

2011 THE PARKER

Magazine Advertising Rates, Sizes & Specifications

The Parker is the first fully-bilingual parking trade magazine in the world. It contains current and relevant information on technical, political, and economic concerns facing the parking industry in Canada. Articles come from many related fields, and members are encouraged to share their experiences by contributing articles about their operations and experiences.

Published Quarterly
Circulation: 2000
Full Colour & Bilingual

CONTACT INFO

Phone: 613-727-0700
Fax: 613-727-3183
E-mail: parker@canadianparking.ca
Mail:
350 - 2255 St. Laurent Blvd.
Ottawa, Ontario K1G 4K3

CPA MISSION STATEMENT

The Canadian Parking Association is the national organization that represents the parking industry and provides a dynamic forum for learning and sharing to enhance our members' ability to serve the public and to improve the economic vitality of our communities.

*Serving the Canadian
parking industry
for over 25 years*



Canadian Parking
Association
Association canadienne
du stationnement

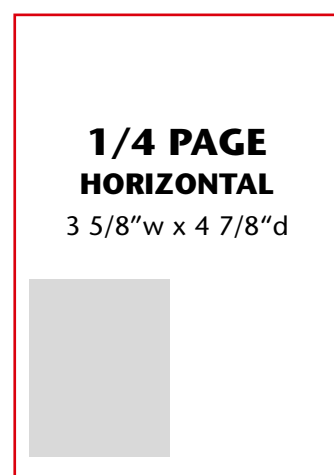
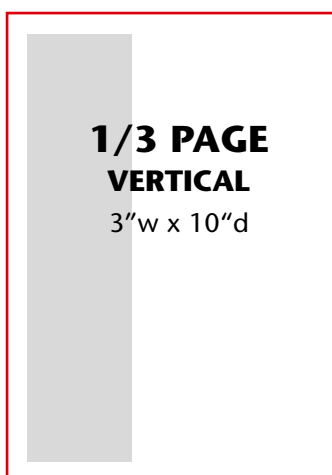
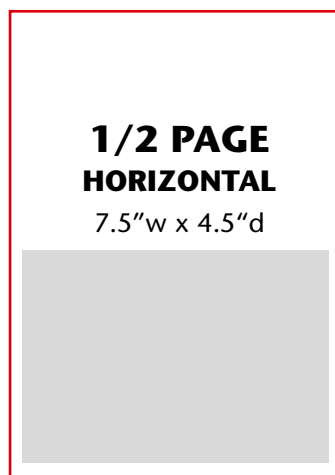
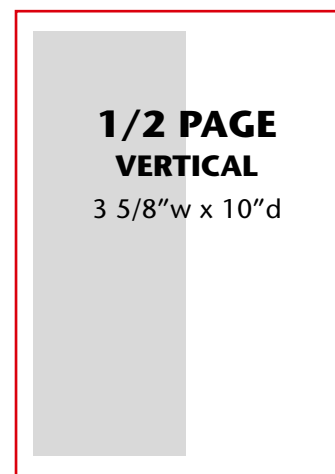
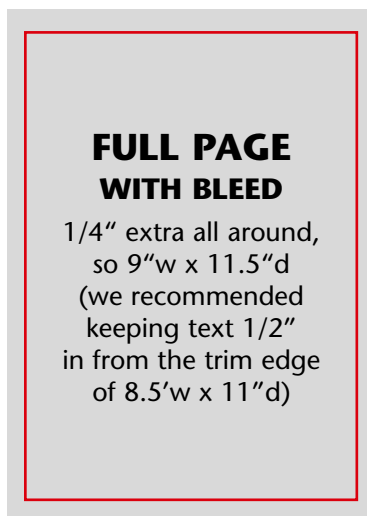
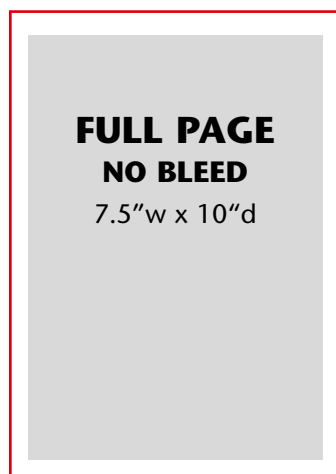
*Au service de l'industrie
canadienne du stationnement
depuis plus de 25 ans*

canadianparking.ca



AD SIZES Magazine 8.5"w x 11"d

Ads will not be accepted unless they meet our format and sizing



ISSUE & CLOSING DATES

ISSUE	SPACE CLOSING	MATERIAL	MAILED
1st Quarter	Jan. 18	Jan. 25	Mar. 1
2nd Quarter	May 2	May 9	Jun. 1
3rd Quarter	Jul. 11	Jul. 18	Sep. 1
4th Quarter	Nov. 7	Nov. 14	Dec. 1

