

# ***PARKING TODAY***

**Media Kit  
2012**

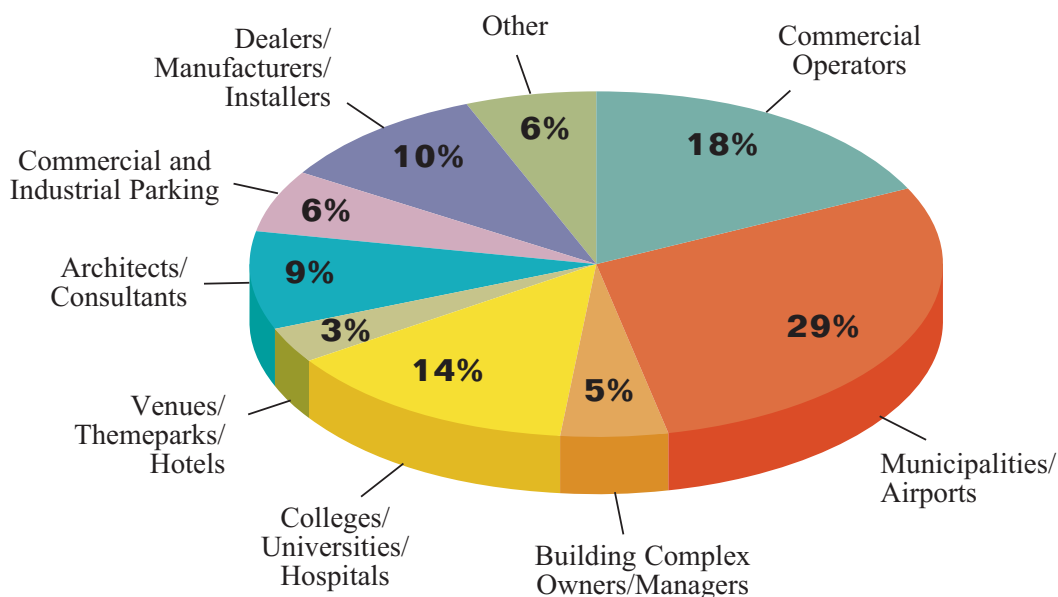
We reach **YOUR** customers

**Parking  
info**



**Parking Today is the only publication that reaches the entire Parking marketplace.**

## **Parking Today's** Magazine Demographic Breakdown:



**Our circulation is nearly four times that of any other parking publication - and our Cost Per Thousand (CPM) is less than half.**

**PT**  
**Circulation**  
**14,850\***

**Publishers' sworn statement/Postal Receipts available upon request**

### **Parking Today online**

#### **PT's Website**

18,000+ unique visits per month

#### **Email Newsletter**

Delivered to over 8,000+ people each month

#### **Webinars**

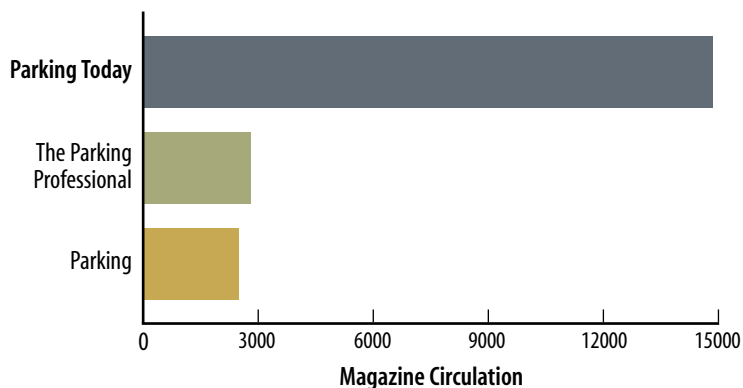
Over 30 webinars held with an average of 80+ signups

*"We are choosy in how we spend our marketing budget, and look for the best ROI. Initially tentative in participating in the Parking Today webinars, we decided that the presentation was a low cost method of personally reaching out to potential clients. Our webinar session resulted in strong leads and within 3 months an attendee purchased our autoChalk system. The webinar was a terrific return on investment and more than fulfilled our expectations."*

