

# Q-Park Media Pack

Opportunities Outside of London



Be seen.

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# Portfolio

Q-Park arrived in the UK in 2001 and is now one of the UK's leading car park companies with 60 car parking facilities housing some 50,000 parking spaces in key locations in the UK with over 15 million visitors every year.

Locations include:

- |            |            |
|------------|------------|
| Aberdeen   | Liverpool  |
| Belfast    | London     |
| Birmingham | Manchester |
| Chelmsford | Newcastle  |
| Croydon    | Nottingham |
| Edinburgh  | Reading    |
| Glasgow    | Sheffield  |
| Leeds      | York       |



With a wide variety of multi-purpose visitors to our facilities, be it for work or for pleasure, you can be sure that your advertising can reach the correct audience. From a digital side our consistently updated and highly ranked website has over 1.6 million hits a year proving that more and more people are planning where they park than ever before. You can also advertise digitally to promote your hotel, restaurant or attraction.

Be seen.

# Email Campaigns

Q-Park has a wide range of different databases that your company's digital sales literature can be sent to. We obtain customer data in various ways from competitions to season ticket customers. There is the opportunity to send your businesses literature to thousands of new potential customers thus increasing your enquiries, sales and website hits markedly.

## Prices

Business to Customer  
**£250 per 1000 (+ VAT)**

Business to Business  
**£250 per 1000 (+ VAT)**



# Website Advertising

The Q-Park website receives over a million hits a year. This is from people who are planning a journey that includes where they will be parking in the city they wish to visit. Parking is the first step of the journey and potential customers will also be looking for something to do, somewhere to eat or somewhere to stay. Your business could be their answer.

## Prices

**£150 per year (+ VAT)**  
per parking page



# Q-Park Rewards App

The Q-Park Rewards app allows customers to scan their parking ticket to gain a free 6th visit in rewards for their loyalty. This can allow businesses near to the facility to hit the customers straight away upon arrival with their offers and services. The perfect form of advertising for almost any business!

## Prices

£200 a quarter (+ VAT)



# Flyer Distribution

At our car parks our hosts undertake daily Meet and Greet activities. This involves going out into the car park and meeting customers, helping them with using the machines and giving out Q-Park flyers and parking vouchers. It gives us that personal touch! Flyer distribution has always been successful for Q-Park and has always led to an increase in sales.

## Prices

Prices per facility  
per hour £50 (+ VAT)



# Posters

Poster space in any of our Q-Parks can be considered invaluable to a business who really wants to get its messages through to potential customers. We have over 60 city centre sites in GB visited by hundreds of thousands of parkers annually. Poster frames are always put in places of high footfall meaning that your business is guaranteed maximum exposure.

## Prices

- £200 per quarter (+ VAT)
- £350 per 6 months (+ VAT)
- £600 per year (+ VAT)



