

ADVERTISING SOLUTIONS



ADVERTISE WHERE YOUR CUSTOMERS PARK

Even advertising experts are often unaware of how many different possibilities there are for advertising in car parks. This is a way of reaching a very wide spectrum of potential consumers with a great deal of purchasing power. It takes place in a relatively ad-free environment, often immediately prior to making a buying decision, and can reach a large number of targets across Europe, e.g. over 50 million across Germany. APCOA PARKING has the perfect solution for every sector as its advertising space is located in shopping centres, airports, at trade fairs, in top international hotels, banks, insurance companies, sports stadiums and arenas.

WHAT DO WE OFFER?

Unlike most outdoor advertising, it is difficult for car park users to avoid seeing the advertising and its message.

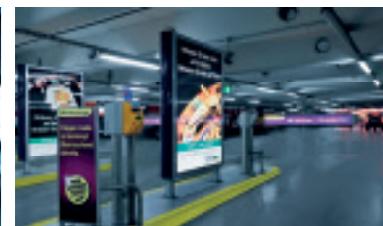
We offer a wide range of attractive advertising media, positioned in places where people have to walk and drive, at pay stations and at the barriers, on facades and car park entrances or directly on the parking ticket. All options are widely available throughout our 12 European countries. Let your imagination run wild – every kind of advertising is possible.



CLEAR RESULTS

The benefits of advertising in APCOA PARKING car parks

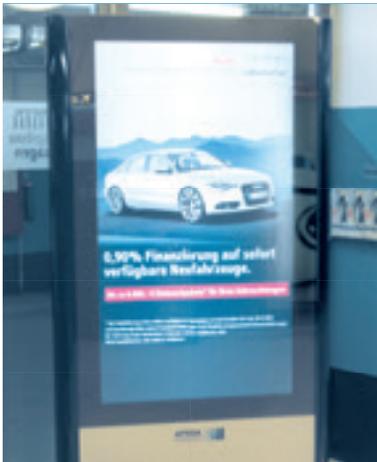
- A wide range of advertising options in an area that is relatively ad-free
- Advertising contact is often made immediately before people make a buying decision
- Broad target group with considerable purchasing power
- Widespread availability across Europe including 300 sites in Germany; many other sites across Austria, Italy and our other 9 European countries
- Option of a customised advertising plan
- Expert advice and extensive campaign experience



ADVERTISING MEDIA

Media on TV

The latest type of car park advertising. A full HD display integrated into a City Light module. Can be positioned at pay machines, entrances and exits. The advertising/sales promotion and messages are played via data transfer. This medium quickly attracts the customer's attention thanks to its moving images.



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 driving into a car park a special experience.

Outdoor advertising

High-frequency positioning on the exterior facade of our car park buildings. So your message is not only seen by car park customers, but also by everyone in the surrounding area.

People Promotion

Giveaways, flyers at entrances and exits or turning whole parking levels into a single promotion – these are just a few of the ways you can make direct contact with your customers.

Luminous strips

There are virtually no limits to the possible range of sizes and shapes. Fully-illuminated design overlays are an attractive way of getting your advertising message across to potential customers.

City Light Poster

In high-frequency areas such as entrances and exits City Lights provide an attractive advertising medium. A fully-illuminated, unique eyecatcher to get your message across.

Trolley advertising

At airports, trolleys provide a mobile advertising medium that is visible inside and outside the terminals and in all the car parks.

Barrier advertising

This is the best way of grabbing your customers' attention when they are driving in and out of the car park! This advertising is impossible to miss because every car park user is forced to stop here. By using both entry and exit advertising you can greet and bid farewell to your potential customers.

Ticket advertising

This could include vouchers, parking fee refunds and many other possibilities. Let your imagination run wild. Hundreds of thousands of inexpensive, attention-grabbing advertising opportunities.

Parking level branding

Parking level branding is a very striking form of advertising that has a direct effect on the car park user. The benefit for the car park customer is also a benefit for you – the customer notices YOUR product or company rather than the number of the parking space.

Display advertising

The latest technology with displays on pay machines. Your advertising message is shown as a slideshow on the displays. This advertising medium is particularly attractive because of the number of user contacts and the appealing nature of the advertising message.

CAR PARK MANAGEMENT AT A GLANCE



APCOA PARKING – We know how!

APCOA PARKING is Europe's largest parking management company and operates car parks in 12 countries across Europe. APCOA PARKING offers its business partners a broad range of services covering all aspects of car park management. Our clients include local authorities, shopping centres, airports, trade fairs, top international hotels, banks, insurance companies, sports stadiums and arenas.

APCOA PARKING – for guaranteed expertise.

- Experts across 12 European countries
- International experience and regional market knowledge
- Independent, objective and focused on our core business

APCOA PARKING makes car parks profitable.

- Maximum return on investment
- Pricing and yield management
- Price leaders in Europe thanks to central procurement

APCOA PARKING – the security of Europe's number 1.

- Market leader with over 7.500 locations in Europe
- Financial stability thanks to a diverse portfolio
- Steady growth for over 40 years

APCOA PARKING provides made-to-measure solutions.

- Operational solutions for all types of parking facilities
- Individual contracts
- Individual on/offline applications for garages

APCOA PARKING thinks of tomorrow today.

- Sustainable growth
- Green solutions
- Corporate social responsibility

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