—Bill Franklin, Tannery Creek Systems

	<b>Circulation</b>	<b>1x B/W Ad Rate</b>	<b>Cost per Thousand</b>
<b>Parking Today</b>	<b>14,850*</b>	<b>\$2,615</b>	<b>\$176.09</b>
The Parking Professional	2,300**	\$1,350	\$587.00
Parking	2,800**	\$1,292	\$461.00

\*Publishers' Sworn Statement/Postal Receipts available on request  
\*\* Taken from publishers' sources



## RATE CARD – DISPLAY AD RATES

Prices effective October 1, 2012 – (Contracts in effect at that time will not be changed until they expire)

**Terms** Due on receipt. A 1.5% finance charge per month will be added to all past due accounts.

Size	1x BW	1x Color	3x BW	3x Color	6x BW	6x Color	9x BW	9x Color	12x BW	12x Color
Full Page	\$2,615	\$3,507	\$2,195	\$3,087	\$1,989	\$2,629	\$1,803	\$2,575	\$1,751	\$2,502
Two Thirds Page	\$2,119	\$3,156	\$2,010	\$2,872	\$1,833	\$2,619	\$1,701	\$2,430	\$1,590	\$2,272
Half Page Island	\$1,829	\$2,454	\$1,563	\$2,233	\$1,426	\$2,037	\$1,323	\$1,890	\$1,237	\$1,767
Half Page	\$1,601	\$2,104	\$1,341	\$1,915	\$1,222	\$1,746	\$1,134	\$1,620	\$1,061	\$1,515
Third Page	\$1,228	\$1,754	\$1,117	\$1,596	\$1,019	\$1,456	\$946	\$1,351	\$884	\$1,263
Quarter Page	\$867	\$1,077	\$725	\$894	\$657	\$756	\$567	\$810	\$495	\$707

### Color Rates:

#### Add Second Color (CMYK) to B&W

Full Page and 2/3 Page	add \$450
1/2 Page, 1/2 Island, and 1/3 Page	add \$225
1/4 Page	add \$150

#### PMS Match second color

add \$850  
Spot colors will be converted to CMYK unless PMS match color is ordered.  
Bleeds – available on full, 2/3, half vertical and horizontal – No Charge

### Special Position:

All ads run of book unless specifically requested

Inside Front or Inside Back Cover*	Add 25%
Back Cover*	Add 25%
Opposite Table of Contents or Point of View	Add 20%
Any other Special Position	Add 15%

\* 12X - must be 12X Advertiser

### Look at online possibilities on Page 6

- 12x print advertisers receive 50% off online advertising
- 6x print advertisers receive 20% off online advertising
- 3x print advertisers receive 10% off online advertising

### Marketplace/Classified Rates:

#### Marketplace/Classified Display Ad Rates (all charges are per month)

Marketplace ads are placed in Parking Today for the month(s) ordered.  
Your ad is IMMEDIATELY placed on PT's Web Site at no additional cost.

#### Text Ads

Place an ad in one of our marketplace areas-Help Wanted, Business Opportunities, RFP/RFQ, or Buy It.

- 40 words in Magazine and Unlimited website copy \$45.00
- Blind ad Replies to PT \$15.00
- Words over 40 in Magazine \$2.00/word

#### Column Display Ads – Products/Services/Consultants

Place a monthly ad in the marketplace. Can include text and graphics.

- Ad is per column inch (1 column = 1-3/4" wide) \$75.00
- Additional Color \$50.00/color

#### Dealers, Installers, and Suppliers

Dealers and installers – Advertise your contact information every month in PT magazine which includes your free on-line listing in ePIP and a listing in the annual Parking Industry Phone Book 'PIP' at no additional cost.

