

Car Park Advertising was launched for the first time in Jersey in 2007 and inevitably provides major exposure for local, national and international advertisers alike. There are 5 major multi-storey Car Parks reaching over one million drivers.



Why should you advertise in car parks?

Market research shows conclusively that buying decisions can be influenced right up to the moment of purchase. Attracting the attention of people parking their cars, on their way to the shops and businesses can prove to be a very effective way to promote products and services.

Jerseys only Large Format Exterior Advertising

Green Street Car Park

3 x A0 & 1 x A1 sized poster sites each positioned internally at the entrance to the lift on each floor.
1 x Large format exterior site 8m x 1.8m situated on the exterior of the lift and in full view to all passing traffic & pedestrians.
This car park is used by commuters daily and residents in the evenings, there are 608 spaces and 2 motorcycle areas.
Maximum occupancy figures can exceed 219,000 within 1 year.

Minden Place Car Park

6 x A1 sized poster sites each positioned internally at the entrance to the lift on each floor.
1 x Large format exterior site 8m x 1.1m situated on the car parks exterior corner in full view to passing traffic & pedestrians.
1 x Large format exterior site 10.5 x 2m situated on the lift exterior in full view to passing traffic & pedestrians.
This car park is used primarily by shoppers with a maximum 3 hour time limit, there are 243 spaces & a motorcycle areas.
Maximum occupancy figures can exceed 266,000 within 1 year.

Pier Road Car Park

7 x A1 sized poster sites each positioned internally at the entrance to the lift on each floor.
1 x Landscape Illuminated Lightbox 1.5m x 3m situated on the exit of the car park in view to all traffic leaving the car park.
1 x Large format exterior site 10m x 2m situated on the exterior of the lift and in full view to all passing traffic & pedestrians.
This car park is used by both commuters and visitors to Fort Regent Leisure centre, there are 745 spaces.
Maximum occupancy figures can exceed 271,000 within 1 year.

Sand Street Car Park

4 x A0 & 6 x A1 sized poster sites are situated on the main stairs except for one that is situated in the parking area.
1 x Landscape Illuminated Lightbox 1.2m x 2.5m situated on the exit of the car park in view of traffic leaving the car park.
2 x Large format exterior site 2.5m x 11.5m situated on either side of the lift, in full view to all passing traffic & pedestrians.
This car park is used primarily by shoppers with a maximum 3 hour time limit, there are 500 spaces & a motorcycle areas.
Maximum occupancy figures can exceed 365,000 within 1 year.

Patriotic Street Car Park

4 x A0 sized poster sites each positioned internally at the entrance to the stairs on each floor.
This car park is used by commuters daily and residents in the evenings, there are 619 spaces and 2 motorcycle areas.
Maximum occupancy figures can exceed 204,000 within 1 year.