



CITY OF LINCOLN PARKING FACILITIES



ADVERTISING
GUIDE



CITY OF LINCOLN PARKING FACILITIES

Every month, 130,670 ¹ vehicles park it downtown with the City of Lincoln's parking facilities. In an effort to support downtown economic growth, the City of Lincoln Parking System is offering a unique advertising strategy to downtown businesses.

Post it Downtown has been developed with the advantage of reaching the active downtown visitor who is typically on the move and otherwise difficult to reach with alternative media sources. Post It Downtown is a vertical branding strategy that allows downtown retailers to reach their target audience in the City's parking facilities within walking distance of their business.

All forms of advertising are important, but with the fast paced movement of potential consumers, convenience and time are critical factors in a downtown setting. With the average indoor billboard holding a viewers attention for ² 1.5 to 2 minutes, your message is guaranteed to receive a call to action through a vertical branding strategy. This allows fast paced consumers to take the time to become informed.

Vertical packages have been created for demographically diverse facilities in the downtown area. Based on the facility's layouts and traffic flow, the vertical and lift packages are strategically placed around high traffic areas within each facility.

1. Numbers are based on City of Lincoln Parking System utilization analysis. These numbers are based on a per vehicle ratio and are calculated by the number of vehicles entering the garages. The figures on the subsequent pages have been broken down by facility.

2. Indoor billboard information is courtesy of adpowermedia.com.





Carriage Park

Carriage Park Garage was built to support the expansion of the Cornhusker Hotel and Conference Center. Constructed in 1995, it provides parking for 710 vehicles. Downtown employees, hotel guests and students utilize this garage. It is also used frequently by visitors to the State Capitol Building.

Carriage Park Garage Traffic	
Monthly:	18,147
Weekly:	4,220
Daily:	603

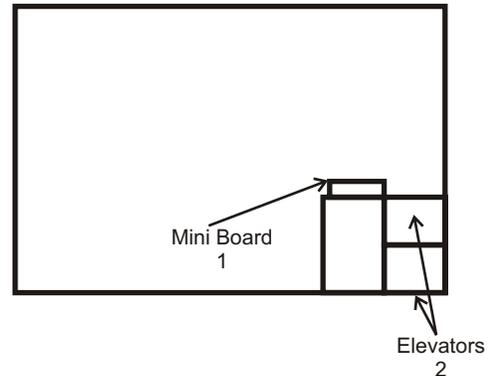
Carriage Park Garage Viewing	
Month:	48,997
Week:	11,395
Day:	1,628

Packages

One Lift Package is available. These boards are positioned from a distance to handle multiple viewers at a time.

Lift Package

- 2 - Elevators
- 1 - Mini Board



Center Park

Center Park Garage is considered the "hub" parking facility in downtown Lincoln. The structure is located between "O" and "N" Streets and provides parking for 1,048 vehicles. Constructed in 1978, this facility also houses office, retail and educational facilities. This garage is considered the primary parking facility for the Douglas Grand Theatre as well as Southeast Community College.

Center Park Garage Traffic	
Monthly:	38,452
Weekly:	8,942
Daily:	1,277

Center Park Garage Viewing	
Month:	14,241
Week:	24,144
Day:	3,449

Packages

Six unique vertical and three lift packages are available within Center Park Garage. The packages were designed to give potential advertisers the maximum exposure within a large structure.

Vertical Package

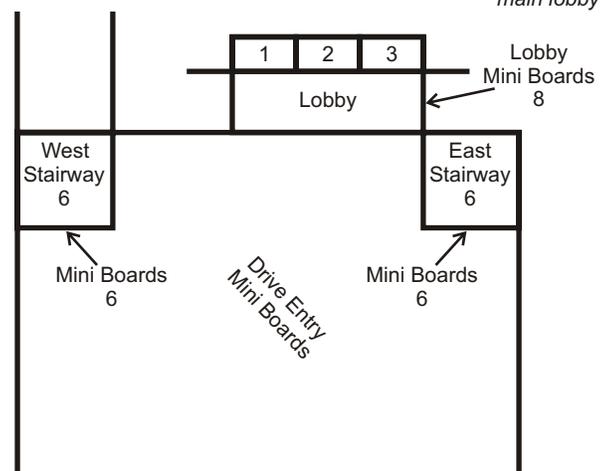
- 2 - Mini Boards
- 1 - East Stairway
- 1 - West Stairway