- Semi Annual Invoice p/month per location \$35.00
- Annual Invoice p/month per location \$30.00

### For further information contact:

Display Advertising:  
Marcy Sparrow  
310 390 5277 Ext 3  
(Fax) 480 240 1287  
marcy@parkingtoday.com

Marketplace:  
Kelley Havener  
310 390 5277 Ext 4  
(Fax) 480 302 7852  
kelley@parkingtoday.com

Online/Dealers, Installers, & Suppliers:  
Joyce Newman  
310-390 5277 Ext 7  
(Fax) 815 366-7602  
joyce@parkingtoday.com

Editor:  
John Van Horn  
310 390 5277 Ext 2  
(Fax) 310 390 4777  
jvh@parkingtoday.com

Issue	Space	Materials	Special Editorial Feature	Product Features and Focus
<b>Jan-12</b>	30-Nov	02-Dec	Revenue Control	Online Revenue Control Systems, Pay on Foot, Cash Control Drawers, Bill/Change Counters, Vaults/Bags, Booths and Kiosks
<b>Feb-12</b>	03-Jan	05-Jan	Cities and Municipalities-On and Off Street	Meters/Citation collection, Smart Cards, Pay and Display/Space, Pay by Cell Phone, Alternative Fuel Vehicles, Boots and Immobilizers, Shuttles, Buses, Uniforms.
<b>Mar-12</b>	30-Jan	03-Feb	PIE/Safety and Security	Focus on the Parking Industry Exhibition and Lighting, alarm systems, CCTV, CO Monitoring, Access Systems, Signage, Booths and Shelters, Consultants
<b>Apr-12</b>	02-Mar	06-Mar	Airports	LPR, LPI, Shuttles, Vans, and Buses
<b>May-12</b>	06-Apr	10-Apr	IPI	Companies to be exhibiting at the IPI show in Phoenix, AZ
<b>Jun-12</b>	04-May	07-May	PARCS & System Integration (Dealers, Installers, & Suppliers)	Parking Access Revenue Control Systems. The companies that Design, Install and Maintain Parking Equipment
<b>Jul-12</b>	01-Jun	05-Jun	Lighting	Lighting systems, power saving systems, consulting, lighting design
<b>Aug-12</b>	27-Jun	29-Jun	 People and Products in Parking	The Industry telephone directory with complete product directory. (The directory issue is of a different size and artwork will need to be resubmitted due to the different size requirements)
<b>Sep-12</b>	31-Jul	03-Aug	College & Universities	Citation Issuance, Collection and Permit Management, Shuttle and Buses, Meters, Pay and Display/Pay by Space, Tags, Permits and Tickets, Emergency Communication, Software
<b>Oct-12</b>	31-Aug	03-Sep	Parking Operators/NPA Show	Parking Operators/Companies to be exhibiting at the NPA show in Hollywood, FL
<b>Nov-12</b>	03-Oct	08-Oct	Consultants Issue	Auditors, Architects, Garage Designers, Operations Consultants
<b>Dec-12</b>	02-Nov	05-Nov	Emerging Technologies & Automated Parking Structures/Holiday Greetings	Pay by cell, Credit Card meters, Near Field Communications, Web Based applications (cloud computing) Automated and Mechanical garages
<b>Jan-13</b>	03-Dec	05-Dec	Revenue Control	Online Revenue Control Systems, Pay on Foot, Cash Control Drawers, Bill/Change Counters, Vaults/Bags, Booths and Kiosks
<b>Feb-13</b>	03-Jan	07-Jan	Cities and Municipalities-On and Off Street	Meters/Citation collection, Smart Cards, Pay and Display/Space, Pay by Cell Phone, Alternative Fuel Vehicles, Boots and Immobilizers, Shuttles, Buses, Uniforms
<b>Mar-13</b>	31-Jan	04-Feb	Safety and Security	Lighting, alarm systems, CCTV, CO Monitoring, access systems, signage, Booths and shelters, consultants

