entire width of the store.

Since the appearance of this zone is critical to the overall store appearance, design solutions and materials are expected to be of the highest quality. The design zone will be closely reviewed by Landlord for appearance and use. No previous tenant storefront, or storefront materials, fixtures, or finishes may be reused.



Unacceptable Sign Types in 5'-0" Control Zone

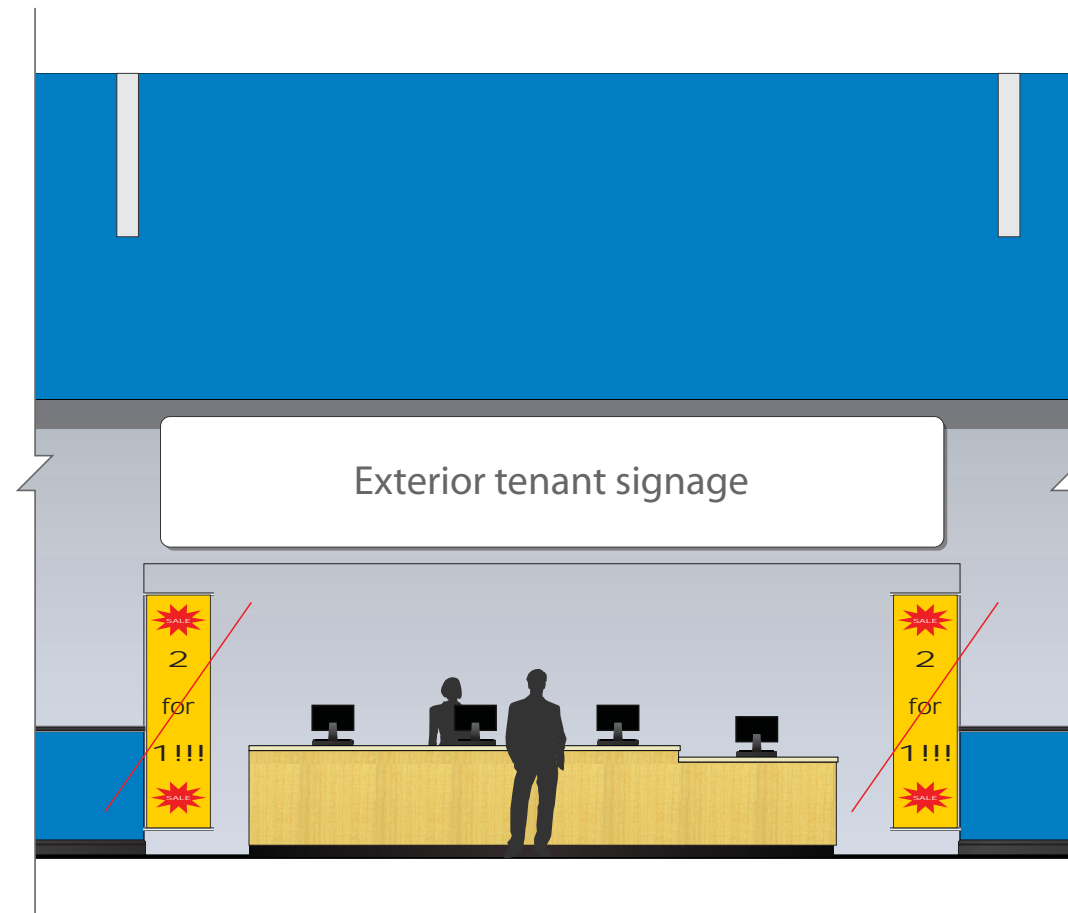
- Hanging banners or flags
- Floor stand signs, and sign holders, sandwich boards, stand-ups, pylons, etc.

Anchor food tenants are permitted (1) floor stand sign to be displayed in storefronts that are 30 linear feet wide or less, and (2) floor stand signs in storefronts that are greater than 30 linear feet in width. Floor stands must be placed a minimum of 3'-0" behind the lease line into the food tenant's space. Floor stand signs cannot be larger than 28" wide x 72" tall.

- Signs employing audible equipment, and/ or moving, flashing or blinking lights

- Television monitors, LCD screens, and digital signage, unless approved by landlord
- Signs employing exposed raceways
- Luminous vacuum-formed type plastic letter signs
- Exposed neon
- Internally illuminated individual channel letters with acrylic faces
- Cloth, paper, cardboard signs or signs of other temporary or nondurable materials, except

- Signs using highly reflective finish materials (ie: polished brass, chrome, etc.)
 - Signs applied to the wall outside the tenant's space
- All attachments, labels, fasteners, mounting brackets, manufacture decals, wiring, clips, transformers, disconnects, lamps and other mechanisms required to support the signage must be concealed from view. Light leaks are not permitted.