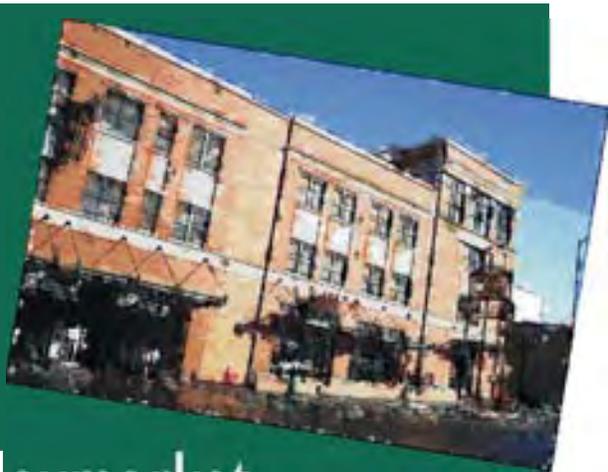
Lift Package

- 1 - Elevator
- 2 - Mini Boards

Ground Package

- 3 - Mini Boards
- (1) Drive entry
- (2) Indoor main lobby





Haymarket

The Haymarket Garage was constructed in 2001 and provides space for 440 vehicles. This facility is located in the Historic Haymarket District. Customers come to shop for produce, experience fine dining and attend sporting events. This garage is a prime venue for advertising your business.

Haymarket Garage Traffic
 Monthly: 9,107
 Weekly: 2,118
 Daily: 303

Haymarket Garage Viewing
 Month: 30,054
 Week: 6,989
 Day: 998

Packages

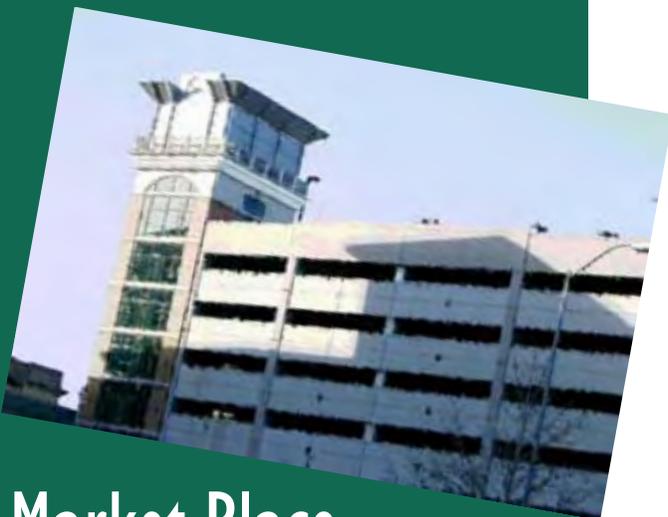
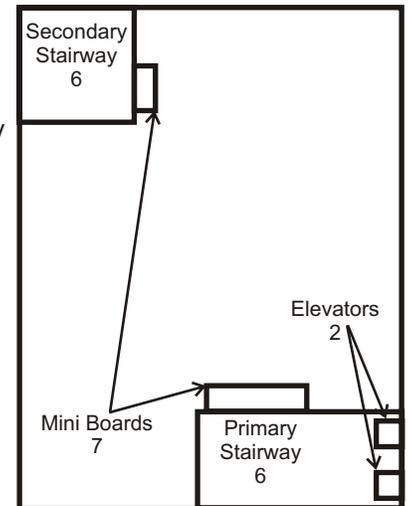
Six unique vertical and two lift packages are available for Haymarket retailers. These vertical packages were designed to give strategic positioning throughout the Haymarket Garage.

Vertical Package

- 1 - Mini Board
- 1 - Primary Stairway
- 1 - Secondary Stairway

Lift Package

- 1 - Elevator



Market Place

Market Place Garage was established in 1995 and holds a total of 385 vehicles. Because of its close proximity to the Embassy Suites Hotel and the Haymarket district, Market Place entertains and a vast assortment of guests. Visitors to this facility include tourists, nightlife seekers and sports enthusiasts.

Market Place Garage Traffic
 Monthly: 10,690
 Weekly: 2,486
 Daily: 355

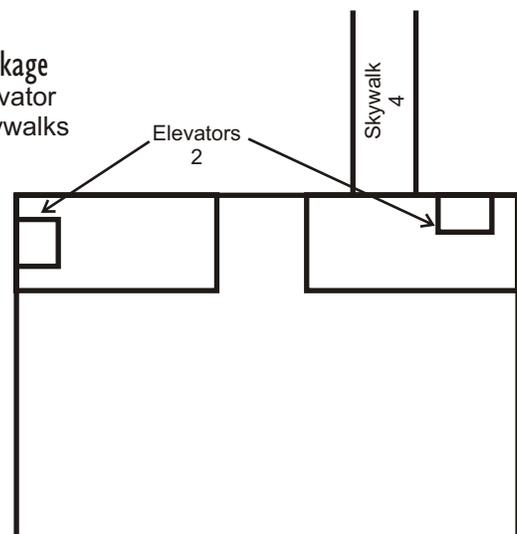
Market Place Garage Viewing
 Month: 28,863
 Week: 6,712
 Day: 959

Packages

Two Lift packages are available. These boards are positioned from a distance to handle multiple viewers at a time.

