

PARKER MAGAZINE MEDIA KIT 2018



Mission

Connecting parking and mobility professionals

"We bring together professionals from across a broad spectrum of the parking and mobility industries to network, provide training, develop and adapt new technologies and enhance customer experiences for the betterment of our communities and industry."

Advertising Opportunities

FOR MEMBERS ONLY



Canadian Parking
Association
Association canadienne
du stationnement

Parker Magazine

Parker is the first fully bilingual parking trade magazine in the world.

Issued quarterly, Parker magazine reaches key personnel and decision makers in the industry's various sectors including hospitals, airports, post-secondary institutions, municipalities, government agencies, private operators, equipment developers/suppliers and consultants. In addition to the parking sectors, the industry intersects transportation, construction, financial and technology industries in the delivery of its services to the public.

Parker is a reliable source for members to increase their expertise in the field of parking, and it examines issues including advancement in technology, insurance regulations, revenue control, facility maintenance, transportation demand management (TDM), planning, taxes, parking rates, and more. Being an excellent means of communication to the industry, Parker details trends on technical, political, and economic concerns for parking professionals, provides a forum for members to share information, and serves to educate the public on parking issues.

Mailing Cover Sheet, half-page prime space available

Be the first to be seen by including your message on the address label insert sheet, visible through the polymer protective mail sleeve.

Issue	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Members only	\$1,500	\$1,500	\$2,000	\$1,500

Advertorials

Take your message beyond the basic advertisement and reach your target market with in-depth detail about your product or services. Advertorials are available in one and two page full-colour formats. Camera ready artwork, design services available for an additional fee.

Layout	Single Page	Double Page Spread
Members only	\$1,500	\$2,500



Canadian Parking Association
Association canadienne du stationnement

The Canadian Parking Association is the only organization of its kind representing the public parking industry in Canada for more than 35 years.

Parker Advertising Rates

Advertising Rates

Issue Date: 02/18

Size	1X rate	2X rate	3X rate	4X rate
Full Page	\$2,497	\$4,477	\$6,347	\$8,107
1/2 Page	\$1,397	\$2,481	\$3,509	\$4,477
1/3 Page	\$1,106	\$1,953	\$2,668	\$3,520
1/4 Page	\$880	\$1,540	\$2,167	\$2,750

Parker is the premier printed and electronic publication of the Canadian Parking Association serving as the national voice of the parking industry with a circulation of 2,000, plus available online at canadianparking.ca.

Cover Rates - Full Page, Colour Ads Only

Outside back cover	Add \$750 per issue
Inside front cover	Add \$550 per issue
Inside back cover	Add \$550 per issue

Consultants Directory

Business Card*	3 3/8" w x 2 1/8" h size	4 x rate	\$880
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* Text is limited to 10 lines plus a small logo

Guaranteed Position: 15% extra

Placement is not guaranteed until the issue is complete. Surcharge will be added once the position is confirmed.

FOR ADVERTISING INFORMATION

613-727-0700 x 10
carole@canadianparking.ca

Publishing Dates

Issue	Space Closing	Material Deadline	Mailed
1st Quarter	March 15	March 15	March 31
2nd Quarter	May 15	May 31	June 30
3rd Quarter	July 20	July 31	August 31
4th Quarter	November 7	November 15	December 15

FOR ARTWORK ASSISTANCE

613-727-0700 x 15
design@canadianparking.ca

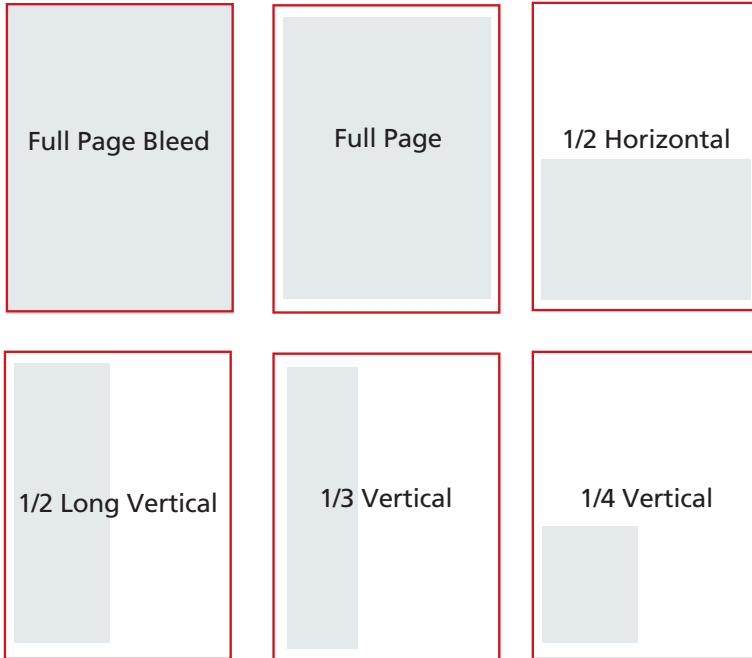
Parker Magazine Media Kit

Parker Advertising Specifications

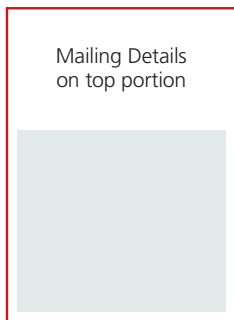
Parker Advertisement Sizes

Publication trim size: 8 3/8" w x 10 7/8" d

Ads are required to meet the format and sizing indicated.



