



PARKING WORLD



Media Kit
EDITORIAL CALENDAR
2010

PARKING WORLD is opening emerging markets.

By the end of 2010 our print circulation will reach people all over the world while our electronic version will reach 20,000 people. Parking World will be entering the public and private aspects of parking in Africa, Europe, Asia, the Middle East and South America by Fall of 2010. Let the world know what it is that your company does.

ADVERTISING RATES

RATE CARD – DISPLAY AD RATES

Prices effective July 1, 2009 – (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.

Print & E-version (January, March, May, July, September, November)

Size	1 Issue B+W	1 Issue Color	3 Issues B+W	3 Issues Color	6 Issues B+W	6 Issues Color
Full Page	\$3,600	\$4,100	\$3,400	\$3,900	\$3,200	\$3,700
Two Thirds Page	3,200	3,700	2,600	3,100	2,000	2,500
Half Page Island	3,100	3,300	2,400	2,700	1,800	2,100
Half Page	2,800	3,050	2,200	2,450	1,500	1,850
Third Page	2,350	2,600	1,750	2,000	1,150	1,400
Quarter page	2,020	2,170	1,420	1,570	720	970

E Version Only to start 2010 (February, April, June, August, October, December)

Size	1 Issue	3 Issues	6 Issues
Full Page	\$2,050	\$1,950	\$1,850
Two Thirds Page	1,850	1,550	1,250
Half Page Island	1,650	1,350	1,050
Half Page	1,525	1,225	925
Third Page	1,300	1,000	700
Quarter page	1,085	785	485

All Prices in U.S. Dollars

Color Rates:

Add Second Color (CMYK) to B&W

Full Page and 2/3 Page add \$400

1/2 Page, 1/2 Island, and 1/3 Page add \$200

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

Internet Rates:

PW's Website is Your Connection for Parking Information

www.parkingworld.com

Banners on all PW pages

Vertical Banners (rotating 6-7 seconds)

Horizontal Banners (Rotate with each page view)

• **\$350 per month**

Vendor Featured Articles on the PW website

Article written by your company (or we can provide copy) with a one paragraph teaser on our home page, and then a full page article with pictures ON site for three months.

• **\$1000 for 3 months or \$400 per month**

Agency Commission Recognized advertising agencies may take a 15% discount of gross billing amount when paid net 10 days.

Special Position Print Version Only:

All ads run of book unless specifically requested

Back Cover* \$4,100.00

Inside Front Cover* 3,900.00

Inside Back Cover 3,900.00

Any other Special Position Add 10%

* 6X - must be 6X Full Page/Full Color Advertiser

Marketplace Ads:

Placement in all 12 issues for 2009–2010. Print and e-magazine. Includes link to your website or email address. Includes contact information, type of company, 10 word description.

• **Annual pricing-\$2600 for entire year**

For further information contact:

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2010 EDITORIAL CALENDAR

	Issue	Ad Space	Artwork Deadline	Content
Parking World eMagazine	June 2010	28-May	28-May	Post IPI
Parking World Print	July/Aug 2010	24-Jun	28-Jun	Canadian Parking Association
Parking World eMagazine	Aug 2010	28-Jul	28-Jul	Canadian Parking Association
Parking World Print	Sept/Oct 2010	24-Aug	27-Aug	Middle East Parking Symposium Brazil Expo Urbano NPA Conference and Expo
Parking World eMagazine	Oct 2010	28-Sep	28-Sep	Australian Parking Convention
Parking World Print	Nov/Dec 2010	13-Oct	17-Oct	Australian Parking Convention
Parking World eMagazine	Dec 2010	19-Nov	23-Nov	
Parking World Print	Jan/Feb 2011	6-Dec	9-Dec	
Parking World eMagazine	Feb 2011	21-Jan	24-Jan	
Parking World Print	Mar/Apr 2011	3-Feb	7-Feb	
Parking World eMagazine	Apr 2011	22-Mar	25-Mar	

