

# ADVERTISEMENT TYPES



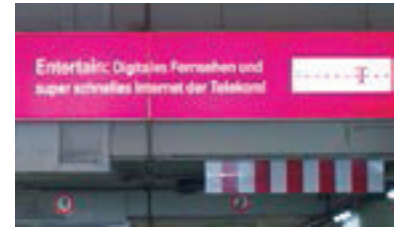
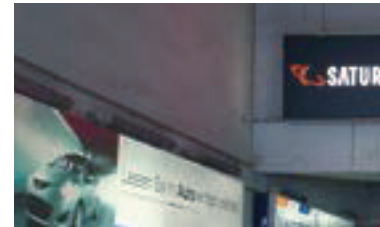
# ADVERTISING, WHERE YOUR CUSTOMERS PARK.

Even advertising experts are often unaware of the many different advertising options available in car parks. Through such advertising consumers with considerable purchasing power can be reached across a very wide spectrum. In an environment relatively free of advertising, often straight before purchasing decisions are made and with over 50 million contacts nationwide in Germany. Through this APCOA provides an ideal solution for all industries as the advertising spaces are sited in shopping centres, at airports, trade fairs, leading international hotels, banks, insurance companies or stadiums and multi-functional arenas to name just a few locations.

## THIS IS WHAT WE CAN OFFER YOU.

Unlike with traditional external advertising media, multi-storey car park users can hardly miss the sight of the advertising and therefore the associated advertising message.

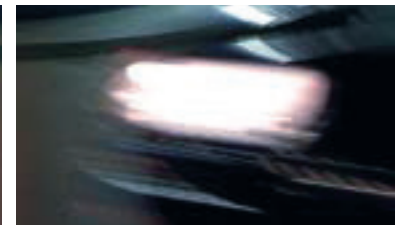
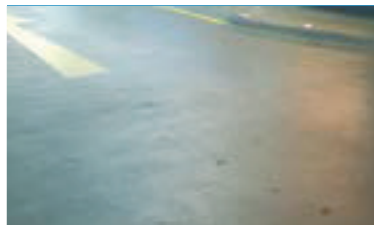
Thus we offer a variety of attractive advertising spaces in obligatory corridors and driving directions, in the payment and barrier areas, on facades and entrances or on the parking tickets themselves. And all this with an extensive availability in the German-speaking area with three hundred sites in Germany alone and many other facilities in Austria and Switzerland. There are virtually no limits to creativity, advertising of all types is conceivable.



# THAT IS IMPRESSIVE

## The advantages of advertising in APCOA car parks

- Diverse advertising opportunities in a relatively free advertising-environment
- Advertising often straight before a possible shopping decision
- Wide target group with considerable purchasing power
- Widespread availability in the German speaking area with three-hundred sites in Germany alone and many other facilities in Austria and Switzerland
- Individual advertising planning possible
- Expert advice and high degree of campaign skill





# IMPLEMENTATION POSSIBILITIES

## Column branding

Long-term advertising with a lasting and unforgettable effect. Targeted advertising is possible, as columns can be branded in almost every car park. Makes every trip into a car park a quite unique experience.



## Exterior advertising

High-frequency positioning on the outside of our car parks. You will not just talk to the people parking but also the entire environment.



## People promotion

Handing out freebies, distribution of flyers at entrances and exits or including entire parking levels within one promotion are just some of the options for direct customer contact.



## Luminous strips

There are virtually no limits to size and shape. Fully illuminated design transparencies that strikingly convey your advertising message to potential customers.

## City Light poster

City Light posters are an attractive space for campaigns in very busy areas, like entrances and exits. Fully illuminated and unique „eye-catchers“ to communicate your advertising message.

## Trolley advertising

At airports, trolleys are mobile advertising surfaces where they are seen both in the terminals and outside. As well as in all multi-storey and open air car parks.

## Barrier advertising

An effective attention-grabbing top advertising medium at entrance and exit barriers. It is impossible to miss these advertising media. All car park users have to spend time here. This „package“ (both entrance and exit barriers) greets and bids farewell to your potential customers.

## Ticket advertising

Vouchers, parking fee refunds and many other options are available here. There are no limits to your creativity. Hundreds of thousands of inexpensive and attention-grabbing possible advertising opportunities.

## Parking level branding

Parking level branding is striking advertising with direct connection to parkers. The parker's advantage is your advantage as well – the customer notices YOUR product/business and not the number of the parking bay.

## Display advertising

Modern technology with screen management on ticket machines. Advertising messages will be shown on displays in the form of slide shows. The high number of users and the attractiveness of the advertising message make this medium particularly interesting.



## APCOA – We know how!

APCOA is Europe's biggest Parking Manager and manages multi-storey and open-air car parks in thirteen European countries. APCOA provides its business partners with an extensive portfolio of services for the entire parking industry. Clients include local authorities, shopping centres, airports, trade fairs, leading international hotels, banks, insurance companies or stadiums and multi-functional arenas to name just a few.

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