Ads Sizes:		Width	Height
Full	non-bleed with bleed*	7-1/2" 8-5/8"	9-5/8" 11-1/8"
2/3	Vertical with bleed*	4-7/8" 5-1/2"	9-5/8" 11-1/8"
1/2	Horizontal with bleed*	7-1/2" 8-5/8"	4-3/4" 5-1/2"
1/2	Vertical with bleed*	3-5/8" 4-1/8"	9-5/8" 11-1/8"
1/2	Island	4-7/8"	7-3/8"
1/3	Vertical	2-1/4"	9-5/8"
1/3	Square	4-7/8"	4-3/4"
1/3	Horizontal	7-1/2"	3-1/8"
1/4	Square	3-5/8"	4-3/4"
1/4	Vertical	2-1/4"	7-3/8"
1/4	Horizontal	7-1/2"	2-3/8"
1/6	Vertical (Emporium only)	2-1/4"	4-3/4"
1/2	Horiz. Spread with bleed*	15-5/8" 17"	4-3/4" 5-1/2"
	Two-Page Spread with bleed*	15-5/8" 17"	9-5/8" 11-1/8"

\* Bleed is 1/8". Keep live matter at least 3/8" from trim and gutter.

The August issue is the **People in Parking Directory** and is a smaller digest size. Ad sizes will be mailed prior to ad deadline.

## Sending Materials:

**Deliveries to:** Parking Today  
12228 Venice Boulevard #541  
Los Angeles, CA 90066

**Mail to:** Parking Today  
P.O. Box 66515  
Los Angeles, CA 90066

**Email Files to:** artdept@bricepac.com  
(Stuff or zip files before emailing)

**FTP Transfer:** ftp.bricepac.com  
User name: advertiser  
Password: artwork  
(If you do not have an ftp client, you can use [www.smoothftp.com](http://www.smoothftp.com))

### Terms and Conditions

15% discount to accredited advertising agency on all display advertising space, website banner ads, color, and position when insertion orders are submitted. Non-commissionable items are: Emporium/Classified advertising, ads smaller than a 1/4 page and any cost of artwork, printing, postage or other production charges. Our invoices are net on receipt of invoice on approved credit for all services; 1.5% per month service charge (depending upon state limit laws) after 30 days. VISA, MasterCard and Amex, Diners Club, and Discover Cards accepted.

#### Conditions:

Publisher reserves the right to cancel all signed insertion order agreements if payments are not paid on time. Payments received will be credited to the oldest outstanding balance. New advertisers and agencies must submit credit application and may be required to prepay first insertion. Extension of credit is subject to approval of our Credit Department. Advertisements originating outside of US must pay in US dollars. Advertisers will be billed at the one-time rate unless we have entered into a written advertising contract. Frequency rate is determined by number of insertions used or contracted in advance during a 12-issue period. Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated

if, within a 12-month period from the date of first insertion, they have used sufficient ad space to warrant a lower rate than that at which they have been billed.

Cancellations and late ad material: Advertisers and their agencies that cancel any advertising after the official ad close agree to a cancellation charge of \$500.00. A late production charge of \$150.00 will be applied to materials not received by official ad material closing date.

Insertion orders are accepted from agencies with the understanding that the agency is acting as the advertiser's representative. Agency and advertiser are jointly and severally responsible for all space, color, position and production service charges incurred by either. Insertion orders placed by an agency represent acceptance of all terms and conditions in this rate card. Publisher is not bound by conditions appearing on order forms or instructions from any agency or advertiser that conflict with the terms listed herein.

No verbal instructions of any kind will be accepted by the Publisher - all requests must be in writing, including ad cancellations. Written insertion orders, schedules, incentives and instructions are NOT binding until fully accepted and approved by Publisher.

*Parking Today Magazine* is wholly-owned by Bricepac, Inc, Los Angeles, California. All advertisers and their agencies indemnify and protect the Publisher from loss of expense or claims due to lawsuits based upon the subject matter (including text, representation, copy-rights, illustrations or fitness for a particular purpose) and content of

**Trim Size...** 8-3/8" x 10-7/8", web offset, saddle stitched. Bleed is 1/8". Keep live matter at least 3/8" from trim and gutter on bleed ads.

