



PARKING FACILITIES ADVERTISING OPPORTUNITIES

Reach Your Target Audience throughout Worcester!

The City of Worcester offers a variety of advertising opportunities in its' parking facilities and affiliated properties. These locations deliver access to a large audience of **parking patrons, pedestrian traffic, driver traffic and more.** With more than 180,000 Worcester residents and over 2,000,000 visitors to Worcester annually, eye-catching ads using the Worcester Parking facilities are very effective.

Affordable Advertising that Reaches Thousands of Viewers Each Day!

Parking Garages

The City of Worcester has exclusive advertising opportunities in 5 Parking Garages including Federal Plaza (Hanover Theater), Pearl – Elm Street (Downtown), Worcester Common (Downtown), Major Taylor Boulevard (DCU), Union Station (Amtrak/MBTA). With approximately 750,000 annual users, these garages represent outstanding advertising opportunities.

- Wall Murals
- Ticket Dispensers
- Pay Station Posters
- Pole Wraps
- Elevator Ads
- Exterior Signage
- Exit Gate Arms
- Vehicle Entrances/Exits
- Pedestrian Entrances/Exits
- And more....

Parking Lots

Other high visibility opportunities exist in the 14 parking lots scattered throughout the City including lots in proximity to Hanover Theatre, DCU Center, Palladium, Mechanics Hall, Public Library, City Hall, Highland Street, Green Street and more. Available opportunities in parking lots:

- Entrance/Exit Signage
- Parking Meter Wraps
- Pay Station Posters
- And more....

Other Opportunities

A number of additional opportunities exist throughout the City including:

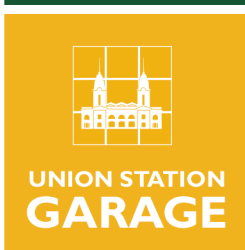
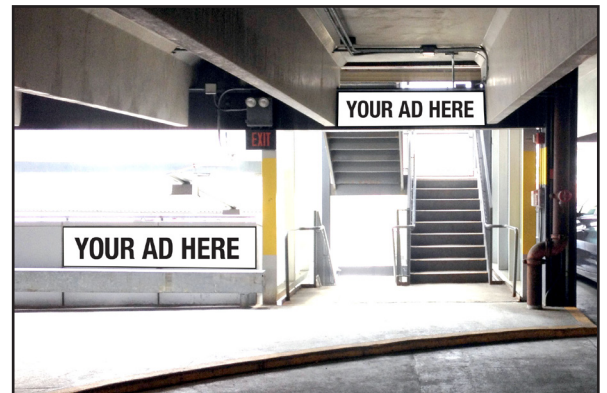
- Parking Meter Wraps on City Streets
- Parking Guide Brochure
- Miscellaneous Signage throughout the City

Today it is even more important to use a variety of media to reach your targeted audience and these high-impact, highly-visible opportunities with the City of Worcester will do just that!



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The following photographs represent some of the advertising opportunities at Worcester's parking garages and parking lots. For a detailed list or facility walk through, contact Joe Giacobbe at 508-792-6655 or email at joe@palleyad.com.

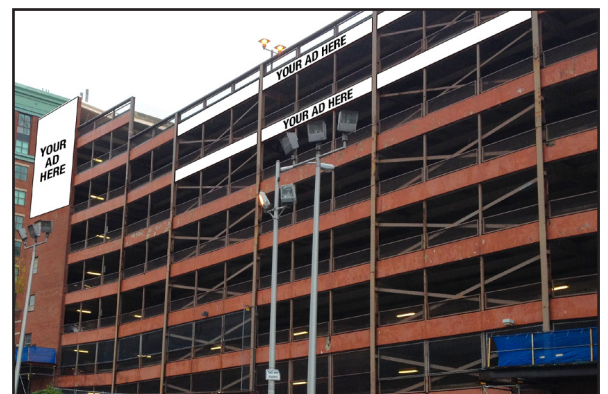


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