



Canadian Parking Association  
Association canadienne du stationnement

Gain exposure in the Canadian Parking and Mobility community through targeted advertising

# CPA MEDIA KIT 2024

Canadian Parking Association offers various advertising opportunities through each of its electronic and print media options. This includes print and online advertising in Parker Magazine, conference materials, web ads and e-newsletter opportunities.

Advertising and editorial content is accepted from the Parking and Mobility industries, as well as other interest groups that are related to, or have interest in the parking industry.

Reaching your target audience is simple using the Canadian Parking Association news outlets. For those who are interested in supporting the CPA while taking advantage of all available advertising options, consider becoming a **CPA Partner**. Benefits from partnership opportunities are numerous.



## 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.”

## Build a Marketing Plan that reaches the Canadian Market

Combined circulation for Parker and eNewsletter options will place your ad in front of 3,500 contacts up to 30 times in a calendar year. Online web ads and electronic Parker are just a click away and will link CPA contacts and visitors directly to your site.

Combine advertising options and save. Ad space rates for Parker magazine will be discounted by 10% for each issue that is accompanied by an online web ad or eNewsletter ad.

Advertising opportunities are available for events such as the Annual Conference and Trade Show and local chapter events. Put your marketing message in front of buyers both locally and nationally. Details are released prior to events, or by contacting [brenda@canadianparking.ca](mailto:brenda@canadianparking.ca) for information.

## Parker Magazine

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 sector, the industry intersects mobility, 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 fields of parking and mobility, and it examines issues including advancement in technology, insurance regulations, revenue control, facility maintenance, mobility, urban planning, data collection, taxes, parking rates, and more. Being an excellent means of communication to the industry, Parker articles include trends on technical, and economic concerns for parking and mobility professionals, provides a forum for members to share information, and serves to educate the public on parking and mobility issues.

## Special Offers

### 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 accepted or design services available for an additional fee.

Layout	Single Page	Double Page Spread	Special Conference Issue
Members	\$1,650	\$2,750	Add 10%
Non-Members	\$2,000	\$3,000	Add 10%

## Editorial Content

Each issue will focus on parking and mobility, technology and trends presented through case studies, articles and news releases. Advertisers are invited to submit relative, non-proprietary articles that focus on case studies and applications for consideration, or purchase Advertorials to announce new products and services. Email submissions to [brenda@canadianparking.ca](mailto:brenda@canadianparking.ca)

## Online Ads

The CPA website is the hub for networking and information sharing between professionals from the parking and mobility sectors. Website ad space is featured in key positions and on frequently visited pages, making this an effective way to reach your target market in Canada.

## eNewsletter

Delivered bi-weekly to CPA members and contacts. Content includes links to articles of interest, CPA event updates, association news and your ads.

## CPA Directory Listings

This online directory listings from all sectors of the parking and mobility business is an opportunity to showcase your products and services to potential clients that contact the CPA in search of vendors and service support for their parking operations.

# Parker Magazine Rates and Dates

## Parker Advertising Rates

### Advertising Rates

Size	1x insertion	2x insertion	3x insertion	3x insertion	Q3 Conference Issue Only
Full Page	\$2,880	\$4,608	\$6,912	\$9,216	\$3,000
1/2 Page	\$1,575	\$2,520	\$3,780	\$5,040	\$1,970
1/4 Page	\$1,250	\$2,000	\$3,000	\$4,000	\$1,565
Business Card	\$990	\$1,584	\$2,376	\$3,168	\$1,235

Issue Date: 11/23

20% discount is applied to multiple insertion rates and includes the discounted rates for the Conference Issue. Contract submission must include all issues to qualify.

### Cover Rates - Full Page Ads Only

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

### Guaranteed Position (for non-cover positions): 15% extra

Placement is not guaranteed until the issue is complete. Surcharge will be added to your invoice once the position is confirmed. (Excludes Cover Rates).

## Publishing Dates

Issue	Space Closing	Material Deadline	Published
Q1	March 5	March 12	March 31
Q2	May 28	June 11	June 30
Q3	August 9	August 15	September 9
Q4	November 8	November 15	December 5

CPA will include your company's Press Releases in Parker free of charge if accompanied by a minimum 1/4 page print ad or an online ad for minimum of 1 Qtr (3 months).