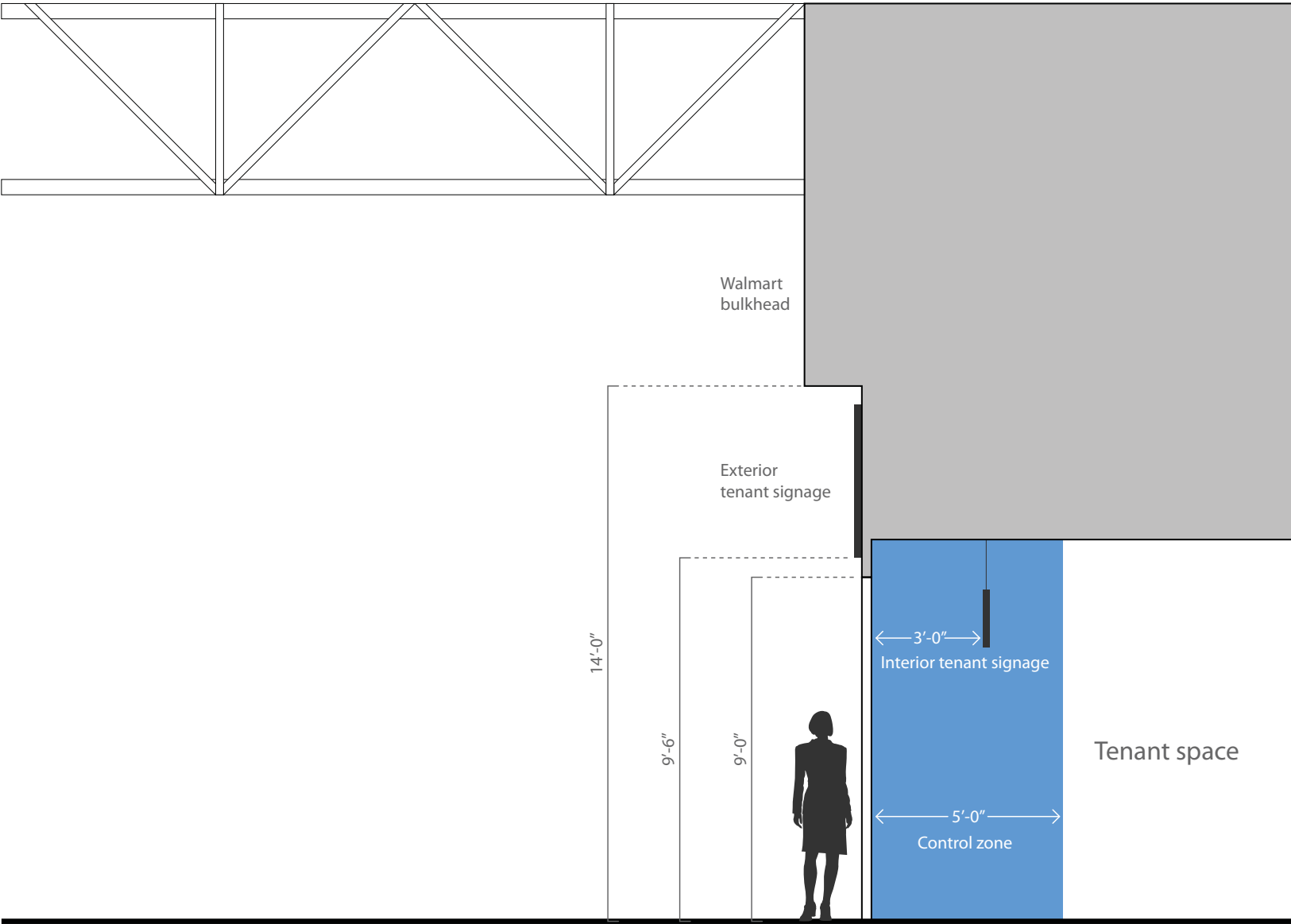


Example A: Banners and flags are not permitted in the control zone



Example B: Floor stand signs and LCD screens are not permitted in the control zone

Tenant Promotional Signs



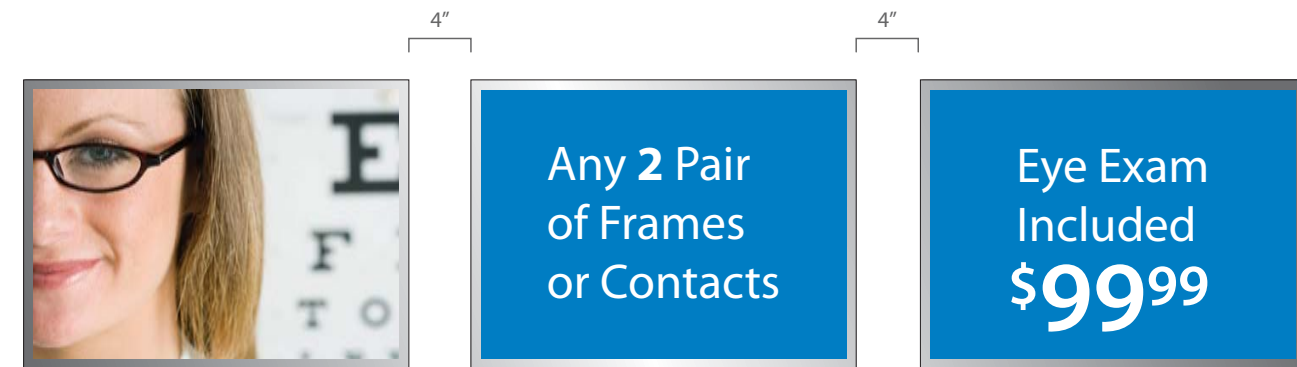
Section view of a Tenant opening at the 4th Wall

