

6 Car Parks,
1.7m vehicles
a year



JERSEY CAR PARKS

The 5 multi-storey car parks and the new Charles Street single storey car park, are all located in the Island’s thriving town centre.
Car park advertising receives extremely high levels of exposure and therefore provides a solid platform for local and international advertisers to build brand awareness.



Over 1.7 million vehicles park each year.



50% of islanders use a vehicle to get to work in St Helier.



All car parks are accessible
24 hrs a day 365 days a year.



Eye catching locations for commuters & consumers.



Internal, external & digital advertising sites available.



All 5 multi-storey car parks are based in the Island’s capital, St Helier.

Car Parks	Weekly	Monthly	Yearly
Sand Street	9,000	39,000	468,000
Minden Place	6,600	28,600	343,200
Pier Road	3,000	13,000	156,000
Green Street	5,070	21,970	263,640
Patriotic Street	5,400	23,400	280,800
Charles Street	3,500	15.168	182,016

**All prices and information correct at time of printing.

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space today...



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Available Formats:
Interior - A1 & A0 poster sites, illuminated light boxes, floor graphics & wall wraps.
Exterior – Large format banner sites.
Digital – 1080 x 1920px portrait
Specifications on request:
Print- Artwork should be received 10 days before fitting date (4 weeks exterior)
Digital - 2 days prior to upload.

POSTER SITES

Both Standard and Premium poster sites are available in all 5 of the multi-storey car parks. Our premium sites are located either on street level or in a prime position within the car park where they have an increased amount of exposure due to higher footfall.

Site	3 month	12 months
Premium A0 Per week	£525 (£20.00)	£2250
Premium A1	£450	£1750
Standard A0	£375	£1500
Standard A1	£300	£1250
Longer term contracts available P.O.A discounts available Production & Fitting A1 £65 / A0 £76		

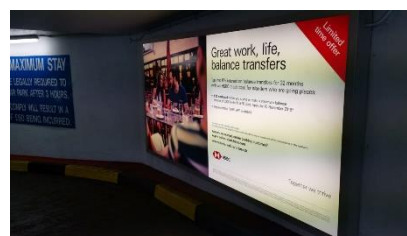


ILLUMINATED LIGHTBOXES

Backlit advertising sites create a powerful visual impact and are available in both Minden Place and Sand Street car parks.

Both locations provide a prominent and eye-catching format and are guaranteed to capture the attention of all people arriving and leaving the car park.

Site	Rate
Sand Street (2500 x 1220mm)	£3985 per year
Minden Place (3000 x 1500mm)	£4725 per year
With option to take additional wall wrap Production & Fitting : From £475 – please ask for quote	



LIFT ADVERTISING

For the first time in Jersey, lift advertising has been made available in all of St Helier's 5 multi-storey car parks.

Used thousands of times a day by commuters, lifts are a perfect medium for advertisers to embrace a very captive audience and take ownership of a moving space.

Site	Rate
Full Lift	£3995 per year
Production & Fitting cost P.O.A.	



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EXTERIOR SITES

Currently the only long-term exterior advertising sites available in St Helier. The large format sites present advertisers with a unique opportunity to gain extremely high levels of exposure by targeting the general public in the areas surrounding the car parks, in addition to the high numbers of frequent car park users.

There are a total of 5 large format exterior sites available at 4 of the multi-storey car parks; Sand Street Car Park x 2 advertising sites, Green Street Car Park, Minden Place Car Park & Pier Road Car Park

Site	Rate
Large Format Exterior Site	£7500 per year
Production & Fitting costs vary for each banner. Please ask for quote.	
Minimum contract one year	

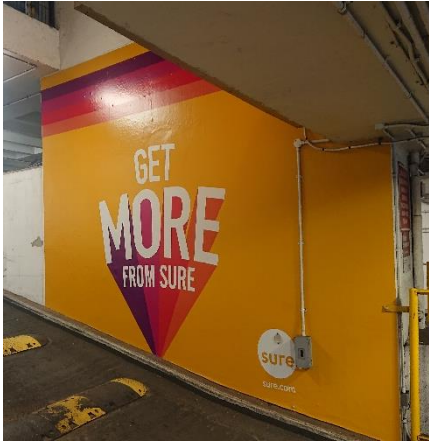


WALL WRAPS

Wall wrap graphics are available in all car parks and can either work alone or add a whole new dimension to a poster site.

They provide a powerful visual element, enhancing your advertising but most of all making it stand out.

Site	Rate
Wall Wraps	From £1995 per year
Production & Fitting costs from £475	



WALL BRANDING

Brand New, these large formats wall sites are perfect for a brand to take ownership in a creative way and capture the attention of people arriving and leaving Green Street Car Park.

Car park advertising receives extremely high levels of exposure and therefore provides a solid platform for advertisers to build brand awareness.



Green Street Car Park	Rate
Level Wall Branding	£2995 per year
Top floor Wall Wrap	£3275 per year
Production & Fitting costs from £445	



New For 2025 – Charles Street Car Park



Position your brand in St Helier's newest short stay car park in the heart of the town centre, offering a strategic opportunity to reach a steady flow of residents, commuters, shoppers and visitors. Premium advertising spaces, including large-format sites and digital screen at the main entrance and exit point.