### Circulation 3,500

Via Post and eNewsletters  
Available Online at [canadianparking.ca](http://canadianparking.ca)

### For advertising information

613-727-0700 x 12  
[teresa@canadianparking.ca](mailto:teresa@canadianparking.ca)

### For artwork assistance

613-727-0700 x 15  
[brenda@canadianparking.ca](mailto:brenda@canadianparking.ca)

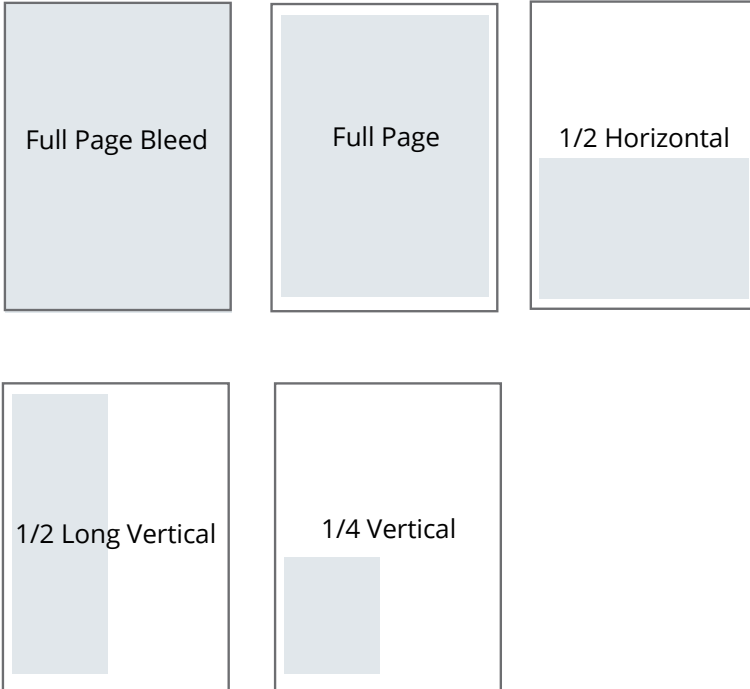
**ANNUAL PARTNERSHIP PACKAGES** are available and include a variety of the media advertising options in this Media Kit. Benefits commence immediately after enrolment and continue for the full year, including special conference benefits and acknowledgements. For more information about becoming a CPA Partner, contact [carole@canadianparking.ca](mailto:carole@canadianparking.ca)

# Parker Magazine Mechanical

## Parker Advertisement Sizes

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

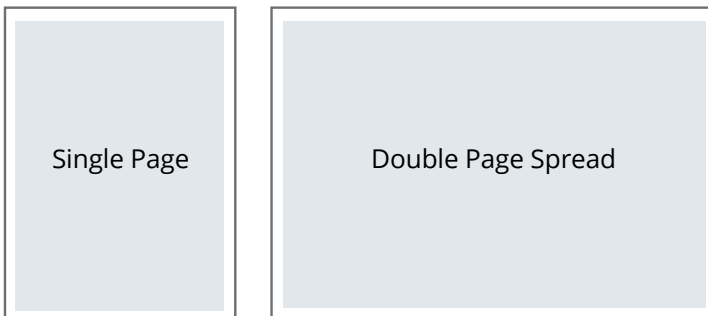
Ads are required to meet the format and sizing indicated.



## 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 / Live Area	8 3/8"	x	10 7/8"
Bleed Size	8 5/8"	x	11 1/8"

### 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"
1/4 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 and 1/8 bleed edge 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 or pdf — 300 dpi

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

### DIGITAL ARTWORK DELIVERY

Upload artwork: <https://spaces.hightail.com/uplink/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@canadianparking.ca](mailto:brenda@canadianparking.ca)

# Parker Magazine Advertising Contract

Completed contract must be received before ads are published. Email to: [teresa@canadianparking.ca](mailto:teresa@canadianparking.ca)

## CLIENT INFORMATION

Advertiser | Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## INVOICE AGENCY

YES NO

Agency Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## SPECIFICATIONS

ISSUE DATE: 11/23

ADVERTISEMENT	PLACEMENT SIZE			ARTWORK	SUBMIT BY	RATE
1st Quarter	Full	1/2	1/4	Bus. Card	Repeat / New	Mar 12 \$
2nd Quarter	Full	1/2	1/4	Bus. Card	Repeat / New	Jun 11 \$
3rd Quarter	Full	1/2	1/4	Bus. Card	Repeat / New	Aug 15 \$
4th Quarter	Full	1/2	1/4	Bus. Card	Repeat / New	Nov 5 \$
ADVERTISEMENT	PLACEMENT SIZE		ARTWORK	SUBMIT BY	RATE	
1st Quarter	Single page	Double page spread	Repeat / New	Mar 12	\$	
2nd Quarter	Single page	Double page spread	Repeat / New	Jun 11	\$	
3rd Quarter	Single page	Double page spread	Repeat / New	Aug 15	\$	
4th Quarter	Single page	Double page spread	Repeat / New	Nov 5	\$	

**REQUEST COVER POSITION**  Inside Front - \$750/issue  Inside Back - \$550/issue  Outside Back - \$550/issue  
 Cover position amount must be added as a line item.

