

## EDITORIAL PROFILE

*The Parking Professional* is the official magazine of the International Parking Institute. It is published monthly and also available online to IPI members as part of their membership dues and to non-members by subscription.

*The Parking Professional* was launched in 1985 to provide individuals in the parking industry with information regarding new technology, management best practices and the general sharing of occupational projects, innovation and news.

Today, *The Parking Professional* continues as the trusted source to inform and educate parking and transportation professionals. Each month, *The Parking Professional* features articles written by parking professionals, IPI staff, and outside contributors who share their expertise and provide the latest innovations in parking technology, design, construction and management.

At its core, *The Parking Professional* is a publication that builds community while sharing ideas and accomplishments and focuses attention on the people who volunteer their time and expertise for the betterment of the entire industry.

**Geographic Distribution:** Throughout the U.S., Canada and selected foreign countries.

## CLOSING DATES

Please refer to *The Parking Professional* Editorial Calendar at [www.new.parking.org/tpp/calendar](http://www.new.parking.org/tpp/calendar), for space and artwork material deadlines. Cancellations will not be accepted after closing dates.

## ADVERTISING DATA

- Inserts accepted. Rates provided on request.
- Bleed—no charge.
- Advertising Agency Commission—15% to recognized agencies.
- Rates subject to change upon notice from publisher.
- Not liable for key code errors.

## PRINTING SPECIFICATIONS & MECHANICAL REQUIREMENTS

**Printing:** Sheetfed Offset      **Screen:** 175 lpi  
**Resolution:** 300 dpi      **Binding:** Saddle Stapled  
**Trim:** 8.375 x 10.875      **Bleed:** 8.625 x 11.125

## ADVERTISING MATERIAL REQUIREMENTS

Advertisements may be submitted as a Press Quality PDF with fonts and hi-res supports embedded; as a **single** TIFF, EPS, or JPEG image file. All formats must be saved at 300 dpi and in **CYMK** or **grayscale** format. **RGB images are not accepted.**

An accurate printout of the ad must also be supplied. The proof should be sized at 100% and look exactly as the advertiser expects. If a proof is not supplied, print quality and the layout of your advertisement cannot be guaranteed.

**Note:** Native QuarkXpress, InDesign, PakeMaker, Microsoft Publisher and Microsoft Word are **not** accepted.

## ADVERTISING RATES

### B/W Display Advertising Rates

| Size              | 1x      | 3x      | 6x      | 12x     |
|-------------------|---------|---------|---------|---------|
| A: Full Page      | \$1,356 | \$1,219 | \$1,092 | \$1,029 |
| B: 2/3 Vertical   | \$1,100 | \$966   | \$888   | \$830   |
| C: 1/2 Island     | \$1,029 | \$929   | \$888   | \$830   |
| D: 1/2 Vertical   | \$855   | \$765   | \$662   | \$620   |
| E: 1/2 Horizontal | \$855   | \$765   | \$662   | \$620   |
| F: 1/3 Square     | \$550   | \$493   | \$441   | \$420   |
| G: 1/3 Vertical   | \$550   | \$493   | \$441   | \$420   |
| H: 1/4 Page       | \$394   | \$357   | \$336   | \$321   |
| I: 1/6 Page       | \$320   | \$294   | \$273   | \$263   |

### COLOR Display Advertising Rates

| Size              | 1x      | 3x      | 6x      | 12x     |
|-------------------|---------|---------|---------|---------|
| A: Full Page      | \$1,992 | \$1,861 | \$1,792 | \$1,729 |
| B: 2/3 Vertical   | \$1,798 | \$1,695 | \$1,652 | \$1,591 |
| C: 1/2 Island     | \$1,750 | \$1,629 | \$1,490 | \$1,392 |
| D: 1/2 Vertical   | \$1,477 | \$1,393 | \$1,334 | \$1,285 |
| E: 1/2 Horizontal | \$1,477 | \$1,393 | \$1,334 | \$1,285 |
| F: 1/3 Square     | \$1,220 | \$1,173 | \$1,050 | \$996   |
| G: 1/3 Vertical   | \$1,220 | \$1,173 | \$1,050 | \$996   |
| H: 1/4 Page       | \$975   | \$795   | \$665   | \$625   |
| I: 1/6 Page       | \$620   | \$570   | \$510   | \$450   |