**Storage...** Ad materials are stored for one year from date of last insertion.

**Digital Files** If file is prepared on a PC, all type must be converted to paths or outlines. Ads created in incompatible programs will incur a minimum \$75 fee for conversion. **All color must be in CMYK.**

Spot colors will be produced in CMYK unless PMS match color is ordered. Images supplied in RGB mode or requiring resizing to 300 dpi at 100% will incur a minimum \$50 production charge.

**Prepress Work** Quoted on request.

**Design/Production Services** Ad design, corrections and requested changes will be billed at \$75 per hour (\$50 minimum).

**Transfer Media...** CDs or DVDs. Files can be emailed if *stuffed* or *zipped* and file size is less than 6MB. Larger files can be sent to our ftp site. See below.

### Approved Programs and File Formats...

**QuarkXPress...** Send all linked graphics and fonts (screen and printer) with document file.

**Adobe Acrobat PDF Files...** Must be saved at high resolution and CMYK with all fonts embedded. Please convert all spot colors to CMYK before creating pdf file.

**Adobe Illustrator...** Save in EPS format with CMYK color. Convert all fonts to paths and/or include all fonts (screen and printer).

**Adobe InDesign...** Send all linked graphics and fonts (screen and printer) with document file.

**Adobe Photoshop...** Files must be in CMYK or greyscale at 300 dpi.

**Publisher accepts no liability for printing errors if images are submitted in RGB mode or low resolution.**

**Resolution on all Photoshop files must be 300 dpi at 100% of final size. Files that have been created for use on the Web are low resolution and are not acceptable for printing. Do not use fonts that have been fake bolded or italicized. Please be sure that all imported files are CMYK colors and not spot colors. Place linked files at 100%. Please name your files with the advertiser's name and not "Parking Today Ad".**

such advertisements. All written agreements and insertion orders shall be deemed entered into the State of California, which shall be construed and governed solely by the Laws of that State.

Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond his/her control affecting production or delivery in any manner.

Publisher reserves the right to place the word "advertisement" on copy, which, in his/her opinion, closely resembles editorial matter. Positioning of advertisements is at the discretion of Publisher except when a paid preferred position has been requested. Publisher reserves the right to reject any advertising that does not conform to publication standards.

Supplied advertising materials that do not meet requirements will be subject to actual production charges. Furthermore, Publisher does not accept responsibility for proper reproduction or color match. No "make-goods" will be given for printing errors incurred by faulty disks or electronic media supplied. Publisher makes minor inspection of ad, but will assume supplied materials are fully correct and in accordance with SWOP standards. Publisher is not responsible for correcting or changing ad materials unless instructed in writing by the advertiser/agency prior to material close date. Publisher assumes no liability for errors or omissions in advertisers' or editorial indexes.

Various offerings on our webpage with over 15,000 individual viewers each month

## Banner Ads/Skyscraper Ads

Place a banner ad and skyscraper ad that is on every page of our website (except our blogs). Only 20 companies can have their ads placed on our website in any given month. The Banner ad rotates through all of the ads (each ad staying approximately 8 seconds) and the skyscraper ad is a static ad. Each ad is linked to your company's website. With over 18,000 visits each month your company makes quite an impression.

Cost \$450 per month for both ads

## Online Videos

Video is the fastest growing segment on the web. Reach your audience by showing them what people can do with your product. Create a 1-2 minute long video (or use a powerpoint presentation) and have us host it on our website. Your video will be part of a 4 unit rotation on the *Parking Today* homepage as well as located on the *PT* video page.

Cost \$600 per month

## Online Articles

Place an article on *Parking Today's* homepage. Include pictures, video and a link to your website. Show off your best work so that everyone can see. Educate the audience while also informing them about your product. You write the article or *PT* can do it for you.

Cost \$400 per month or \$1000 for 3 months

## ePIP

Be listed in one of our most widely visited sections. It is similar to the "yellow pages" but for the parking industry. List your company under any of the multiple areas that your customers might be looking for you in.

Cost \$140 per listing area per year

## Classified Ads

Get an unlimited amount of text on *PT's Marketplace website* listed in one of four categories: Help Wanted, Business Opportunities, RFP/RFQ, or Buy It; a 40 word synopsis of your copy will also be included in the next issue of *PT* the magazine.