Mailing Cover Sheet

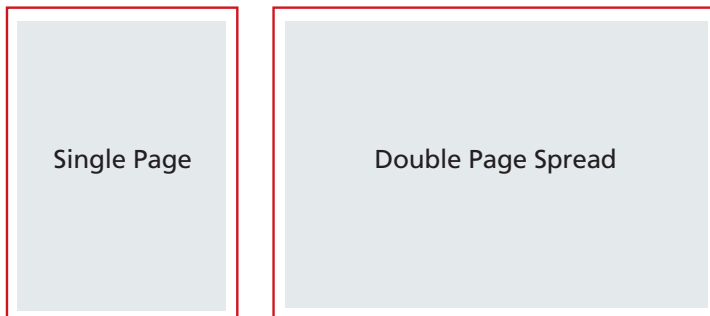


Sheet size: 8 3/8" w x 10 7/8" d
Image area: 7.5" w x 6.75" d

Advertorials

Single page - trim size: 8 3/8" w x 10 7/8" d

Double page spread - trim size: 16 6/16" w x 10 7/8" d



Mechanical Requirements

SIZE IN INCHES	WIDTH	X	DEPTH
Type Size	7"	x	9 1/2"
Trim Size	8 3/8"	x	10 7/8"
Bleed Size	8 5/8"	x	11 1/8"

Halftone Screen: 133 lines maximum

Advertisement Sizes

SIZE	WIDTH	DEPTH
Full Page Bleed	8 5/8"	11 1/8"
Full Page	7"	9 1/2"
1/2 Horizontal	7"	4 5/8"
1/2 Long Vertical	3 3/8"	9 1/2"
1/3 Vertical	2 1/8"	9 1/2"
1/4 Vertical	3 3/8"	4 5/8"
Business Card	3 3/8"	2 1/8"

PRODUCTION SPECIFICATIONS

Preferred format: Print quality (300 dpi) PDF file (PDF/X-1a:2001 preset) provided all the fonts are embedded, cropmarks are included and colour is converted to CMYK.

Other acceptable formats*:

Adobe InDesign — if all graphics and fonts are collected

Adobe Illustrator — if all links are included and fonts are outlined

High resolution tiff — if 300 dpi and CMYK colour

**Please include a pdf proof for reference. Publisher assumes no responsibility for print accuracy when a proof is not provided.*

DIGITAL ARTWORK DELIVERY

Upload link for Hightail (formerly Dropbox):

<https://www.hightail.com/u/>

CanadianParkingAssociation

In message, please indicate: file name, issue(s) the artwork is to run in, artwork size, program used, plus email address for your ad designer.

TECHNICAL QUESTIONS

Please contact Brenda at design@canadianparking.ca

Parker Magazine Advertising Contract

Please sign and forward this authorization form.

FAX to: 613-727-3183

EMAIL to: carole@canadianparking.ca

CLIENT INFORMATION

Advertiser | Company Name _____

Address _____

City _____ Prov/State _____ Postal/Zip Code _____

Contact _____

Phone _____ Fax _____

Email _____

INVOICE AGENCY

YES NO

Agency Name _____

Address _____

City _____ Prov/State _____ Postal/Zip Code _____

Contact _____

Phone _____ Fax _____

Email _____

ADVERTISEMENT SPECIFICS

Request Cover Space: Inside Front Cover Inside Back Cover Outside Back Cover
Frequency Discount: 2 issues 3 issues 4 issues - Save 10% by choosing all 4 issues

Issue	Ad Size / Advertorial / Cover Sheet	Artwork	Submit by	Rate
1st Quarter		Repeat / New	Mar 15	\$
2nd Quarter		Repeat / New	May 31	\$
3rd Quarter		Repeat / New	July 31	\$
4th Quarter		Repeat / New	Nov 15	\$

ISSUE DATE: 02/18

ADVERTISER'S INDEX INFORMATION

This information will appear in the Advertiser's Index:

Company Name: _____

Website: _____

REQUESTED GUARANTEED POSITION (Additional 15%*)

Please indicate desired position here: _____

Placement is not guaranteed until the issue is complete.

Confirmed Cover Position Fee: \$ _____

* Surcharge will be added once the position is confirmed.

Total \$ _____

Plus 13% HST \$ _____

Total with Tax \$ _____

AGREEMENT

- The space rates apply only to digital artwork being supplied. Design and layout services would be invoiced separately. **Ad artwork will be repeated through contract period unless new artwork is supplied by the due dates posted.**
- The Advertiser agrees to the insertion of advertising in the Parker at the time and for the sizes and rates stated, and agrees to pay the Canadian Parking Association the amounts stated as ads are published. Payment is due upon receipt of invoice. Two percent (2%) per month interest will be charged on accounts over 30 days.
- This contract or any portion may be cancelled by the client giving notice in writing seven weeks prior to the materials submission date. Guaranteed positions cannot be cancelled.
- The maximum liability in the event of error is limited to the ad space rate for that issue. In such event, contract will be extended by one issue for same advertising space at no charge. Contract price will remain unaffected.
- Parker Magazine and the Canadian Parking Association reserve the right to refuse advertising at any time without penalty. All advertisements are accepted and published with the understanding that the advertiser assumes liability for content of advertising matter (including text, representation and illustrations.) Placement of ads (other than confirmed cover placements) is at the discretion of the Editor.

Date _____ Signature of Advertiser _____