### ADDITIONAL PMS COLOR

|     |       |
|-----|-------|
| PMS | \$600 |
|-----|-------|

### COVER Rates

| Position                | 4 color |
|-------------------------|---------|
| Inside Front Cover (C2) | \$2,376 |
| Inside Back Cover (C3)  | \$2,376 |
| Back Cover (C4)         | \$2,442 |

Inserts available. Call for rate. **Belly Bands:** \$3,000

**Special positioning:** 10% additional.

### Directory Card Listing B/W Rates (consultants only)

|                | 6x      | 12x     |
|----------------|---------|---------|
| J: Single Card | \$693   | \$1,260 |
| K: Double Card | \$1,124 | \$2,163 |

### Directory Card Listing COLOR Rates (consultants only)

|                | 6x      | 12x     |
|----------------|---------|---------|
| J: Single Card | \$993   | \$1,560 |
| K: Double Card | \$1,424 | \$2,463 |

## Ad Sizes

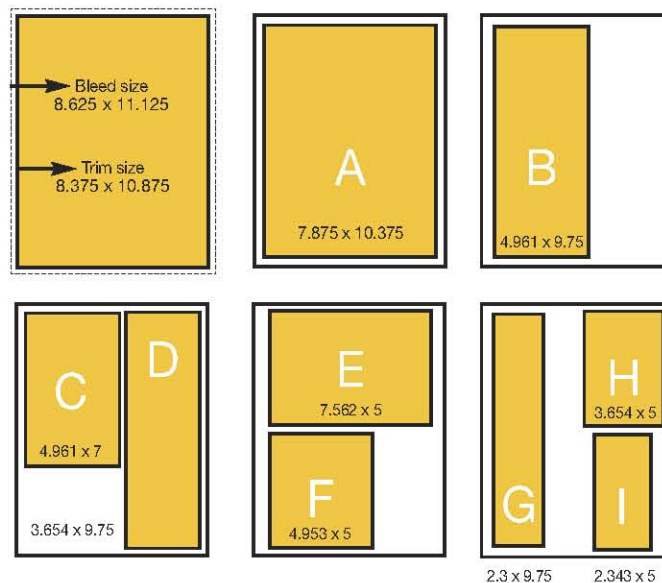
### Width/Height - Inches

|                             |                |
|-----------------------------|----------------|
| <b>Full page with Bleed</b> | 8.625 x 11.125 |
| A: Full Page                | 7.875 x 10.375 |
| B: 2/3 Vertical             | 4.961 x 9.75   |
| C: 1/2 Island               | 4.961 x 7      |
| D: 1/2 Vertical             | 3.654 x 9.75   |
| E: 1/2 Horizontal           | 7.562 x 5      |
| F: 1/3 Square               | 4.953 x 5      |
| G: 1/3 Vertical             | 2.3 x 9.75     |
| H: 1/4 Page                 | 3.654 x 5      |
| I: 1/6 Page                 | 2.343 x 5      |

### Directory Card Sizes

|                | Width/Height - Inches |
|----------------|-----------------------|
| J: Single Card | 3.654 x 2             |
| K: Double Card | 3.654 x 4.093         |

## RESPECTIVE ADVERTISING



## ADVERTISING CONTACT

Address all advertising inquires, contract, insertion orders, and materials to:

**Bonnie Watts, CEM**  
*The Parking Professional*

[watts@parking.org](mailto:watts@parking.org) ■ 540-371-7535  
 Fax: 540-322-5095  
 701 Kenmore Ave., Suite 200  
 Fredericksburg, VA 22401

## WRITING FOR THE PARKING PROFESSIONAL

The International Parking Institute invites article submissions from our members and outside contributors who have an interest in the parking and transportation industry. If you would like to write an article for *The Parking Professional*, please review the article submission guidelines below. Articles keeping to IPI's editorial calendar are more likely to be accepted.

### *Submitted articles should either:*

- Provide useful, how-to information on current best practices through case studies;
- Share new technologies and their applications;
- Report emerging trends; or
- Discuss relevant and pivotal issues to the parking and transportation industry.