MECHANICAL SPECS AND PRINT DETAILS

Ads Sizes:	Width	Height
Full	191mm	245mm
with bleed*	219mm	283mm
2/3 Vertical	124mm	245mm
with bleed*	140mm	283mm
1/2 Horizontal	191mm	121mm
with bleed*	219mm	140mm
1/2 Vertical	92mm	245mm
with bleed*	105mm	283mm
1/2 Island	124mm	187mm
1/3 Vertical	58mm	245mm
1/3 Square	124mm	121mm
1/3 Horizontal	191mm	80mm
1/4 Square	92mm	121mm
1/4 Vertical	58mm	187mm
1/4 Horizontal	191mm	61mm
1/6 Vertical (Emporium only)	58mm	121mm
1/2 Horiz. Spread	397mm	121mm
with bleed*	432mm	140mm
Two-Page Spread	397mm	245mm
with bleed*	432mm	283mm

* Bleed is 3mm. Keep live matter at least 10mm from trim and gutter.

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 True Type fonts or fonts that have been fake bolded or italicized. Please be sure that all imported files are using CMYK Colors and not Spot Colors. Place linked files at 100%. Please name your files with the advertiser's name and not "Parking World Ad".

Trim Size...213mm by 277mm, web offset, saddle stitched. Bleed is 3mm. Keep live matter at least 10mm 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. Color proofs or laser prints must accompany all files. Please include a list of disk contents. **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.

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, grayscale or bitmap mode.

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

Sending Materials:

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

FTP Transfer: <ftp.bricepac.com>
User name: advertiser
Password: artwork
Place all materials in "Parking World" Folder

ONLINE PRODUCTS

Website • E-Newsletter • Direct Email Contact

Online products are targeted to the end user. If you are trying to only focus on cities then we have products for you, if you are trying to reach airports then we are here to help you. Parking World is the company who can reach your potential customers.

The focus of the Parking World online products is the **Parking World website (www.parkingworld.com)**. Your company can place banner ads, videos, articles, and contact information on the Parking World website. People visit the website to get up to date information about parking and come away with information about your company that is specifically targeted to fill their needs.

The **PW e-newsletter** is a monthly direct contact to email boxes all over the world. Parking World sends a monthly email newsletter that is targeted to different types of organizations all over the world. Your company can actually specify the type of organization or personnel who will receive your information. The end user receives quality information to fulfill their needs including an advertisement about your company.

Direct Email Contact is an email sent to our entire list, or the sections you want to reach, that Parking World has contacts with all over the world. Your company crafts an email that Parking World then sends, which allows for a much higher open rate.

Let Parking World do the work for you by making sure that you company is in contact with the entire Parking industry.

PW MARKETING OPPORTUNITIES



• Webinars

Parking World is introducing the parking community to the power of information. PW is hosting informational webinars targeting specific regions around the world. Once a month an informational webinar featuring a top presenter in the parking industry will focus on the parking problems of a specific region. For each of these webinars we are having three sponsors who will be promoted along with the webinar, mentioned during the webinar and at the follow up and will also receive the contact information of all of the attendees. This is one of the best cost vs. benefit ratios that a company can find in marketing their products.

In addition to the informational webinar, Parking World is hosting company product webinars. Your product, your presenter, our marketing and a world of potential customers. This one hour presentation will focus on your product presented by your best sales person. In addition to the live presentation (and our marketing of this presentation) we will also host the video on our site for a full year. Your company will receive a copy of the video to place on the web or to use as a promotional tool. Think about what your marketing department can do with a tool like this.

• Mailing Lists/E-blasts

Reach our entire mailing list with your message. Parking World rents the mailing list so you can send your promotional material directly to your customer. While the cost is minimal the return on investment is very high. We can break the list into areas geographically or by business.

Contact Neil Hartley neil@parkingworld.com
for more information on the above.

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: 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 Australia must pay in Australian 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 World is a wholly owned subsidiary of Bricepac, PTY, Ltd., Melbourne, Australia. 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

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

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.



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PARKING WORLD – LOCKED BAG 1235, NORTH MELBOURNE, VICTORIA 3051 AUSTRALIA
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