Tenant Promotional Signs

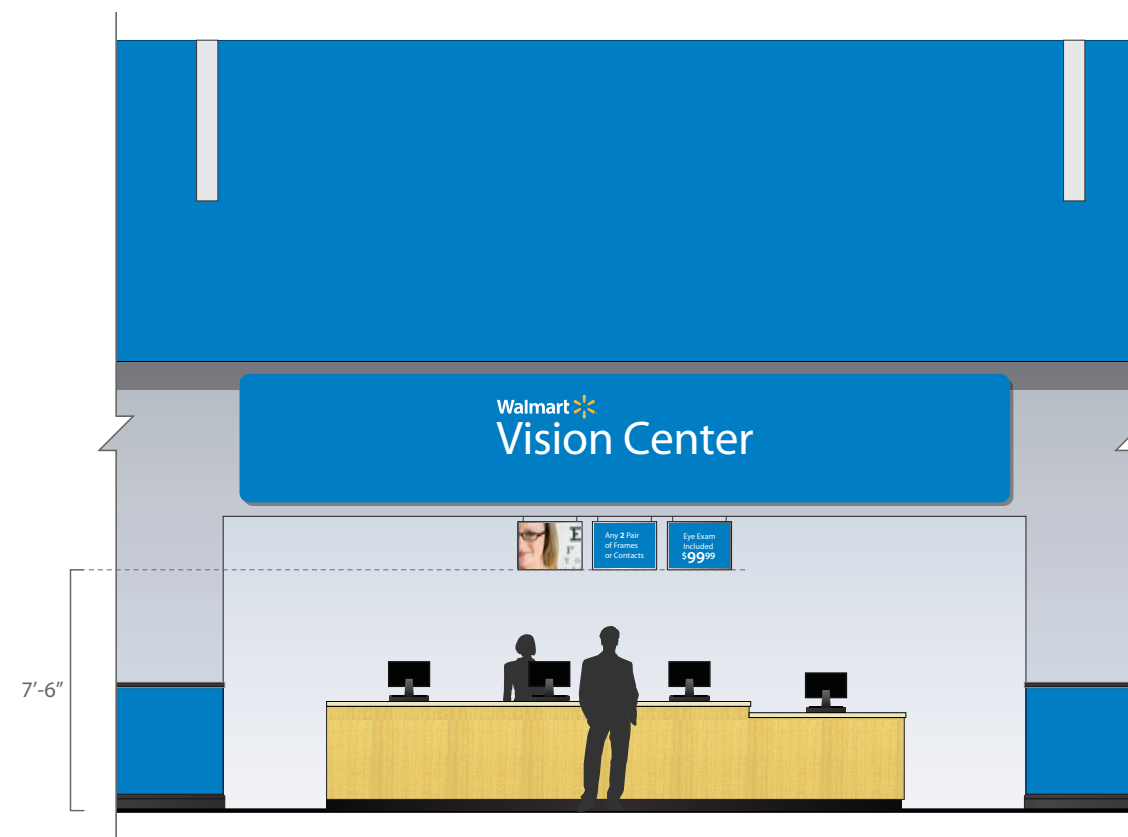
Tenants may use only one set of three sign panels per location. Within the control zone, three sign panel elements may be used as shown here. Sign sizes and specifications must be followed as per these guidelines in order to:

- Maintain a consistent signage approach across all tenants at the 4th Wall
- Standardize the amount of customer-facing information per tenant
- Eliminate fixtures and sign holders that do not comply with Walmart store standards
- The underside of all signs must hang 7'-6" above finished floor when installed

The reverse side of tenant promotional signs will be visible to customers within the tenant space. It is recommended that signs be double-sided, but it is not required.

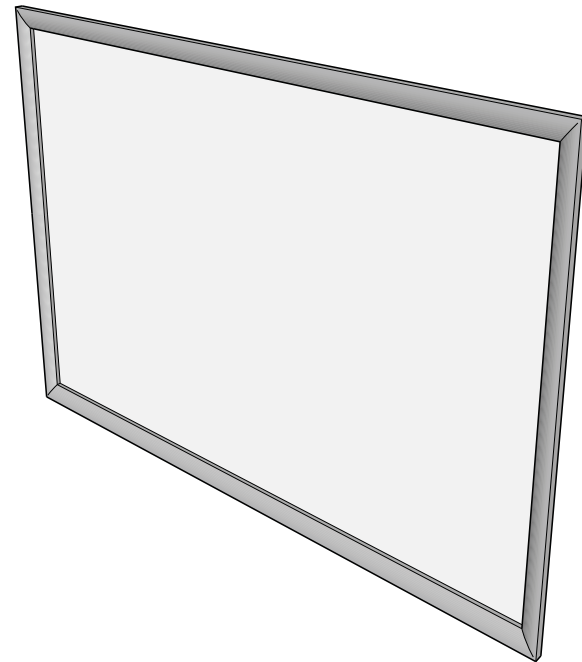


Tenant promotional signs
(3) stock 24"x18" signs with full frame



Elevation view of a Tenant opening at the 4th Wall

Tenant Promotional Signs: Details & installation guidelines



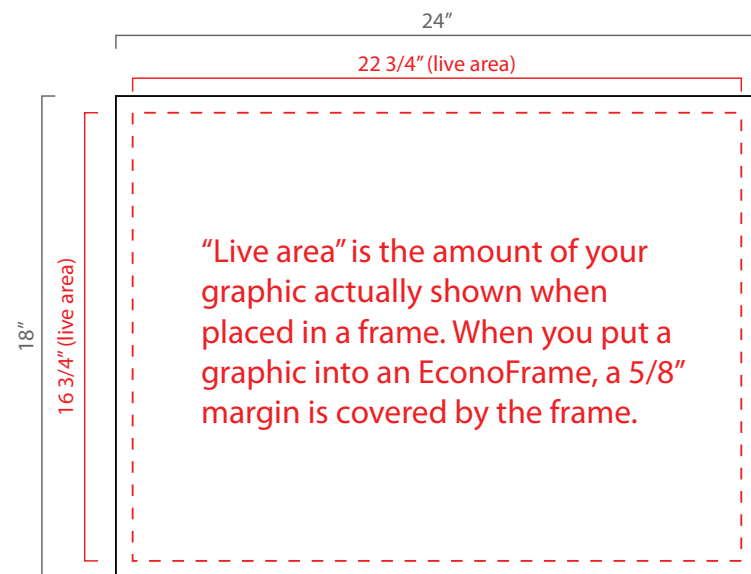
24" x 18" frame made to exact specifications. It can either be top or side loading. Frames must be aluminum with reflective silver finish.

Graphics should be printed at 24" x 18" with a live area of 22 3/4" x 16 3/4". Substrates should be rigid or semi-rigid, for flexible substrates use backer board. Maximum substrate thickness is 1/8".

