



Canadian Parking  
Association  
Association canadienne  
du stationnement

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

# CPA MEDIA KIT 2020

The Canadian Parking Association has extended its scope to incorporate mobility as the industry transitions into the future.

Each of the media and advertising opportunities offered by the CPA is included in this process: print ads in Parker magazine, online at canadianparking.ca and through the CPA's bi-weekly eNewsletter.

Advertising and editorial content is accepted from both the Parking and Mobility industries.



## 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 your Marketing Plan

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.

Combined circulation for Parker and eNewsletter options will place your ad in front of 4,500 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.

Advertising opportunities are available for local and national events such as the Annual Conference and Trade Show. Put your marketing message into the hands of more than 500 conference attendees. Details will be released prior to the events, or contact [brenda@canadianparking.ca](mailto:brenda@canadianparking.ca) for information.

## Parker Magazine

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 and mobility sectors, 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, transportation demand management (TDM), urban 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 and mobility professionals, provides a forum for members to share information, and serves to educate the public on parking and mobility issues.

## Special offer for members only

### 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 in the new Marketplace section. 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
Members only	\$1,500	\$2,500

## 2020 Editorial Content

Each issue in 2020 will focus on parking and mobility as it relates to the various sectors: airports, hospitals, municipalities, university/colleges, plus technology and trends. Advertisers are invited to submit relative, non-proprietary editorial for consideration. Email submissions to [carole@canadianparking.ca](mailto:carole@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 the most effective way to reach your target market in Canada.

## eNewsletter

Delivered bi-weekly, with content including links to articles of interest, CPA event updates and association news, this communication tool keeps members and contacts in touch on a regular basis.

Advertising in the CPA's eNewsletter is an opportunity for vendors, manufacturers, service providers and others related to the parking and mobility industries to reach potential clients, all of whom have opted to receive CPA electronic messaging.

# Parker Magazine Rates and Dates

## Parker Advertising Rates

### Advertising Rates

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

Issue Date: 11/19

### 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	\$1,000
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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.

## 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

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 VIA POST 2,000

Available online at  
[canadianparking.ca](http://canadianparking.ca)

### FOR ADVERTISING INFORMATION

613-727-0700 x 10  
[carole@canadianparking.ca](mailto:carole@canadianparking.ca)