### *Submitted articles should not:*

- Promote a product, service or company.

Any article submitted should be an original work between 1,000 and 1,200 words; include the author's name, title, organization, phone and e-mail; and be in Word document format.

Photos/graphs/charts/images that pertain to the article are encouraged, and should be sent in individual .jpg or .tiff files that are at least 300 dpi in resolution (they should not be embedded). IPI cannot use any photos or images taken from the internet.

All articles submitted for publication are subject to an editorial review, and it is the author's responsibility to make sure that all information in the article is accurate and that proper credit is given when due. The editor reserves the right to make changes to the article, and edits all articles for style, format, space and readability. Upon completion of this review, the author will be notified if the article will be published and in which issue.

All published material is copyrighted and becomes the property of IPI. Authors will be expected to sign a standard written release (release is saved in folder as Author's Release, and have it open in a new window). Failure to sign the release will result in the rejection of the article. Article submission implies that authors agree with IPI's policies.

Similar to other publications, IPI has a policy against double submissions. Please do not submit an article that is under consideration by another publication or that has been accepted or published elsewhere.

Please note that all articles are accepted as voluntary submittals; there is no monetary payment for a submission.

To submit your article for possible inclusion in *The Parking Professional*, e-mail it along with your contact information to Henry Wallmeyer, managing editor, *The Parking Professional*, [wallmeyer@parking.org](mailto:wallmeyer@parking.org).

## TERMS AND CONDITIONS

1. Invoices will be issued upon publication of the magazine. Payment in full is expected within 30 days of invoice. A 2% discount will apply if paid within 10 days. A 5% service charge will be added to invoices over 30 days.
2. Penalties and administrative charges may be applied for declined charges and/or returned checks of up to 15% of total amount due.
3. Fee for consultants' cards is billed bi-annually after first insertion.
4. Rates are per issue based on advertiser-supplied hi resolution art. Color ads must also supply a **hard copy proof** at 100% and look exactly as the advertiser expects. If a proof is not supplied, print quality and the layout of your advertisement cannot be guaranteed.
5. Three, six, and 12-month rates apply to placements within a consecutive 12-month period. Advertisers will be charged a short rate if all ads contracted for have not been run in a 12-month period from the date of first insertion.
6. Advertising in *The Parking Professional* is commissionable at 15% to recognized agencies only, if paid within 30 days of receipt of invoice.
7. Publisher reserves the right to reject material deemed unsuitable.
8. Positioning is determined by the publisher. Requests for specific position will be considered, but not guaranteed unless position premium is paid.
9. IPI is not responsible for any changes made on existing ads which are requested by advertiser.
10. Advertisers and advertising agencies assume liability for all content (including text representation and illustration) of the advertisement printed 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.
11. IPI is not responsible for errors in key numbers or the Advertisers' Index.
12. Claims for errors in advertising must be brought to the publisher's attention within 30 days following publication date.
13. In the event that an advertisement is inadvertently omitted from a scheduled issue, the publisher's liability is limited only to placing the advertisement in the next available issue or mailing.
14. The publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.
15. While every effort is made to assure the timely release of each issue, the publisher accepts no liability for any issue that is published late.
16. The publisher reserves the right to require prepayment from first-time advertisers and advertisers with a less than satisfactory payment history.
17. If no monthly instructions are received from contract advertisers, the most recent ad will be used.
18. IPI will not be responsible for errors appearing in advertisements due to late delivery or inaccurate mechanical specifications from the advertiser or from a third party designated by the advertiser.
19. The parties agree that, absent IPI's material breach of this Agreement (e.g., failure to print *The Parking Professional*, this Agreement cannot be terminated and the parties are bound to fully perform. This Agreement shall be governed in all respects, except as to conflicts of laws, by the laws of the Commonwealth of Virginia and the parties both consent to the jurisdiction (personal) therein. If either party takes legal action to enforce rights under this Agreement, the losing party to such litigation shall be financially responsible for the expenses of the action for both parties, including, but not limited to, court costs and attorneys' fees.

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# the parking professional



RATE  
CARD