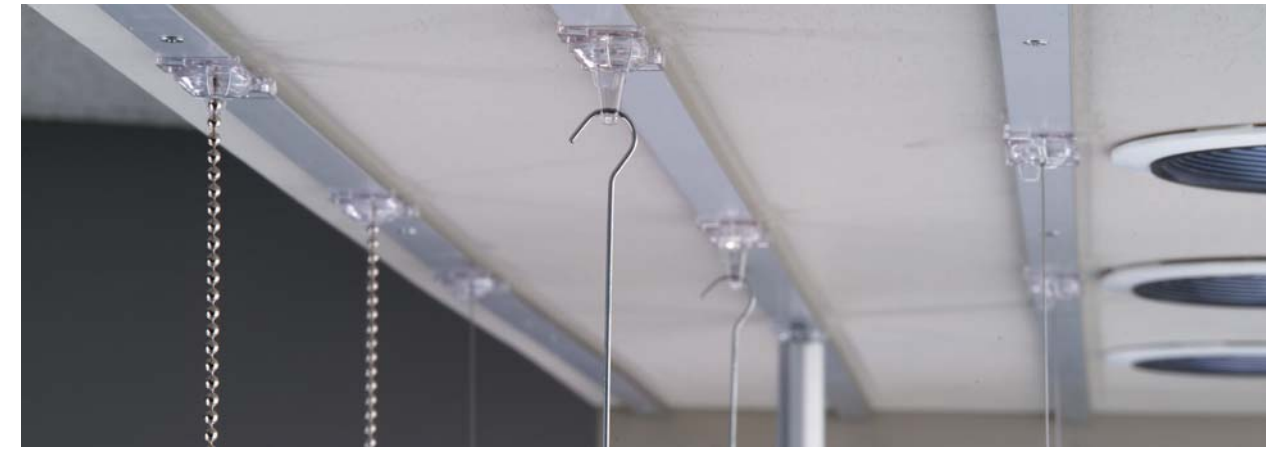
Frames of a suitable size and quality can be purchased from the following supplier:

Rose Displays, Ltd.
Contact: Laurie Budrow
Phone: 978.219.8103
E-mail: lbudrow@rosedisplays.com
Website link:
[https://www.rosedisplays.com/UserFiles/File/ProductSheets/AnoFrame\(1\).pdf](https://www.rosedisplays.com/UserFiles/File/ProductSheets/AnoFrame(1).pdf)

Frames may be sourced from any supplier as long as they meet the specifications listed above.

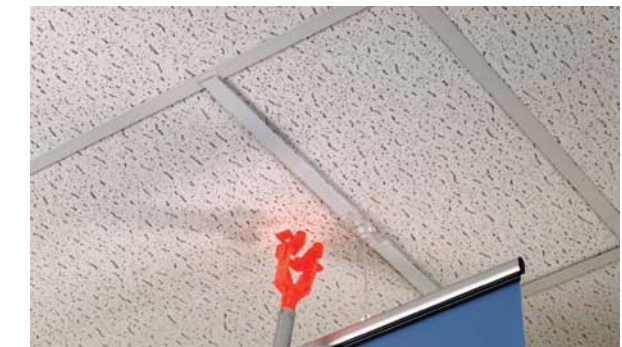


Sign details



The Spyder track system is ideal for window displays, plasterboard, and acoustical ceiling tile signs. Available in anodized aluminum and white paint. Installs very quick either screwed into drywall studs or clipped onto acoustical ceiling grid.

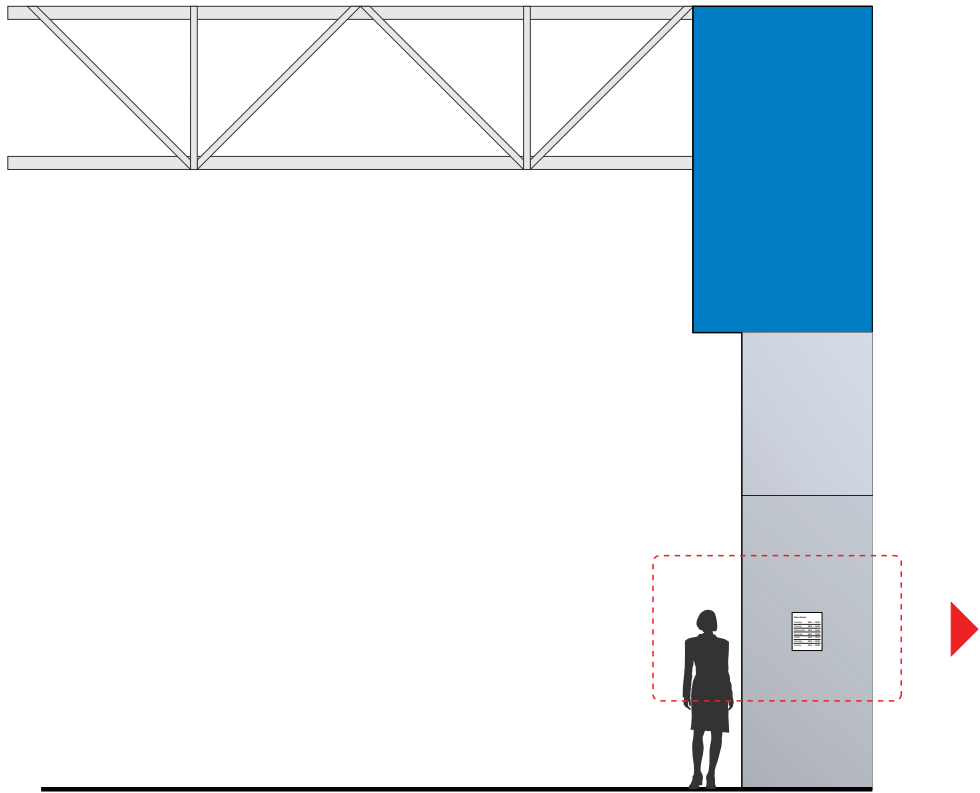
The tile divider allows you to hang signs even when outside your ceiling grid location. Installs in seconds by hand or with installation pole. (sold separately)