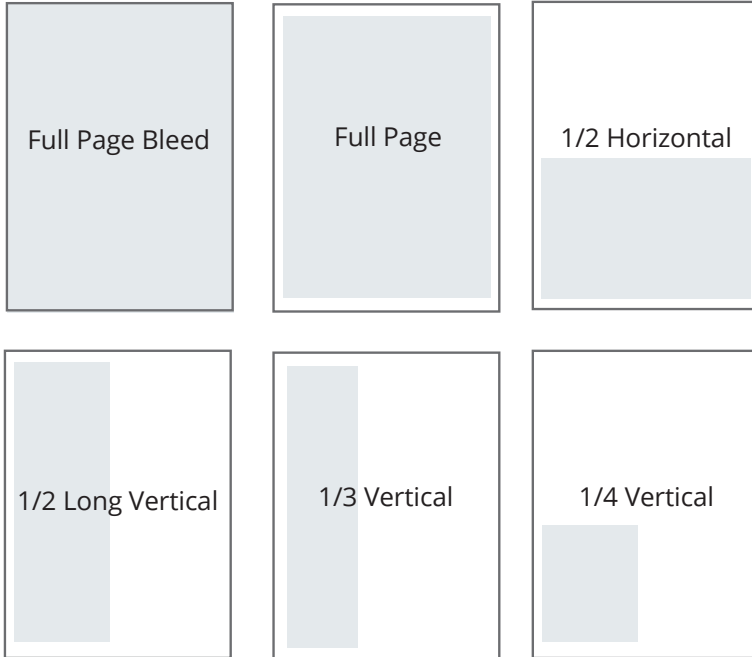
### FOR ARTWORK ASSISTANCE

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

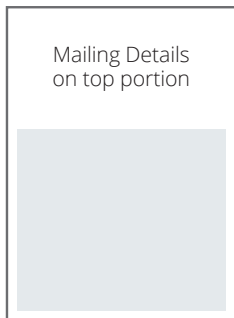
## Parker Advertisement Sizes

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

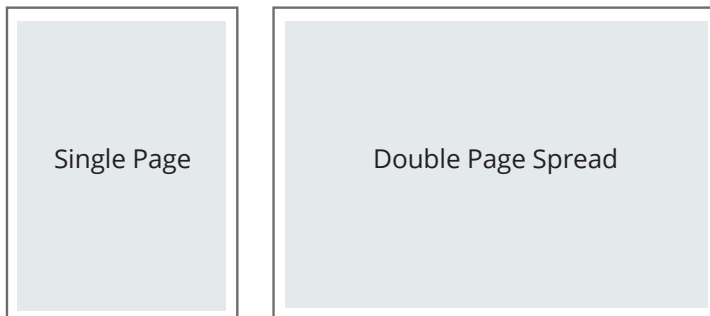


Sheet size: 8 3/8"w x 10 7/8"d  
Image area: 7.5"w x 6.75"d

## 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 / Live Area	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 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 at [brenda@canadianparking.ca](mailto:brenda@canadianparking.ca)

# Parker Magazine Advertising Contract

Completed contract must be received before ads are published.

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 - includes 10% discount per insertion

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: 11/19

## 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. The exception to this is the business card ad category, which will be billed in full after publication of Q1. 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 \_\_\_\_\_ Advertisers or Agents Name \_\_\_\_\_ Signature of Advertiser or Authorized Agent \_\_\_\_\_

# Online Advertising

Book online ad space **by May 31, 2020** to guarantee these special rates. *Rates are subject to change after June 1, 2020.*



**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 10 web pages



**PARK YOUR AD HERE**  
Download the Media Kit



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	\$ 500	\$ 900	\$ 1,275	\$ 1,600
Size B	\$ 750	\$ 1,350	\$ 1,915	\$ 2,400
Footer Size	\$ 1,800	\$ 2,250	\$ 3,200	\$ 5,000

	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 full quarter or part thereof. Partial Quarters are not available.



# Online Advertising Contract

Completed contract must be received before ads are posted.

FAX to: 613-727-3183

EMAIL to: carole@canadianparking.ca

## ADVERTISER

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

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

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

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

Address: \_\_\_\_\_  
Street City Prov Postal Code

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ 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 Canadian Parking Association 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 ranges from current news items, to links to articles of interest, to CPA updates such as the calendar of events and association news.

Advertising space is now being offered on the CPA's eNewsletters that will boost opportunities for vendors, manufacturers, service providers, and all other industry-specific organizations to be presented to the contact list.

Consider this: with 2,500 email recipients, all whom have opted in to receive our newsletters in keeping with Canada's anti-spam legislation, ads are viewed by current and interested readers.

Contact [brenda@canadianparking.ca](mailto:brenda@canadianparking.ca) for more information.

## ADVERTISING RATES

1 issue: \$250

2 issues: \$200 each

3 or more issues: \$150 each

## REQUIREMENTS & SPECIFICATIONS

Only .jpg files are accepted.

Animation is not accepted for the eNewsletter.

Artwork size: 600 x 130 px

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.

**FAX to: 613-727-3183**

**EMAIL to: carole@canadianparking.ca**

## ADVERTISER

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

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

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

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

Address: \_\_\_\_\_

Street

City

Prov

Postal Code

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

## SPECIFICATIONS

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

AD RATE  1 ISSUE: \$250  2 ISSUES: \$200 each  3 OR MORE ISSUES: \_\_\_\_\_ X \$150 each

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

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 attorneys 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 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