Statistics: Vehicles Parked

Weekly	Monthly	Yearly
3,500	15,168	182,000**

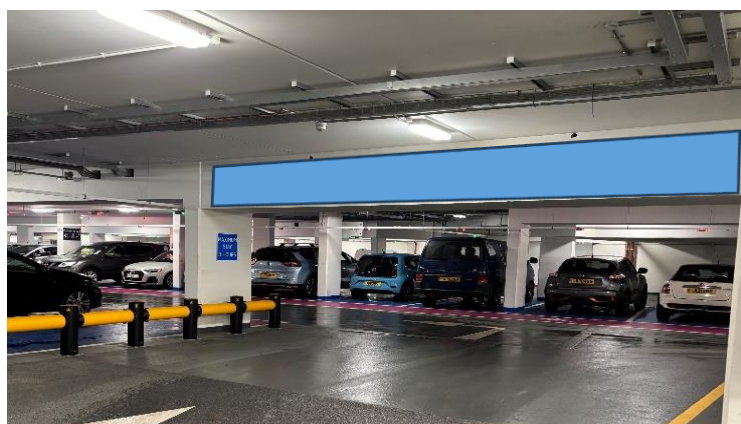


Positioned at the vehicle entrance, this wall wrap offers an unmissable opportunity to capture attention. Every driver and passenger entering the car park is guaranteed to see your brand, making it the perfect location to maximize exposure and create a lasting impression.

Site	Rate
(1580mm x 10210mm)	£3995
Production & Fitting : £1578.00	

Make a bold statement with our brand-new banner, strategically placed at the first overhead bulkhead from entering the car park. As the only banner on site, it commands attention and guarantees your brand stands out and with prime positioning it offers an unrivalled opportunity to captivate your audience and leave a lasting impression.

Site	Rate
(770mm x 7150mm)	£2750
Production & Fitting : £778.50	



For Digital see digital rates page next.

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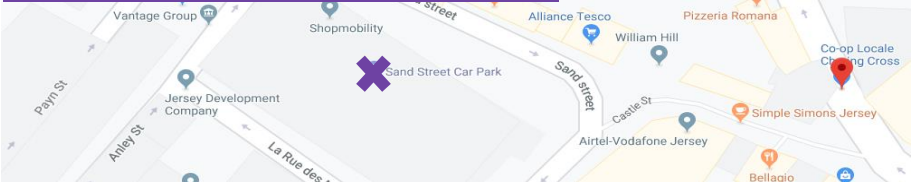
CAR PARK DIGITAL SCREENS

All our digital screens are located on street level of three of the busiest multi-storey Car Parks in the town centre of St Helier. The screens are all situated in high footfall areas grabbing the attention of all users.

Sand Street Car Park

- 9000 vehicles parked weekly.
- Located at the street level entrance of Sand Street car park.

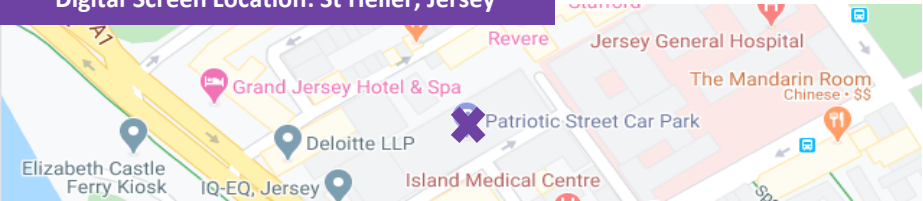
Digital Screen Location: St Helier, Jersey



Patriotic Street Car Park

- 5400 vehicles parked weekly.
- Can be viewed when arriving and leaving the car park.

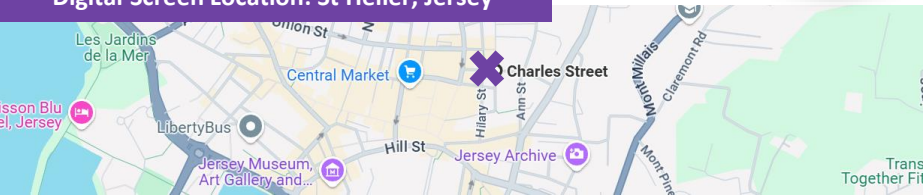
Digital Screen Location: St Helier, Jersey



Charles Street Car Park

- 3500 vehicles parked weekly.
- Located at the main pedestrian entrance

Digital Screen Location: St Helier, Jersey



New
Digital Screen
for 2025



Rates For 3 Screens Combined

Duration	1 Week Rate	4 Week Rate	13 Week Rate	26 Week Rate	52 Week Rate
10 seconds on 3 screens	£210.00	£672.00	£1612.80	£2580.00	£4128.00
20 seconds on 3 screens	£312.50	£995.00	£2400.00	£3840.00	£5995.00

Digital Upload Fee £75 (cost covers all three screens)

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