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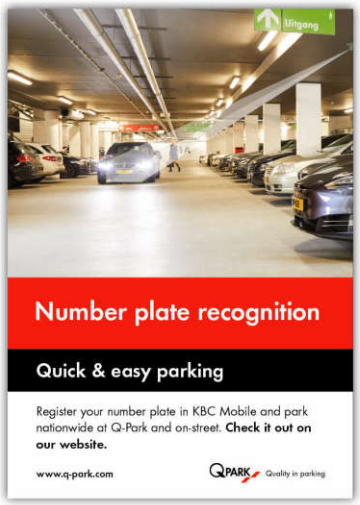
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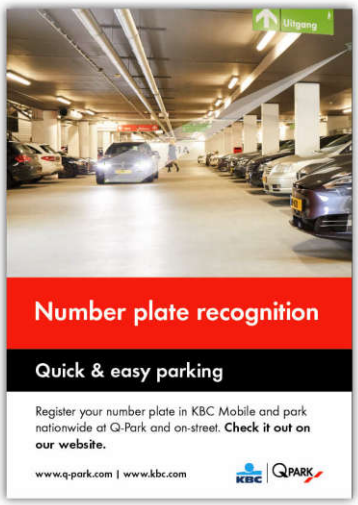
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Figure 61: Poster example - Informative message

Version 1 – Body copy with attention



Version 2 – Co-branded



Version 3 – CTA

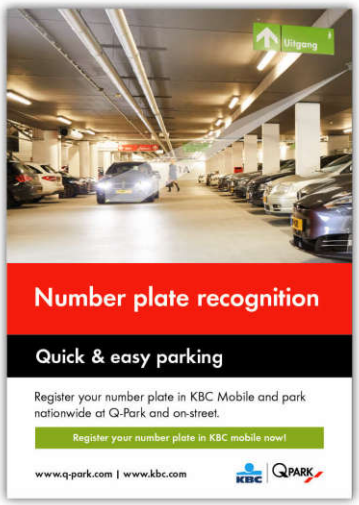
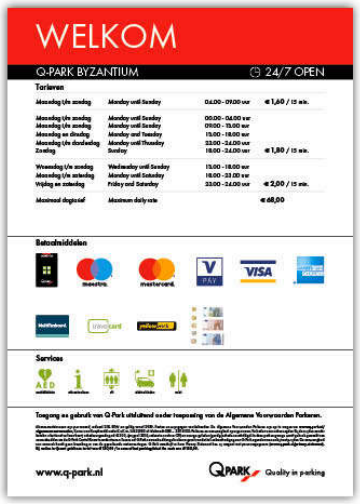


Figure 62: Poster example - Prices & Services

BIB - Blockpricing



Menu - Blockpricing



Brochures and flyers

Please submit your country specific examples / best practices.

Event material

Please submit your country specific examples / best practices.

POS material

Please submit your country specific examples / best practices.

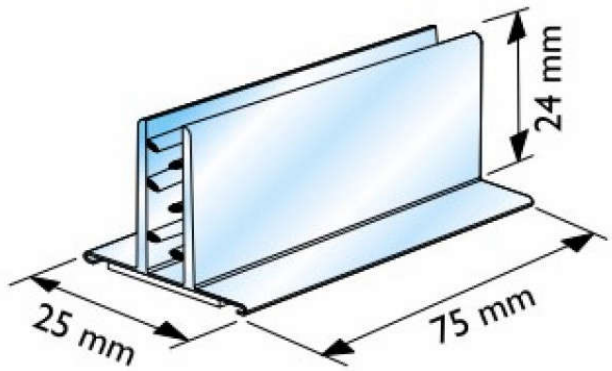
Production details
Commercial campaign poster (short term); Maco Silk 200g

Commercial informative poster (long term); Polypropylene 350 micron/µm white, UV and moisture resistant

PMS display;

- Dibond® (alternative names are Alupanel or Alubond), composite plastic core with aluminum top layer, 2 sides white RAL 9003, thickness 3mm, UV resistant
- Fixation by Gripper / Cardholder

Figure 63: PMS display gripper / cardholder



Bouwhek / et cetera

Advertising

Please submit your country specific examples / best practices.

Parking facilities as advertising podium

Q-Park, commercial partners and third parties may use the Q-Park parking facilities as a podium for commercial messages. This can be in many formats, for example: billboards, triangle boards, posters, product sampling, parking marked cars.

The rules are:

- Our brand identity and quality standard are our top priority. Additional revenue is of secondary importance.
- Q-Park has a quality standard for advertising frames.
- We do not want media carrier overkill, we look for the best places without hindering customers.
- Media carriers may only be placed in pedestrian zones.
- No advertisements are permitted at the parking facility entrances or exits.
- We do not advertise on the access and exit barriers.
- We do not permit posters or other expressions without frames.
- The marketing manager of each Q-Park country bears final responsibility for the advertising project. They negotiate the contract together with the country managing director.
- The real estate manager bears final responsibility for placing and maintaining the advertising frameworks.
- We work with preferred suppliers and media partners on a European-wide basis.

Other locations, special formats and concepts

Special locations such as off-airport parking, train stations (P+R), and motorway locations must be negotiated with Q-Park representatives. These projects are complex in nature due to other contractual commitments and political or environmental