

CPA WEB AD MEDIA KIT

Website Advertising

Canadianparking.ca is the online gateway for professional development, networking opportunities and resource material for parking professionals in Canada. Web-based advertising reaches everyone who visits the CPA site. Increase your company's exposure by combining printed and on-line advertising options.

CONTACT INFO

Phone: 613-727-0700

Fax: 613-727-3183

E-mail: webad@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



DIGITAL FILE FORMATS AND SPECIFICATIONS

AD DIMENSIONS

1/4 size	160 pixels wide by 130 pixels high
1/2 size	160 pixels wide by 270 pixels high
3/4 size	160 pixels wide by 410 pixels high
full size	160 pixels wide by 550 pixels high

ELECTRONIC FORMATS

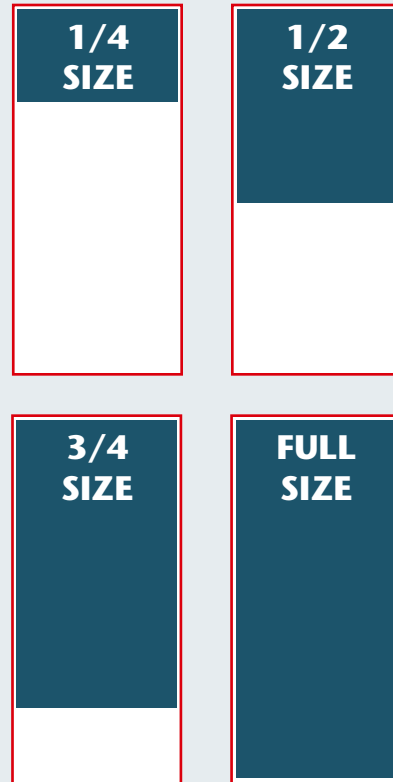
File to be supplied in RGB color mode and be saved in .GIF or .JPG formats.

DELIVERY VIA EMAIL

To: creativegroove@shaw.ca (with CPA web ad in subject line)
cc: webad@canadianparking.ca

DESIGN SERVICES

It is recommend 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.



2010 ADVERTISING RATES

RATES

Discounts are included for multiple quarters.

Size	1 Qtr	2 Qtrs <i>Less 10%</i>	3 Qtrs <i>Less 15%</i>	4 Qtrs <i>Less 20%</i>
1/4	\$ 375	\$ 675	\$ 956	\$ 1,200
1/2	\$ 450	\$ 810	\$ 1,148	\$ 1,440
3/4	\$ 500	\$ 900	\$ 1,275	\$ 1,600
Full	\$ 625	\$ 1,125	\$ 1,594	\$ 2,000

RATES Parker Advertisers

These special rates are offered if Printed Parker Ads are placed in corresponding quarters.

Size	1 Qtr	2 Qtrs	3 Qtrs	4 Qtrs
1/4	\$ 100	\$ 180	\$ 255	\$ 320
1/2	\$ 125	\$ 225	\$ 319	\$ 400
3/4	\$ 150	\$ 270	\$ 383	\$ 480
Full	n/a	n/a	n/a	n/a

2010 WEB ADVERTISING CONTRACT

ADVERTISER

Company: _____

Company Contact Name: _____

Advertising Company: _____

Agency Contact: _____

Address: _____
Street City Prov Postal Code

Phone: (____) _____ Fax: (____) _____ E-mail: _____

ARTWORK

ADVERTISING POSITIONS will be allocated on a first-come, first-served basis and are subject to change at the discretion of the CPA.

Advertiser may request specific pages (check one or more below), however placement is not guaranteed.

- Home Page Member Login Memberships Events Events Calendar Publications Parker Industry Input
 District Chapters Training & Certification

AD FILE NAME _____

AD RATE (FROM CHART ON PAGE 2)

Do you qualify for Parker Advertisers discount? no yes. Select rates from applicable chart on Page 2

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

Ad size _____ Number of Quarters _____ Ad Rate (from chart) \$ _____ (1)

Artwork: Will artwork change each quarter? no yes. If yes, add \$50 per change + _____ X \$50 \$ _____ (2)

SUB TOTAL (ad + changes) \$ _____ (3)

Taxes: Effective July 1, 2010, GST will change to Harmonized Sales Tax (HST). Quarter 1 _____ X 5% GST \$ _____

To calculate tax, divide Sub Total (3) by the number of quarters Quarter 2 _____ X 5% GST \$ _____

selected to determine per-quarter rate. Then apply the rate to the Quarter 3 _____ X 13% HST \$ _____

corresponding line to determine tax rate for each quarter. Quarter 4 _____ X 13% HST \$ _____

TOTAL (per page) \$ _____ (4)

Would you like this ad placed on multiple pages? no yes. Multiply (4) X _____ pages \$ _____ (5)

TERMS AND CONDITIONS

1. Artwork must conform to the CPA's specifications. All changes are subject to a change fee.
2. Full payment, signed contract, and digital files must be received and approved prior to the banner ad being activated.
3. Banner 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 conforms to specifications stated by CPA. Any advertising requiring graphic design assistance or manipulation by CPA to meet required specifications will result in a delays 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 agrees 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 authorizing CPA to use the images/graphics and text representation for both print and 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: _____ Signature of Advertiser

Signature for The Parker