

ADVERTISING RATES

ADVERTISING SPECIFICATIONS

PUBLISHING DATES



Canadian Parking Association

Association canadienne du stationnement

The *Parker* is the premier publication of the Canadian Parking Association serving as the national voice of the parking industry. With a circulation of over 2,000, the quarterly 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.

The *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, the *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.



media kit 2012

INCLUDES ONLINE
VERSION

CONSIDER THIS

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

The Canadian Parking Association has been serving the parking industry for over 25 years.

The Canadian Parking Association is the only organization of its kind representing the public parking industry in Canada.

OUR MISSION

The Canadian Parking Association is a national organization that facilitates professional development, networking, collaboration and advancement of technology to enhance members' ability to serve the public and support the vitality of our communities.



INDUSTRY FACTS

The parking business in North America is a \$20- to \$25-billion per year industry.

It's been said that for each vehicle on the road, at least three parking spaces are required to accommodate the time which the vehicle is not moving, from home to work and everywhere in between.



ADVERTISING RATES

MAGAZINE RATES - FOUR COLOUR

SIZE	1X RATE	2X RATE	3X RATE	4X RATE
Full Page	\$ 2,160.00	\$ 3,872.00	\$ 5,493.00	\$ 7,018.00
1/2 Page	\$ 1,210.00	\$ 2,148.00	\$ 3,037.00	\$ 3,872.00
1/3 Page	\$ 956.00	\$ 1,689.00	\$ 2,311.00	\$ 3,049.00
1/4 Page	\$ 762.00	\$ 1,331.00	\$ 1,876.00	\$ 2,384.00

COVERS

SIZE	RATE
Inside Front Cover	Add \$400 per issue
Inside Back Cover	Add \$400 per issue
Outside Back Cover	Add \$650 per issue

CONSULTANTS DIRECTORY

SIZE	4X RATE
Business Card*	\$ 705.00

*Text is limited to 10 lines plus small logo.

INSERTS & BELLY BANDS: Available upon request

GUARANTEED POSITION: 15% extra

ADVERTISING AGENCIES: Please add 15%

ADVERTISEMENT PROOF CHARGE: \$25.00

BLACK & WHITE: Less 25% of Colour

PUBLISHING DATES

QUARTER 1

Material Deadline: March 29, 2012
Publish Date: April 30, 2012

QUARTER 3

Material Deadline: July 16, 2012
Publish Date: September 3, 2012

QUARTER 2

Material Deadline: April 11, 2012
Publish Date: June 1, 2012

QUARTER 4

Material Deadline: October 15, 2012
Publish Date: December 3, 2012

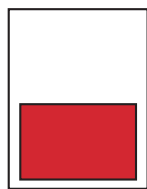
SPECIFICATIONS



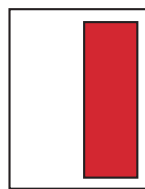
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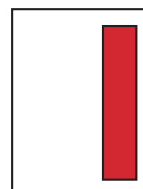
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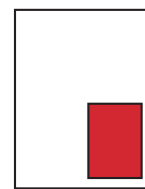
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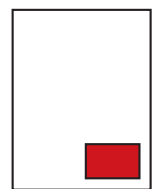
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1/3 Vertical



1/4 Vertical



Business Card

ADVERTISING 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

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, QuarkXPress, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH		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

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