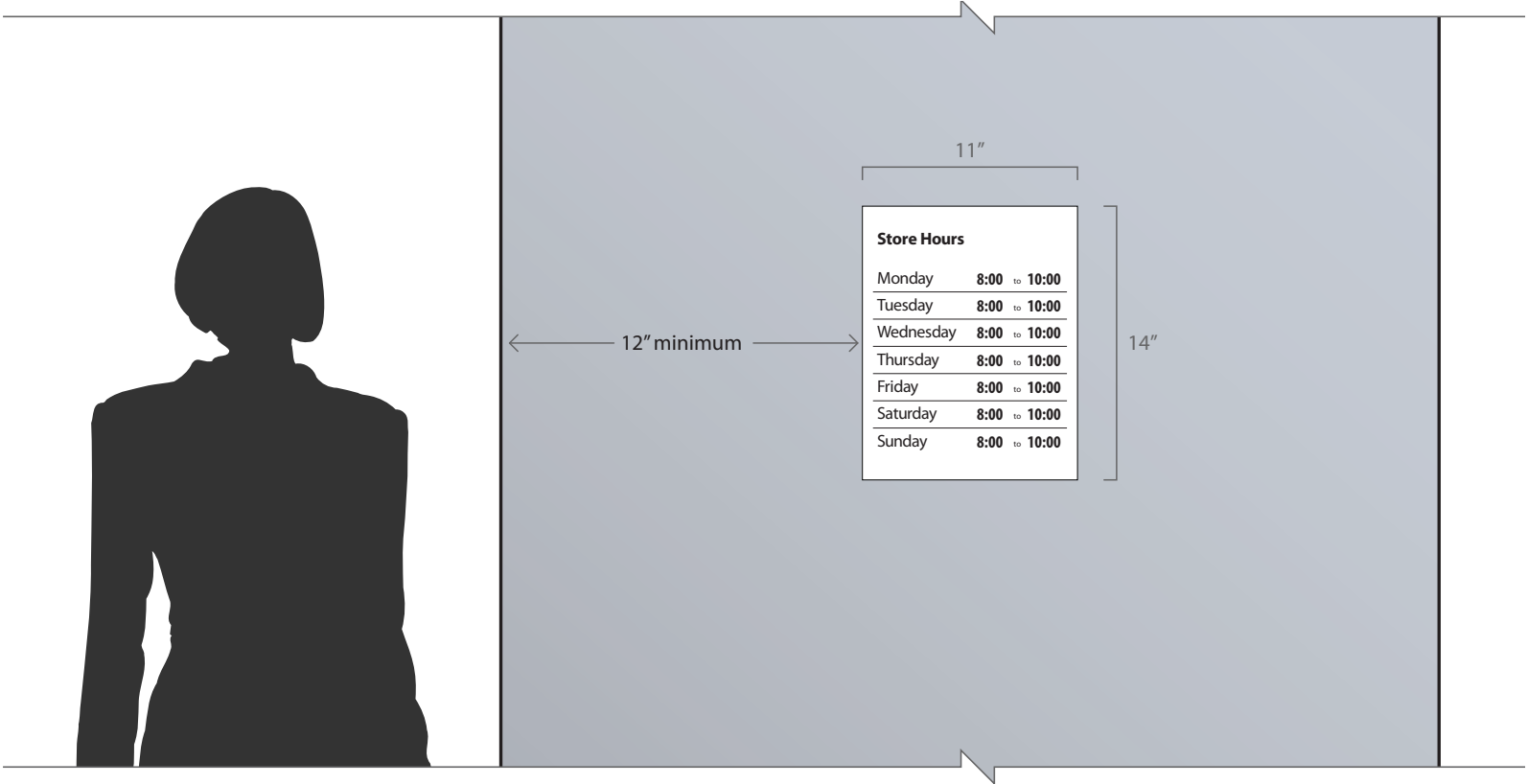
Installation guidelines

Hours of Operation Sign

A single hours of operation sign is permitted within the control zone provided it is no larger than 14"x11" and meets the general sign standards described in this document. Hours signs are not permitted on exterior or lease line front-facing walls except as a vinyl appliqué on tenant storefront glass if applicable.