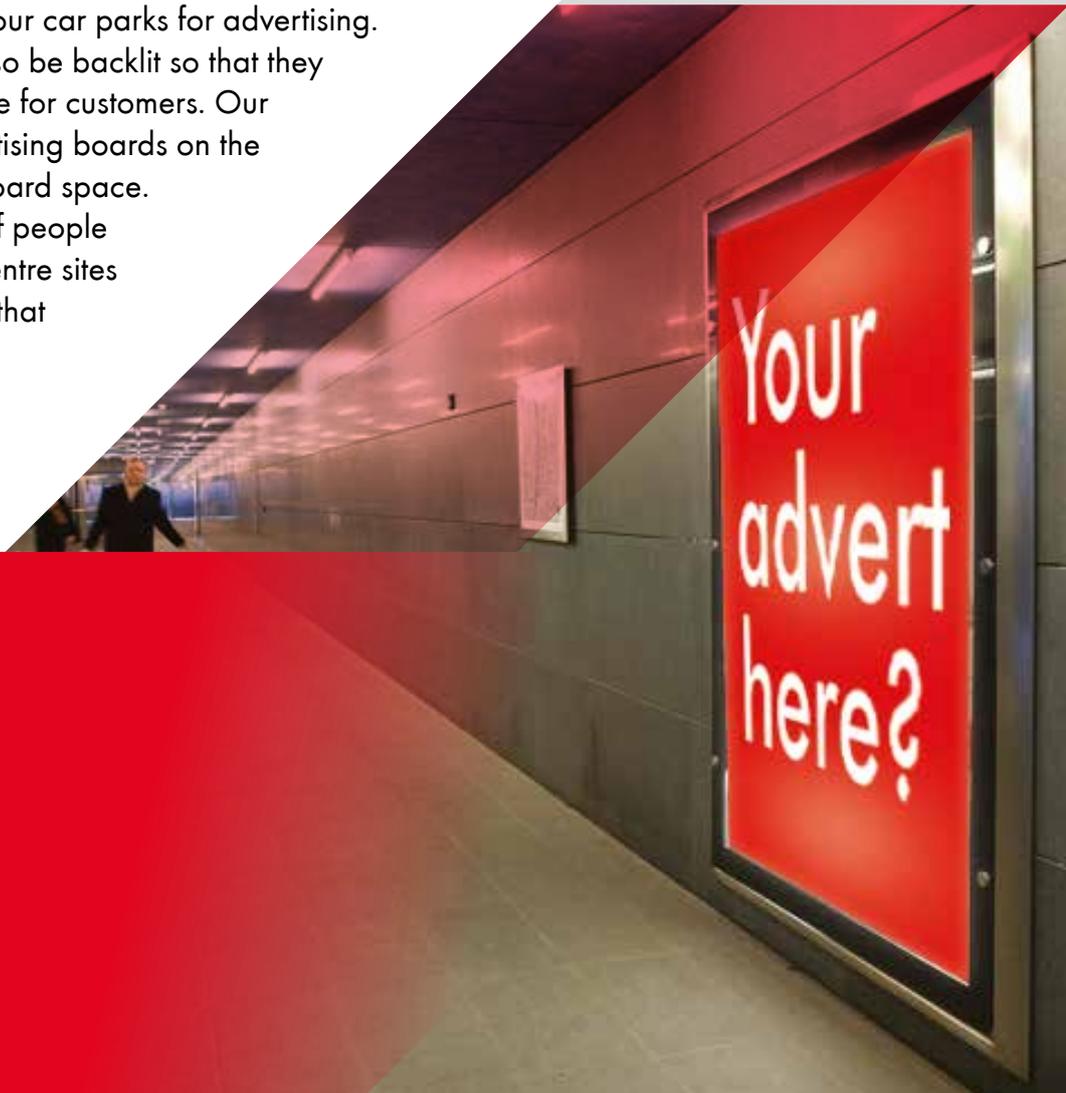
# Backlit Billboard Advertising

Billboards can be installed in our car parks for advertising. The advertising spaces can also be backlit so that they are as eye-catching as possible for customers. Our advertising ranges from advertising boards on the barriers to full wall sized billboard space. With hundreds of thousands of people parking annually at our city centre sites this represents an opportunity that cannot be missed.

## Prices

£500 per quarter (+ VAT)

£1500 per year (+ VAT)



# Product Launch Advertising

Our parking bays can be booked out for a maximum of two weeks to companies looking to advertise in the most unique way possible. These spaces can be utilised in whichever way you desire meaning that you can really get your company's sales messages across to customers.

## Prices

Price on application



# Events Locations

Our car parks can also play host to a range of events that can be tailored to suit your needs. Car parks are considered to be a unique venue for events and our car parks have hosted a wide range of events including charity fashion shows to corporate and networking events.

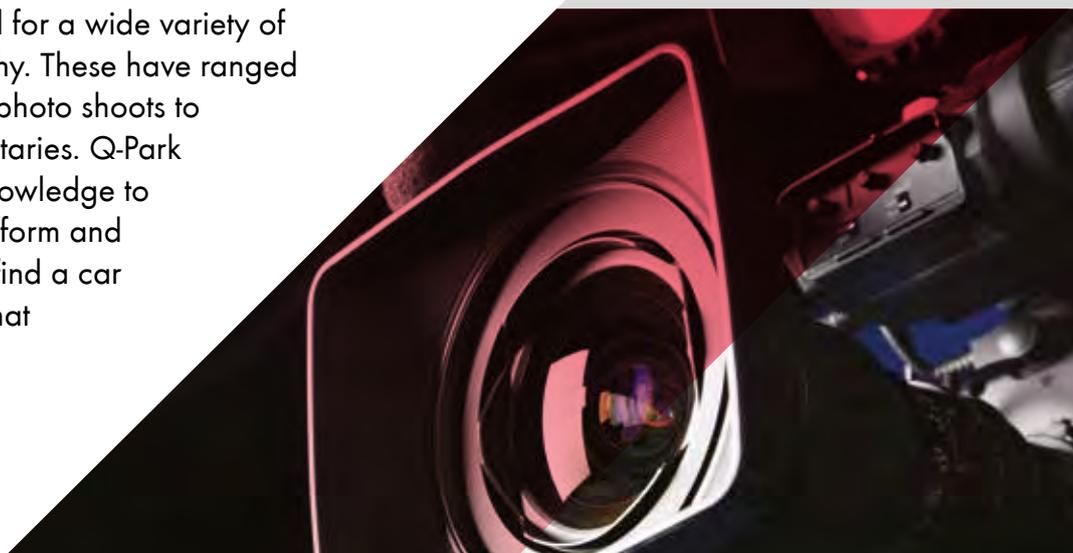
## Prices

Price on application



# Filming & Photography

Q-Park facilities have been used for a wide variety of different filming and photography. These have ranged from car television adverts and photo shoots to television dramas and documentaries. Q-Park have the experience and the knowledge to assist you in any way, shape or form and we can guarantee that we can find a car park that will meet the criteria that you set out.



## Prices

Location	Type	Half Day Rate (up to 4 hours)	Full Day Rate (up to 8 hours)	24 Hour Rate	Weekend Rate
Up to Half Floor	Event / Filming	£600	£1,000	£1,200	Negotiable
One Floor	Event / Filming	£1,200	£2,000	£2,400	Negotiable
Two Floors	Event / Filming	£3,000	£5,000	£6,000	Negotiable
Roof Level	Event / Filming	£900	£1,500	£1,800	Negotiable
Lobby Area	Event / Filming	£600	£1,000	£1,200	Negotiable
Other	Event / Filming	Negotiable	Negotiable	Negotiable	Negotiable
Interior / Exterior	Photography	£120	£200	£240	Negotiable

All prices Exclude VAT

# For media enquiries:

T: 0800 002 9300

E: [marketing@q-park.co.uk](mailto:marketing@q-park.co.uk)

We hope to hear  
from you soon!