

Advertising and Marketing

Municipal PPP Project Summaries

Advertising and Marketing. Planners and designers should consider advertising on networks of public infrastructure such as stations, road safety structures, overpasses, public parks, and buildings.

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The space in and around an infrastructure project can be used for advertising and marketing, to draw attention from consumers and increase consumption of their products or services.

The World Bank's [Municipal Public-Private Framework Case Studies](#) includes around 100 Project Summaries with examples of commercial value capture in various sectors and from countries around the world. Below is a list of projects and project summaries which use **Advertising and Marketing** as innovative sources of funding.

To find more see [Municipal Public-Private Partnership Framework](#).

List of Projects: Advertising and Marketing

- [Moncloa Transportation Exchanger, Madrid, Spain](#) (1)
- [Hong Kong Mass Transit Railway Corporation, Hong Kong SAR, China](#) (2)
- [Sheberghan City Bus Terminal, Sheberghan, Afghanistan](#) (4)
- [Modern Bus Terminal and Municipal Market, Danli, Honduras](#) (5)
- [Bus Terminal-cum-Commercial complex, Mohali, India](#) (6)
- [Amritsar Intercity Bus Terminal, Punjab, India](#) (7)
- [Bus Terminal and Commercial Complex, Dehradun, India](#) (8)
- [Urban Transport Services, Peja, Kosovo](#) (9)
- [Pulkovo International Airport, St. Petersburg, Russia](#) (11)
- [Commercial and Landside Operations of I Gusti Ngurah Rai International Airport, Bali, Indonesia](#) (12)
- [Free Public Wi-Fi and Interactive Kiosks Project, Kansas City, United States](#) (33)
- [Smart Poles and Streetlights, Bhopal, Madhya Pradesh, India](#) (36)
- [Mandaluyong City Market, Manila, Philippines](#) (38)
- [Rooftop Solar PV and Energy for Underserved Communities, Connecticut, United States](#) (66)
- [Stellar Ace, Singapore](#) (99)



[Moncloa Transportation Exchanger, Madrid, Spain](#)



[Hong Kong SAR, China](#)



[Kashan, Iran](#)



[Tegucigalpa, Honduras](#)



[Dehradun, India](#)



[Dehradun, India](#)



[Bus Terminal and Commercial Complex, Dehradun, India](#)



[Ngurah Rai International Airport, Bali, Indonesia](#)



Kansas City, United States



Madhya Pradesh, India



Madhya Pradesh, India

Mandaluyong City Market, Manila, Philippines



[Communities, Connecticut, United States](#)

[Stellar Ace, Singapore](#)

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The [Guidelines on Innovative Revenues for Infrastructure \(IRI\)](#) is intended to be a living document and will be reviewed at regular intervals. They have not been prepared with any specific transaction in mind and are meant to serve only as general guidance. It is therefore critical that the Guidelines be reviewed and adapted for specific transactions.

To find more, visit the [Innovative Revenues for Infrastructure](#) section and the [Content Outline](#), or [Download the Full Report](#). For [feedback](#) on the content of this section of the website or suggestions for links or materials that could be included, please contact the Public-Private Partnership Resource Center at ppp@worldbank.org.

