

2011 PARKING BUYERS GUIDE AND CONSULTANTS DIRECTORY

OFFICIAL ADVERTISING CONTRACT AND INSERTION ORDER

ADVERTISING CONTRACTS DUE: November 1, 2010

The Advertiser listed below herein contracts for print and electronic advertising in the International Parking Institute's 2011 Parking Buyers Guide and Consultants Directory. Please review carefully and complete. By signature of this contract, you are agreeing to all Terms and Conditions as stated.

COMPLETE CONTACT INFORMATION

Highlighted fields below will be the address portion in your listing(s).

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

PHONE _____ FAX _____ TOLL FREE _____

WEBSITE URL _____

CONTACT NAME _____ EMAIL ADDRESS _____

Billing address if different from Company address above

ADVERTISING SUBMISSIONS & PAYMENT SUMMARY

LISTINGS

Number of Standard Listings _____ x \$210 (\$325 non-member) = \$ _____ TOTAL \$ _____

Number of Upgraded Listings _____ x \$300 (\$450 non-member) = \$ _____ TOTAL \$ _____

DISPLAY ADVERTISING (see page ____ for pricing) Ad Size _____

4-color PMS Color B&W Accent Color TOTAL \$ _____

CONSULTANT BUSINESS CARD ADVERTISING

Single Card \$165 (\$225 non-member) add color - \$125 Double Card \$205 (\$265 non-member) add color - \$150 TOTAL \$ _____

ADD TOTAL LINES ABOVE FOR GRAND TOTAL → **GRAND TOTAL \$** _____

SIGNATURE *(required on all contracts)* _____

PAYMENT OPTIONS

MasterCard Visa American Express Discover **OR** Check (enclosed) # _____ *(Made Payable to IPI in US Funds)*

ACCOUNT NUMBER _____ SECURITY CODE _____

ACCOUNT NAME _____ EXPIRATION DATE _____

SIGNATURE _____

SUBMISSION MATERIALS CHECKLIST

(CHECK ALL THAT APPLY)

LISTINGS Listing Creation form(s) Disk containing text for each listing, photo/images/artwork and indication of type of listing.

DISPLAY ADVERTISING Disk containing advertising artwork including fonts Name of file: _____ **OR** Camera-ready art

CONSULTANT BUSINESS Disk containing business card artwork including fonts Name of file: _____

TERMS AND CONDITIONS

- Full payment, signed contract, listings copy and submission materials must be received no later than November 1, 2010.
- Penalties and administrative charges may be applied for declined charges and/or returned checks of up to 15% of total amount due.
- Rates are based on advertiser supplied camera-ready art. For color ads, separations must be supplied. Additional fees will be charged for materials not supplied as requested.
- All Buyers Guide listings must be accompanied by 70 word description, 6 word "bold" header, photo/art and/or corporate logo. Please refer to "Guidelines for Submitting Digital Files" on page 18 for specific sizes and formats as it relates to The IPI Parking Buyers Guide and Consultants Directory. Special identification or artwork supplied by IPI will be billed to the advertiser. There is an additional charge for masking.
- All listings must be typed and readable and provided on disk and/or emailed as specified (Film is not accepted for listings).
- Any changes in design/artwork by IPI, at the request of the advertiser, or the necessity to add copy to conform to format, will be billed to advertiser.
- Positioning and layout is determined by publisher. Requests for specific positions will be considered but not guaranteed unless a position premium is paid.
- Advertisers and advertising agencies assume liability for all content (including text representation and illustration) of the printed advertisement and also assume responsibility for any claims resulting from the ad against the publisher, including costs associated with defending against such a claim. The publisher holds advertisers and their agencies jointly responsible for the cost of any advertising inserted.
- Publisher reserves the right to reject material deemed unsuitable.
- This contract is binding upon signature. IPI guarantees placement of the listed advertising and catalog listings in The 2011 IPI Parking Buyers Guide and Consultants Directory, when all conditions are met.
- Buyers Guide Listings, Consultant Business Card and Display Advertising are NON-COMMISSIONABLE and all rates quoted are NET.
- By submission of contract and artwork, you are authorizing IPI and its affiliates to use graphics/images in print/electronic production for both promotion and publication.

