

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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Advertising and Marketing, IRI, Billboard, Free photo blank billboard on bus stop shelter at night

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)

Project Summaries

Photo railroad travel passenger train with motion blur effect, concept tourism.

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

[Hong Kong MRT](#)

[Hong Kong Mass Transit Railway Corporation, Hong Kong SAR, China](#)

[City Bus Terminal](#)

Sheberghan City Bus Terminal, Sheberghan, Afghanistan

Municipal Market found or type unknown

Modern Bus Terminal and Municipal Market, Danli, Honduras

Bus Terminal found or type unknown

Bus Terminal and Commercial Complex, Dehradun, India

Bus Terminal-cum-Commercial complex

Bus Terminal-cum-Commercial complex in Mohali, India

Bus Terminal found or type unknown

Amritsar Intercity Bus Terminal, India

Bus Terminal

Bus Terminal and Commercial Complex, Dehradun, India

Urban Transport found or type unknown

Urban Transport Services, Peja, Kosovo

airport found or type unknown

Pulkovo Airport, St. Petersburg, Russia

airport found or type unknown

Commercial and Landside Operations of I Gusti Ngurah Rai International Airport, Bali, Indonesia

Internet image found or type unknown

Free Public Wi-Fi and Interactive Kiosks Project, Kansas City, United States

streetlights found or type unknown

Smart Poles and Streetlights, Bhopal, Madhya Pradesh, India

streetlights

Smart Poles and Streetlights, Bhopal, Madhya Pradesh, India

city market found or type unknown

Mandaluyong City Market, Manila, Philippines

roof solar found or type unknown

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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.

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