Section view of a Tenant opening at the 4th Wall

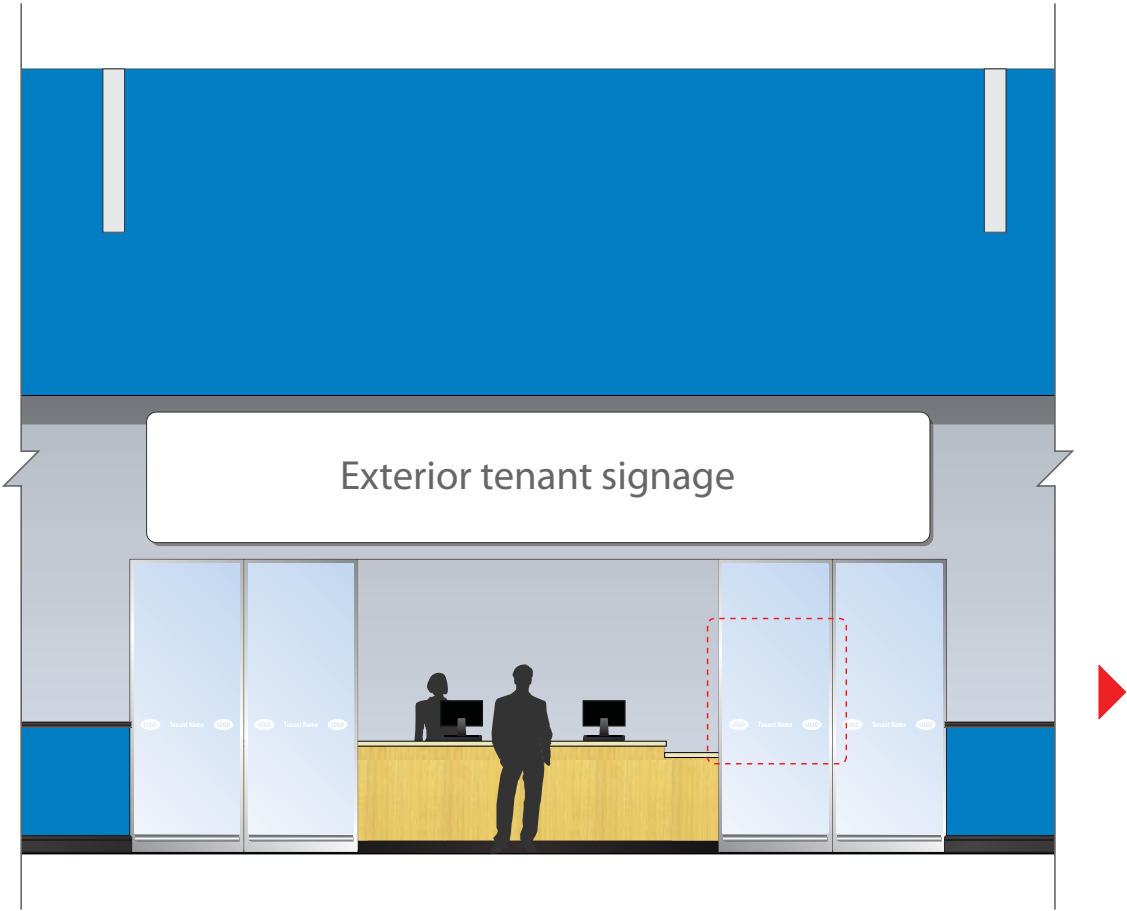


Hours of operation sign detail

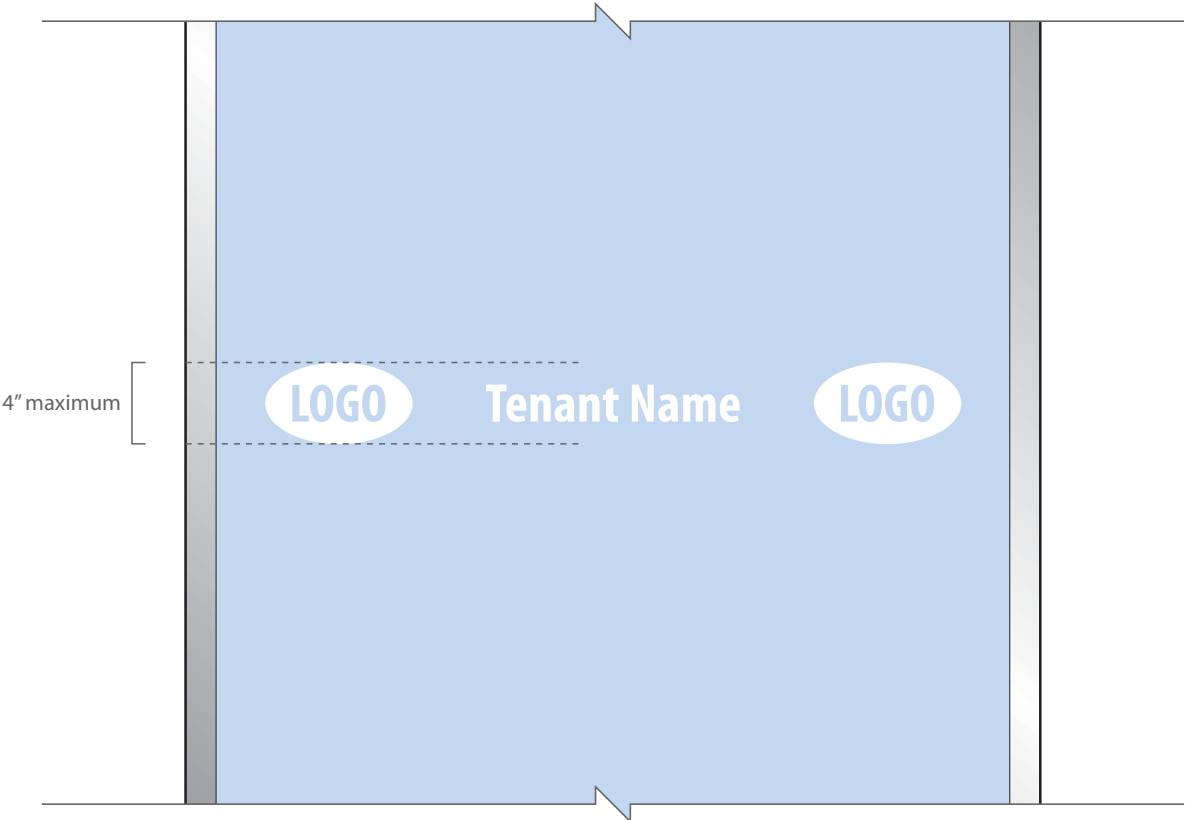
Window Graphics

For tenants with a glass enclosed storefront, decal-type lettering and/ or logos of the tenant's name may be applied to the interior face of storefront glass as safety markings. Lettering and/ or logos must be applied to the second surface (reversed reading, inside the store)

storefront glass as approved by Landlord. Emblems, logos and lettering shall not exceed 4" in height. Decals other than the tenants name or logo and store hours sign are not permitted on the window.



Tenant elevation at the 4th Wall



Window graphics detail

Signage Approval Process

Landlord's approval of Tenant's storefront signage (bulkhead sign) shall be based on the size and style of the sign and lettering, the location of the sign within the storefront, and the cohesive integration of the sign into the overall storefront design.