Cost \$45 per month (Additional \$15 for website or email link/\$25 for both)

## Special Projects

*Parking Today's* website garners an incredible variety of viewers each month. *Parking Today* can create programs that incorporate the website, email blasts, and promotional materials. Work with *Parking Today* on making your next big event the one that no one will ever forget.

## Surveys

### Sponsored

Starting January 2012 *Parking Today* will be asking questions (in an electronic format) regarding the upcoming topics to be discussed in *Parking Today* magazine (for example-Revenue Control or Cities and Universities). The sponsoring company will be able to add an additional 3 questions (within acceptable *Parking Today* formats) to the survey and will get all of the data from the survey (including contact information). The sponsoring company will also be mentioned as the sponsoring company in all electronic and paper correspondence regarding the survey.

Cost \$1,500 per survey

## Webinars – (Two types-Sponsored and Company Focused)

### Sponsored

*Parking Today* hosts a once a month webinar that professionals in the parking industry can attend on an educational topic (past issues have included: Revenue Control, Insurance, and Marketing your Parking, among others). Attendance has ranged from 150-350 attendees (with signups at almost double that). Typically each presentation is then downloaded from *Parking Today's* website approximately 50 times after the initial presentation. A company can sponsor one or more of these webinars. Each webinar is limited to 3 sponsors. Your company will receive:

- Promotional mention and link to your website with each electronic communication regarding the webinar (goes to over 9,000 people).
- Promotional mention in *Parking Today* (15,000 people each month) when the webinar is mentioned.
- Promotional mention at the beginning and end of the webinar.
- List of contact information for signups and attendees.

Cost \$1,000

### Company Focused

This is a company focused webinar. Your company is purchasing airtime, marketing and technical expertise. *Parking Today* will only host one of these a week. Your company will be able to have a 30-45 minute webinar on the topic of your choice (product or issue specific). It will be branded as a webinar for your company and *PT* will host and market the webinar. Your company will receive:

- A 30-45 minute webinar hosted and recorded by *Parking Today*
- 2 individual email blasts to our entire email list (or specific portion that your company would like to target) about the webinar with links to your company website.
- 1 fax to entire list about the webinar.
- Mention in *Parking Today* (15,000 people each month) about the webinar.
- Recording of webinar and *Parking Today* will host and promote it as part of the webinar archive.
- Your company receives a copy of the webinar for your use.
- List of contact information for signups and attendees.

Cost \$1,500

## E-Newsletters

### Ads

*Parking Today* sends an e-newsletter each month to over 9,000 people in the parking industry. Create an ad to incorporate into the e-newsletter and bring more people to your website. Two ads per e-newsletter.

Cost \$500 per insertion

### Sponsor

*Parking Today* sends an e-newsletter each month to over 9,000 people in the parking industry. Sponsors receive recognition at the top of each e-newsletter with a link to their website. One sponsor per e-newsletter.

Cost \$350 per insertion.

## E-Blasts

### Ads

Send an advertisement directly to the email box of your customers. With over 9,000 email addresses, *Parking Today* has the broadest reach in the entire industry. Your company can design the advertisement or let *Parking Today* assist you. Only 2 email blasts sent each month.

Cost \$175 per thousand emails sent.

12x print advertisers receive 50% off online advertising • 6x print advertisers receive 20% off online advertising  
3x print advertisers receive 10% off online advertising

## ONLINE SPECIFICATIONS AND DETAILS

### Banner ads/Skyscraper ads

*(Your company gets two ads)*

Banner ad (rotating ad-viewed 8 seconds)- 468 x 60 pixels, gif or jpeg (static or animated), 75 dpi, maximum 200kb

Skyscraper ad (static ad)- 120 x 600 pixels, gif or jpeg (static or animated), 75 dpi, maximum 200kb

Web link

### Online Videos

Video- 1-2 minute in length, 230 x 180 pixels, AVI format, make sure there is an image on the first frame

Video will be converted to a flash file.