Lift Package

- 1 - Elevator
- 2 - Skywalks





Que Place

Located in the heart of downtown Lincoln, Que Place Garage has been a thoroughfare for traffic since 1994. Nestled on the south side of "Q" Street between 11th and 12th Streets, Que Place Garage holds a variety of demographic visitors. Within the 809 spaced garage, visitors range from downtown employees, nightlife seekers, sports enthusiasts and tourists. At a location such as this, who couldn't ask for a better consumer mix.

Que Place Garage Traffic	
Monthly:	32,952
Weekly:	7,663
Daily:	1,095

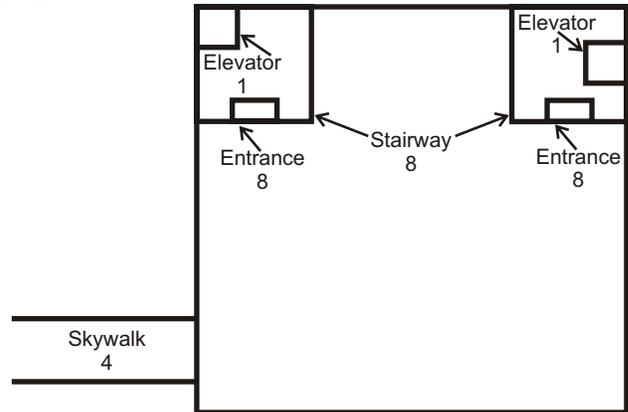
Que Place Garage Viewing	
Month:	88,971
Week:	20,691
Day:	2,956

Packages

Four unique vertical and two lift packages are available for downtown retailers. Both packages were designed to give strategic positioning throughout the Que Place structure.

Vertical Package	
1 - Skywalk	
2 - Stairways	
2 - Entries	

Lift Package	
1 - Elevator	
1 - Mini Board	



University Square

The University Square Garage houses 437 parking spots, of which 143 are reserved for downtown residents. Because of its close proximity to entertainment venues in the area, this garage receives a large amount of business in the evenings. Visitors to this facility include college students, night-life seekers, and retail consumers.

Haymarket Garage Traffic	
Monthly:	20,375
Weekly:	4,738
Daily:	677

Haymarket Garage Viewing	
Month:	67,238
Week:	15,637
Day:	2,234

Packages

? unique vertical and ? lift packages are available for downtown retailers. ? packages were designed to give strategic positioning throughout the ???? structure.

Vertical Package	
? - Skywalk	
? - Stairways	
? - Entries	

Lift Package	
? - Elevator	
? - Mini Board	

Remodeling of
University Square
Coming Soon Fall of 2007



Package Description

STANDARD VERTICAL PACKAGES

	Six Months	One Year
Center Park	\$693	\$1,247
Haymarket	\$480	\$864
Que Place	\$693	\$1,247
University Square	COMING SOON	

PREMIUM VERTICAL PACKAGES

	Six Months	One Year
Center Park	\$819	\$1,474
Haymarket	\$600	\$1,080
Que Place	\$819	\$1,474
University Square	COMING SOON	

LIFT PACKAGES

	Six Months	One Year
Carriage Park	\$693	\$1,247
Center Park	\$1,008	\$1,814
Haymarket	\$360	\$648
Market Place	\$527	\$948
Que Place	\$882	\$1,588
University Square	COMING SOON	

PROVIDING ELECTRONIC ARTWORK

Posters size: 22" x 28"
Image size: 21.5" x 27.5"

Accepted Files

PDF, TIF, JPEG, EPS (300 dpi minimum)

PROVIDING GRAPHIC ELEMENTS

Accepted Graphic Files

PDF, TIF, JPEG, BMP, PSD, EPS or CDR
300 dpi minimum for both poster and mini board

Accepted Copy Files: Microsoft Word, Text, PDF

E-mail files to: parking@lincoln.ne.gov
or provide a non returnable CD or DVD
and mail to:

City of Lincoln / Parking Garages
ATTN: City Parking Manager
850 'Q' Street
Lincoln, NE 68508
402 / 441-6472

Pricing

Pricing includes cost of space and maintenance. Printing, layout and design will be an additional charge. All packages are sold as six month and 1 year commitment.

Discount Program

Purchase a one year package and receive 10% off the package rate. Buy additional packages for another garage and receive an additional 5% off.

Placement

Premium packages are located on the first two levels of each facility. For all other levels, standard rates apply. Packages are filled on a first come, first serve basis.

Proof System

Proofs are e-mailed to clients. Upon delivery of proof, the advertiser has 48 hours to make changes and return proof. All final approvals will be made by the advertiser and a signed approval form must be faxed to 441-8609. All ad layouts must meet city guidelines.

Mini Board Size Ad 89" x 40"

Placement at main entries and designated traffic areas.

Mini Boards are rendered in full color.

Image: 88.5" x 39.5"

Poster Size Ad 22" x 28"

Placed within stairways, entrances, elevators and skywalks.

Posters will be printed on a coated text weight stock.

Image: 21.5" x 27.5"