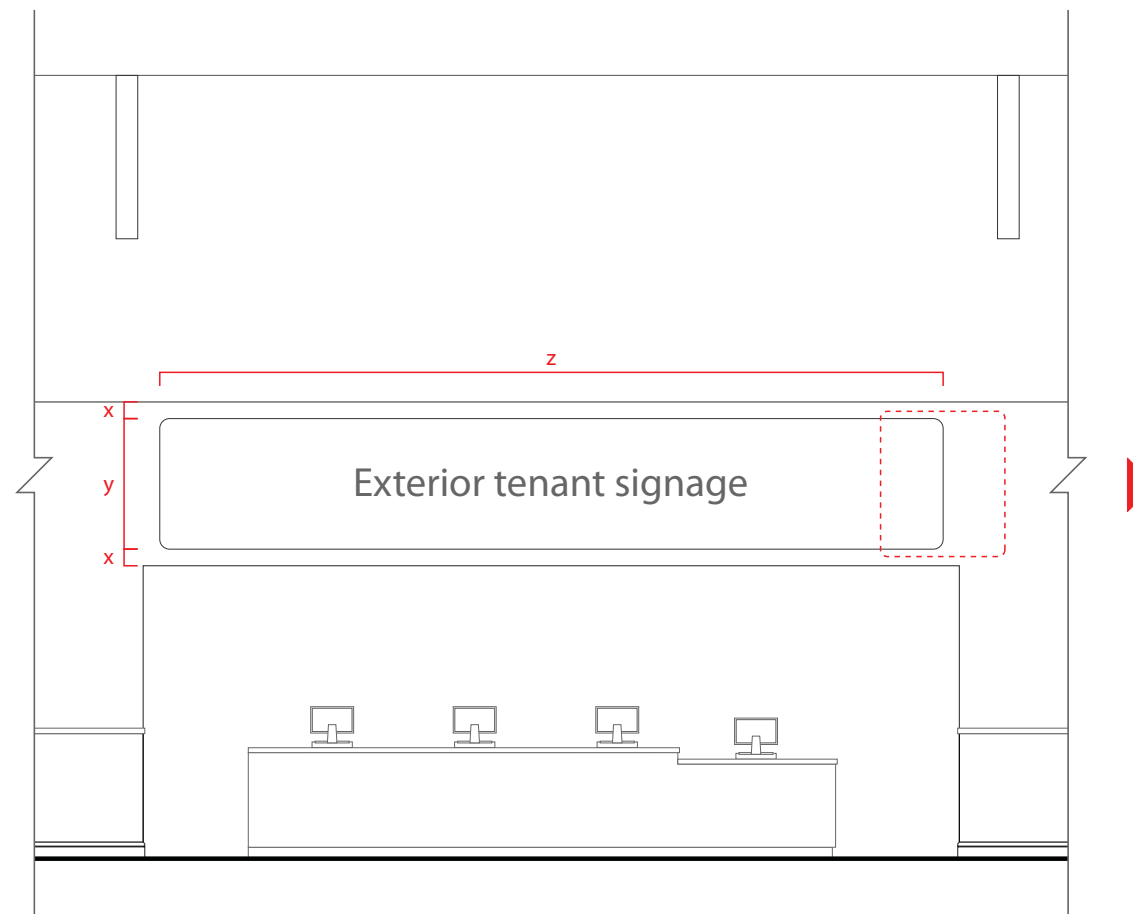
Approval of the Tenant's floor plan, layout, design or working drawings by the Landlord shall not constitute review and approval of the Tenant's signage. Tenant shall submit one set of the Tenant's sign shop drawings for review and approval by Landlord. Fabrication or installation of the Tenant's signage shall not commence before the Landlord's approval of the sign shop drawings. The Tenant is responsible to obtain sign and electrical permits as may be required by the local jurisdiction.

Sign Shop Drawings

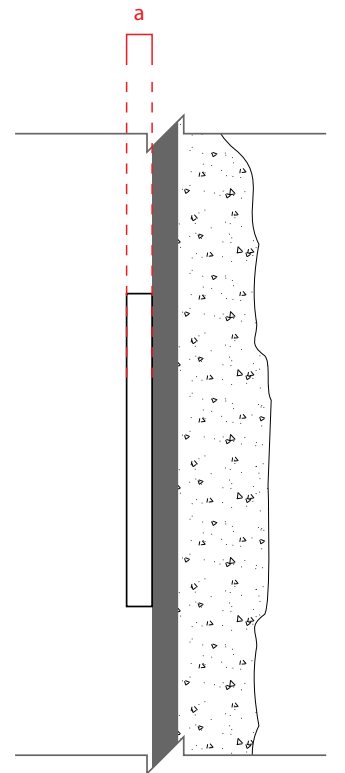
Sign shop drawings must be submitted by the Tenant, for Landlord review and approval, prior to fabrication and installation of the sign. These shop drawings provide complete information for the Landlord to understand the signage design and appearance. Sign shop drawings shall:

- Provide a store elevation, dimensioning each sign location
- Provide a section(s) through the sign relative to the lease line.
- Identify the materials, color scheme, fabrication techniques, illumination and mounting systems, and the access for repairs and/ or re-lamping. (Photographs of similar signs should be submitted if available.)

(See 4th Wall Front End Tenant Signage Guidelines for complete bulkhead signage criteria).