**REQUEST GUARANTEE INSIDE POSITION**  Please indicate desired position here: \_\_\_\_\_  
 Placement is not guaranteed until the issue is complete. A 15% surcharge applies.

## 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 the 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 an 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.

Ad Total \$ \_\_\_\_\_  
 \*Position Fee \$ \_\_\_\_\_  
 Sub Total \$ \_\_\_\_\_  
 Plus 13% HST \$ \_\_\_\_\_  
 Total with Tax \$ \_\_\_\_\_

\*Calculate and include the Cover Position Fee or Guaranteed Position Fee (15%)

Date \_\_\_\_\_ Advertisers or Agents Name \_\_\_\_\_ Signature of Advertiser or Authorized Agent \_\_\_\_\_

# Online Advertising

Book online ad space **by May 31, 2024** to guarantee 2024 rates. Rates are subject to change after June 1, 2024.



**PARK YOUR AD HERE**  
THE GATEWAY TO THE CANADIAN  
PARKING & MOBILITY INDUSTRIES



Download  
the Media Kit

## Exclusive Position Footer

Available on a first-come,  
first-served basis.  
Appearing on all pages.

## Online Formats and Specifications

### AD DIMENSIONS

Footer 815 pixels wide by 150 pixels tall  
Size A 200 pixels wide by 200 pixels tall  
Size B 200 pixels wide by 400 pixels tall

### ELECTRONIC FORMATS

File to be supplied in RGB color mode and be saved  
in .JPG formats. No animated artwork accepted.

### DELIVERY VIA EMAIL

To: [brenda@canadianparking.ca](mailto:brenda@canadianparking.ca) (with CPA web ad  
as subject line) cc: [carole@canadianparking.ca](mailto:carole@canadianparking.ca)

### DESIGN SERVICES

It is recommended that you use a professional advertising agency,  
design studio or web designer to create your files. CPA can provide  
limited development assistance for your materials. Additional fees  
will be incurred by you, the advertiser, at a negotiated rate.

Size A and B ads will  
appear in rotation on a  
minimum of 8 web pages



**PARK YOUR  
AD HERE**

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SIZE A



**PARK YOUR  
AD HERE**

THE GATEWAY  
TO THE  
CANADIAN  
PARKING &  
MOBILITY  
INDUSTRIES



Download the  
Media Kit

SIZE B

## Online Advertising Rate Chart

Discounts are included for multiple quarters. Non-members add 20% to published rates.

### RATES

Size	1 Qtr (3 mths)	2 Qtrs (6 mths)	3 Qtrs (9 mths)	4 Qtrs (12 mths)
Size A	\$ 560	\$ 1,010	\$ 1,430	\$ 1,790
Size B	\$ 840	\$ 1,515	\$ 2,150	\$ 2,690
Footer Size	\$ 2,015	\$ 2,525	\$ 3,580	\$ 5,600

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Advertising Periods	Jan 1 - March 31	April 1 - June 30	July 1 - Sept 30	Oct 1 - Dec 31

Advertising periods are for a minimum full quarter or part thereof. Partial Quarters are not available.

# Online Advertising Contract

Completed contract must be received before ads are posted. Email to: [teresa@canadianparking.ca](mailto:teresa@canadianparking.ca)

## ADVERTISER

Company: \_\_\_\_\_

Company Contact Name: \_\_\_\_\_

Advertising Company: \_\_\_\_\_

Agency Contact: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City Prov/State Postal/Zip Code

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## SPECIFICATIONS

AD FILE NAME \_\_\_\_\_

### AD RATE

Specify Quarter(s):  1st (Jan – Mar)  2nd (Apr – June)  3rd (July – Sept)  4th (Oct – Dec)

Ad dimension:  Footer  A  B Number of Quarters: \_\_\_\_\_ X Ad Rate (from page 6) \$ \_\_\_\_\_

SUB TOTAL \$ \_\_\_\_\_

Plus 13% HST \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

## TERMS AND CONDITIONS

1. Artwork must conform to the CPA's specifications. Artwork changes will be accepted at the start of each quarter only. A \$50 change fee will be applied to changes requested in mid-quarter.
2. Full payment, signed contract, and digital files must be received and approved prior to the ad being activated.
3. Ad will be posted within 5 business days of receipt and approval of artwork and payment.
4. Ads will run from the date of live posting through stated contract terms.
5. Rates are based on advertiser supplied materials that conform to specifications stated by CPA. Any advertising requiring graphic design assistance or manipulation by CPA to meet required specifications will result in a delay and are subject to fees.
6. CPA reserves the right to make final approval of any material supplied. Major adjustments required to bring the ad within specifications must be supplied by the advertiser or will be subject to additional design/development fees at the prevailing rates. CPA reserves the right to alter or reject material deemed unsuitable.
7. Advertisers and/or their agents assume entire responsibility and hereby agree to protect, indemnify, defend and save the CPA and its affiliates harmless against all claims, losses, and damages to persons or property, governmental charges or fines and attorneys fees, arising out of, or caused by advertisers content (including text representation and illustration) or any links to websites or any part thereof.
8. By submission and signature of this contract, you are confirming that you are authorized to sign on behalf of the advertising company, you are authorizing CPA to use the images/graphics and text representation for electronic production and agree to abide by all terms and conditions.