### Online Articles

Headline-5-10 words

Content-500-750 words

Three pictures-400x200 pixels (one) and 315x200 pixels (two), jpeg or gif (static), 75 dpi

Web link

### ePIP

Contact information

### Classified Ads

Unlimited content (words), contact information.

Logo-100x100 pixels, jpeg or gif (static only), 75 dpi, maximum 40 kb.

### Special Projects

These are focused on what your company needs (exposure, new clients, or trying to keep old ones). These are created around a project, theme or idea that is totally different than anything that is out there.

### Surveys

#### Sponsored

3 questions (vary in length and style depending on month)

Web link

Logo-250 x 100 pixels, jpeg or gif (static or animated), 75 dpi, maximum 40 kb

### Webinars

#### Sponsored

Logo-500 x 100 pixel, jpeg or gif (static), 75 dpi, maximum 40 kb

Web link

#### Company Focused

Logo-500 x 100 pixel, jpeg or gif (static), 75 dpi, maximum 40 kb

Web link

Description of presentation (40-50 words)

Bio on the presenter (40-50 words)

30-45 minute powerpoint presentation (to be presented from your company office)

### E-Newsletters

#### Ads

Title-5-7 words

Content-75 words maximum

Logo-100 x 100 pixels, jpeg or gif (static only), 75 dpi, maximum 40 kb

Web link

#### Sponsor

Web link

### E-Blasts

#### Ads

File type-HTML, Width-620 pixels, Pictures-75 dpi. Please contact Andy Van Horn ([andy@parkingtoday.com](mailto:andy@parkingtoday.com)) for more details.



## To Help You Shape Your Marketing Strategy

- **Reprints of your *Parking Today* Article for distribution**

Complete reprint of the article that featured your company in *Parking Today* magazine

- **Mailing Lists**

*Parking Today* has an extensive database of parking professionals (over 20,000 names and addresses). Contact us about your next direct mail project or email blast.

- **Calendar - Complete Events Calendar**

Don't forget to send us information on your association events

- **Design/Production Services** Ad design, corrections and requested changes will be billed at \$75 per hour (\$50 minimum).

- **People in Parking**

Companies can inform the parking community about job appointments, project awards and completions, as well as new partnerships. Send a paragraph or press release to *Parking Today* so we can include in the next issue.

- **New Products Section**

Make sure that you send a paragraph length write up of a new product along with a high resolution picture and link to your website. This is a great opportunity for your product team to get in front of 15,000 potential customers.

Email your information to [editor@parkingtoday.com](mailto:editor@parkingtoday.com)

## Business Reply Cards, Cover Wraps, Inserts

*Parking Today* offers a complete marketing service. Preprinted inserts are accepted. Just be sure you contact us before you proceed with printing, so we can ensure that our specifications match.

For information on Business Reply Cards, Cover Wraps, and Inserts, contact John Van Horn at 310 390 5277 Ext 2.

## PT Online

[www.parkingtoday.com](http://www.parkingtoday.com) is the most visited site in the industry. With over 18,000\* individual visits a month, *PT*'s website is the place to come for parking information, Period!

### The site offers information on:

- Current Issue
- On-line Classified ads
- The Most Complete Parking Events Calendar Available
- The Electronic Products in Parking Directory
- Full Information About our Upcoming Trade Shows and Training Seminars
- Video and Banner ads
- Educational Webinars
- *PT*'s Blog – the latest news in Parking

Full access to back issues of *Parking Today* and the PDFs of the most current issue, available on-line weeks before it's received in the mail.

*"Parking Today is the first choice for IntegraPark, LLC's advertising. We have advertised for quite a few years now with Parking Today and constantly receive calls from potential customers that read our ad in Parking Today. If you want your company name out there and to get the most for your advertising buck then Parking Today is the way to go."*

Ruth Beaman, Principal, IntegraPark LLC

*My "first ad" in PT produced results which exceeded my expectations. I not only received my first initial purchase orders, but also, I established several industry-specific and "blue chip" contacts which will enable my company to grow."*

Mike Bilous, Principal - Multi-Brand Associates

\*Bricepac Research Department