Tenant elevation drawing



Exterior sign section detail

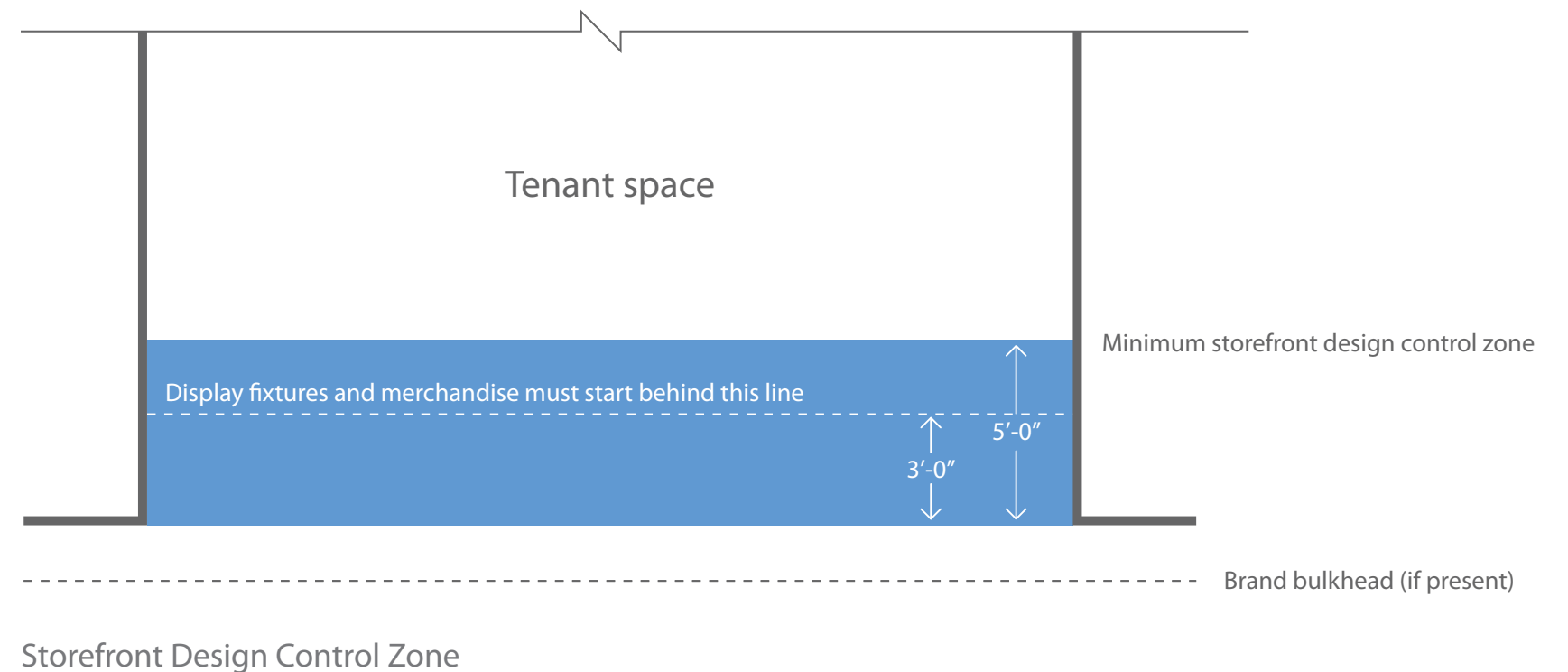
Other Control Zone Regulations

Television monitors to be installed at the storefront or within the Design Control Zone require specific approval by the Landlord. The monitors, if allowed, may not emit any sound. No speakers will be allowed in the storefront or store interior which would allow sounds to be heard in the common walkways.

Store Display and Merchandising

At the storefront entry, display fixtures or merchandise must be placed at least 3'-0" behind the Tenant's entry door. Merchandise rack and display features must not block customer traffic flow in and out of the store. Folding tables, temporary kiosks, or temporary booths are not permitted in the control zone or into the aisle space. No furniture, fixtures or equipment are allowed outside of the tenant space.

Non-product fixtures which are operational and critical to the tenants space, such as a receptionist desk or customer seating, may be permitted in the control zone but must be approved by Walmart.



Jurisdiction Authorities

All Tenant work shall comply with authorities, agencies or entities having jurisdiction over the Premises including the Building Department, Fire Department, local utility company, Health Department, Fire Insurance Underwriter and the Landlord.

All construction is to comply with the requirements of applicable codes and laws, including accessibility requirements.

The Landlord does not review the Tenant's drawings for compliance with building code or accessibility requirements. It is solely the Tenant's responsibility to ensure compliance with these codes and the requirements of jurisdictional authorities. Tenant shall have sole responsibility for compliance with all applicable statutes, code, ordinances and other regulations for all work. In those instances where multiple standards and requirements apply, the strictest of such standards and/or requirements shall control unless prohibited by applicable Code.

General Disclosure

Landlord's approval of Tenant's Drawings is contingent upon Tenant's compliance with Landlord's comments and shall not be construed so as to hold Landlord liable for either the architectural and engineering design of the Premises or the accuracy of the information contained in Tenant's Drawings. Should any conflict arise between any of Tenant's Drawings and the Lease the applicable portion(s) of the Lease shall be determinative. Landlord's approval of Tenant's Drawings will in no way alter, amend, or waive the requirements or criteria of the Lease.

Anchor Tenant Media Options 2009

Showcase your in-store business on Walmart Smart Network

Exclusive Offer for our Anchor Tenants in support of your partnership with Walmart.

Targeted, timely messaging that shoppers see throughout their shopping trip: as they enter, move through and check out of the store.

Walmart-branded turnkey solution makes it easy for your business to participate.

Base Packages – 4 week campaign

Welcome Screens

As they start their shopping trip, raise awareness of your business

Grocery and Health & Wellness

Category Screens

As they move through the store, remind shoppers that your product or service is available to them in-store now

Checkout TV

As they wait in line, remind shoppers to visit your venue on their way out of the store

Available now at select Walmart locations

The Walmart Smart Network creative team works with you to customize your spot for maximum impact. Production cost starts at \$2600 for brands with existing digital assets. Actual costs will depend on execution. Production cost efficiencies may be achieved by using the same spot in multiple stores.

Please call PRN Sales at (877) 966-3896 for more information



Welcome Screen



Grocery Category Screen



Checkout