I have read and agree to all terms and conditions and submission requirements for the 2011 IPI Parking Buyers Guide and Consultants Directory, published by the International Parking Institute and distributed in January 2011. Electronic listings appear in www.parking.org from February to February of each fiscal year.

CONTRACTS ARE DUE: NOVEMBER 1, 2010

For each listing submission: Complete steps 1-6. Make as many copies of this sheet as necessary to accommodate your listing submissions. To review what is included in each listing, see **page 5**. Be sure to review page 6 for product and services category codes. Listing Creation forms and Contract **must** be filled out completely.

- STEP 1** Provide your "category code" from the list on page 6.
- STEP 2** Provide a 6 word or less tagline for your listing. This can be embedded in your Word document and should be something to grab the readers' attention.
- STEP 3** Provide a 70 word or less descriptive of your product/service. For each separate listing, save the document as the name of the "category code". List the name of the file in this step (i.e. - automatic vehicle id.doc).
- STEP 4** Provide your product image. Review "Guidelines for Submitting Digital Files" on page 18 for details on image submission requirements. List the name of the file in this step (i.e. - automatic vehicle id.jpg). **Do not embed images in Word documents.**
- STEP 5** Provide a company logo. Review "Guidelines for Submitting Digital Files" on page 18 for further details. List the name of the file in this step (i.e. - automatic vehicle id.jpg). **Do not embed images in Word documents.**
- STEP 6** Indicate Listing Type. Standard Listings appear in both printed & electronic formats; however, Upgraded "Search" Listings will spotlight your company as a "featured advertiser" (see page 5 for more details) and be visible to both Public/Members Only searches on the parking profession's homepage, www.parking.org, guaranteeing exposure to hundreds of potential customers.

(see above for additional detail on each step)

LISTING DETAIL 1

- Step 1. Category Code _____
- Step 2. 6 Word Tagline _____
- Step 3. Listing Copy (name of file on disk) _____
- Step 4. Product Image (name of file on disk) _____
- Step 5. Company Logo (name of file on disk) _____
- Step 6. Listing Type Standard Listing (\$210 member/\$325 non-member) Upgraded "Search" Listing (\$300/\$450)

LISTING DETAIL 2

- Step 1. Category Code _____
- Step 2. 6 Word Tagline _____
- Step 3. Listing Copy (name of file on disk) _____
- Step 4. Product Image (name of file on disk) _____
- Step 5. Company Logo (name of file on disk) _____
- Step 6. Listing Type Standard Listing (\$210 member/\$325 non-member) Upgraded "Search" Listing (\$300/\$450)

LISTING DETAIL 3

- Step 1. Category Code _____
- Step 2. 6 Word Tagline _____
- Step 3. Listing Copy (name of file on disk) _____
- Step 4. Product Image (name of file on disk) _____
- Step 5. Company Logo (name of file on disk) _____
- Step 6. Listing Type Standard Listing (\$210 member/\$325 non-member) Upgraded "Search" Listing (\$300/\$450)

LISTING DETAIL 4

- Step 1. Category Code _____
- Step 2. 6 Word Tagline _____
- Step 3. Listing Copy (name of file on disk) _____
- Step 4. Product Image (name of file on disk) _____
- Step 5. Company Logo (name of file on disk) _____
- Step 6. Listing Type Standard Listing (\$210 member/\$325 non-member) Upgraded "Search" Listing (\$300/\$450)

Send completed contract, Listing Creation form, submission materials and payment to the attention of: Jean Miller, Marketing Assistant, International Parking Institute, P.O. Box 7167, 701 Kenmore Avenue, Suite 200, Fredericksburg, VA 22404 (22401 for physical address) No later than November 1, 2010 to be included in the 2011 Parking Buyers Guide and Consultants Directory. Some submission materials can be accepted electronically by emailing to miller@parking.org as well. Please title subject line as 2011 BG SUBMISSION.