DIGITAL FILE FORMATS AND SPECIFICATIONS

COLOUR MODE

Colour (CMYK)

SOFTWARE

Macintosh-based QuarkXPress 6.5

Adobe Illustrator CS2 or lower

Adobe Photoshop 7.0 or lower

PROOFS

Include a pdf or a hardcopy proof

ELECTRONIC FILES

ADS CREATED IN ILLUSTRATOR

All text must be converted to outlines

All colour specified as CMYK

All files should be saved as .eps

Please do NOT use transparencies

ADS CREATED IN PHOTOSHOP

All colour specified as CMYK

All files be saved at 300 dpi

All files should be saved as tiff

Please do NOT use transparencies.

Compressed files must be expandable using Stuffit Expander or supplied as a zipped file (.zip). Maximum size of e-mailed files is 5 MB.

DELIVERY

Include hard copy proof, file name, artwork size, program used, list of names of graphics and all and links fonts used, plus contact information for ad designer.

EMAIL FILES (no files over 5 MB)

email artwork to: creativegroove@shaw.ca

COURIER CD FILE

Creative Groove Inc

2613 25 Street SW, Calgary AB, Canada T3E 1X7

(If mailing send notification e-mail to administrator@canadianparking.ca and creativegroove@shaw.ca)

FTP FILES

FTP your files - Upload options:

1) Upload files (using Internet Explorer ONLY) to:

<ftp://parkads.canadianparking.ca:artwork@canadianparking.ca>

2) Use your favorite FTP client:

server: canadianparking.ca

userid: parkads.canadianparking.ca

passwd: artwork

(Once uploaded send confirmation e-mail to administrator@canadianparking.ca and creativegroove@shaw.ca)

2011 ADVERTISING RATES

Colour

	1 issue	2 issues	3 issues	4 issues
Full Page	\$ 2160	\$ 3872	\$ 5493	\$ 7018
1/2 Page	\$ 1210	\$ 2148	\$ 3037	\$ 3872
1/3 Page	\$ 956	\$ 1689	\$ 2311	\$ 3049
1/4 Page	\$ 762	\$ 1331	\$ 1876	\$ 2384

Cover Rates Full Page, Colour Ads Only

Cover 2 (inside front) Add \$ 400 per issue

Cover 3 (inside back) Add \$ 400 per issue

Cover 4 (outside back) Add \$ 650 per issue

Consultants Directory

Business Card* 2" x 3.5" size 4 issues \$ 705

* Text is limited to 10 lines plus a small logo

2011 ADVERTISING CONTRACT

THE **PARKER**

ADVERTISER

Company: _____

Contact Name: _____

Address: _____
Street City Prov Postal Code

Telephone: (_____) _____ Fax: (_____) _____ Toll Free: _____

E-mail Address: _____

INVOICE TO (Same as above), or

Advertising Agency Name: _____

Contact Name: _____

Address: _____
Street City Prov Postal Code

Telephone: (_____) _____ Fax: (_____) _____ Toll Free: _____

E-mail Address: _____

ARTWORK

Request Cover Space: Inside Front Cover Inside Back Cover Outside Back Cover

Frequency Discount: 2 issues 3 issues 4 issues

Issue	Ad Size	Artwork	Submit by	Rates	Total Rate
1st Quarter		<input type="radio"/> Repeat / <input type="radio"/> New	Jan 25, 2011		
2nd Quarter		<input type="radio"/> Repeat / <input type="radio"/> New	May 9, 2011		
3rd Quarter		<input type="radio"/> Repeat / <input type="radio"/> New	July 18, 2011		
4th Quarter		<input type="radio"/> Repeat / <input type="radio"/> New	Nov 14, 2011		

\$ _____

plus 13% HST \$ _____

Artwork Supply Method - Mail/Courier FTP upload email (under 5 mgs) Total \$ _____

AGREEMENT

- The space rates apply only to camera ready or digital ads. Assembly and makeup services will be invoiced separately.
- 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 publishing date.
- 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.
- The 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

Signature for The Parker