I have read and agree to all terms, conditions and submission requirements for advertising on the Canadian Parking Association website, as hosted and managed by the Canadian Parking Association.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Advertisers or Agents Name

\_\_\_\_\_  
Signature of Advertiser or Authorized Agent

# eNewsletter Advertising

Canadian Parking Association communicates every two weeks to over 2,500 contacts in the parking and mobility industries through eNewsletters. Content includes current news items, links to articles of interest, CPA updates such as notices, calendar of events and association news.

Advertising in bi-weekly eNewsletters will boost opportunities for vendors, manufacturers, service providers, and other industry organizations to be connected to CPA contacts.

Consider this: with 2,500 consenting email recipients, ads are viewed by current and potential clients from the Canadian market.

**For more information,**  
**email: [brenda@canadianparking.ca](mailto:brenda@canadianparking.ca)**

## ADVERTISING RATES

SINGLE: \$360  
QUARTERLY: \$2,400  
ANNUALLY: \$4,800

## REQUIREMENTS & SPECIFICATIONS

Only .jpg files are accepted.  
Animation is not accepted for the eNewsletter.

Artwork size: 600 x 130 px

A maximum of 3 ads per issue will be displayed.  
Advertisers receive image/logo display and link to their home page, plus a click-through summary upon request.

6 issues published per quarter.





**PARK YOUR AD HERE**  
THE GATEWAY TO THE CANADIAN  
PARKING & MOBILITY INDUSTRIES



**Download  
the Media Kit**



# eNewsletter Advertising Contract

Completed contract must be received before eNewsletter is published. Email to: [teresa@canadianparking.ca](mailto:teresa@canadianparking.ca)

## ADVERTISER

Company: \_\_\_\_\_

Company Contact Name: \_\_\_\_\_

Advertising Company: \_\_\_\_\_

Agency Contact: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City Prov/State Postal/Zip Code

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## SPECIFICATIONS

AD FILE NAME \_\_\_\_\_

AD RATE:  SINGLE: \$360  QUARTERLY: \$2,400  ANNUALLY: \$4,800

Select Preferred Month(s), Quarter(s):

1st Quarter |  2nd Quarter |  3rd Quarter |  4th Quarter  
 Jan  Feb  Mar |  April  May  June |  July  Aug  Sep |  Oct  Nov  Dec

ARTWORK CHANGES Annual: one change per quarter Included. All others \$50 per change.

Ad Rate (from above) \$ \_\_\_\_\_  
SUB TOTAL \$ \_\_\_\_\_  
Plus 13% HST \$ \_\_\_\_\_  
TOTAL \$ \_\_\_\_\_

## TERMS AND CONDITIONS

1. Artwork must conform to the CPA's specifications.
2. Full payment, signed contract, and digital files must be received and approved prior to the ad being activated.
3. Applicant may select the preferred annual quarter to have their ad posted. However, CPA reserves the right to insert ads by issue to meet space availability within the chosen quarter(s). Special requests will be considered.
4. Rates are based on advertiser supplied materials that conform to specifications stated by CPA. Any advertising requiring graphic design assistance or manipulation by CPA to meet required specifications will result in a delay and are subject to fees.
5. CPA reserves the right to make final approval of any material supplied. Major adjustments required to bring the ad within specifications must be supplied by the advertiser or will be subject to additional design/development fees at the prevailing rates. CPA reserves the right to alter or reject material deemed unsuitable.
6. Advertisers and/or their agents assume entire responsibility and hereby agree to protect, indemnify, defend and save the Canadian Parking Association and its affiliates harmless against all claims, losses, and damages to persons or property, governmental charges or fines and attorney fees, arising out of, or caused by advertisers content (including text representation and illustration) or any links to websites or any part thereof.
7. By signing and submitting this contract, you are confirming that you are authorized to sign on behalf of the advertising company, you are authorizing CPA to use the images/graphics and text representation for electronic production and agree to abide by all terms and conditions.

I have read and agree to all terms, conditions, and submission requirements for advertising on the Canadian Parking Association website, as hosted and managed by the Canadian Parking Association.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Advertisers or Agents Name

\_\_\_\_\_  
Signature of Advertiser or Authorized Agent