



# ***PARKING WORLD***

**Media Kit**

**EDITORIAL CALENDAR**

**2009**

**#1**

**in Parking**

# ADVERTISING RATES

## RATE CARD – DISPLAY AD RATES

Prices effective July 1, 2008 – (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 B+W	1X Color	3X B+W	3X Color	5X B+W	5X Color
Full Page	\$2,200	\$2,950	\$1,850	\$2,600	\$1,647	\$2,504
Two Thirds Page	1,783	2,534	1,480	2,231	1,287	1,930
Half Page Island	1,539	1,915	1,276	1,652	1,098	1,381
Half Page	1,347	1,722	1,109	1,485	968	1,252
Third Page	934	1,310	752	1,128	648	973
Quarter Page	729	906	575	752	501	636
Business Card	528	678	417	567	382	482

Ex GST, All Prices in Australian 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
1/4 Page and Business Card	add \$100
<b>PMS Match second color</b>	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

<b>Back Cover*</b>	\$2,995.00
<b>Inside Front Cover*</b>	2,773.00
<b>Inside Back Cover</b>	2,773.00
<b>Any other Special Position</b>	Add 25%

\* 5X - must be 5X Full Page/Full Color Advertiser

### Classified Rates:

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

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

• <b>Unlimited website copy and 25 word synopsis in PW</b>	\$150.00
• <b>Bold Type</b>	1.00/word
• <b>Direct Link to Your website</b>	50.00
• <b>Blind ad Replies to PW</b>	50.00
• <b>Color Logo for print only – 1 color</b>	50.00
• <b>Number of words over 25 in PW</b>	2.00/word

#### Dealers, Installers, and Suppliers

Dealers and installers – Advertise your contact information in all 5 issues per year which includes your free on-line listing at no additional cost.

<b>Annual Invoice per location</b>	\$200.00
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### For further information contact:

#### Advertising Sales:

Michelle Blake  
03 9005 3771  
Michelle@parkingworld.com

#### Editorial:

Jolyon Porter  
08 8121 7120  
Jolyon@parkingworld.com

#### Publisher:

John Van Horn  
JVH@parkingworld.com

### Internet Rates:

PW's Website is Your Connection for Parking Information

[www.parkingworld.com](http://www.parkingworld.com)

#### Banners on all PW pages

Vertical Banners (rotating 6-7 seconds. Only 10 in rotation each month)

- **\$350 per month**

Horizontal Banners (only 10 each month. 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**

#### Classified Ad Rates (all charges are per month)

Unlimited website copy and 25 word synopsis in PW the magazine

• <b>One ad in any section of classifieds</b>	\$150.00
• <b>Bold Type</b>	1.00/word
• <b>Direct Link to Your website</b>	50.00
• <b>Blind ad Replies to PW</b>	50.00

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

# 2008/2009 EDITORIAL CALENDAR

Special Editorial Features		Product Features and Focus
<b>September 2008</b> Space August 20 Materials August 25	<b>The Show issue – The PAA in Melbourne Plus Revenue Controls – Off Street Developments and Shopping Centres</b>	Revenue Control Systems, Cash Counting, Vaults, Bags, Booths and Kiosks.
<b>November 2008</b> Space October 29 Materials November 3	<b>The ANPSG Show in Brisbane On Street Systems – Citation Management</b>	Meters/Citation Collection, Smart Cards, Pay and Display/Space, Pay by Cell Phone, Boots and Immobilizers.
<b>February 2009</b> Space January 14 Materials January 19	<b>Building Decks and Garage Services</b>	Revenue Control, Pay on Foot, Pay and Display, Validation Systems, Emergency Communication, Affinity Programs, Key Racks, Supplies/Tickets/Ticket Advertising, CCTV/Lighting/Guard Services, Asphalt, Garage Repair.
<b>April 2009</b> Space March 3 Materials March 30	<b>Municipal Parking On Street and Off</b>	Meters, P and D/Space, On Street Space Monitoring, Citation Equipment.
<b>July 2009</b> Space June 15 Materials June 19	<b>Parking on Campus – Universities, Hospitals, and Business Parks</b>	Citation Issuance, Collection and Permit Management, Shuttle and Buses, Meters, Pay and Display/Pay by Space, Tags, Permits and Tickets, Emergency Communication, Software.

## 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**...203mm by 254mm, 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

## To Help You Shape Your Marketing Strategy

- **Reprints of your Parking World Article for distribution**  
Complete reprint of the article that featured your company in Parking World magazine
- **Mailing Lists**  
Parking World has an extensive database of parking professionals. 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).

## Business Reply Cards, Cover Wraps, Inserts

Parking World 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 Michelle Blake at [michelle@parkingworld.com](mailto:michelle@parkingworld.com).

## PW Online

[www.parkingworld.com](http://www.parkingworld.com) PW'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

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

- **Employment/Career Links** – On-line employment search is today's reality. Fill your positions quickly with PW. We get considerable activity on these links – Potential employees are checking out company web sites. Go on line to [www.parkingworld.com](http://www.parkingworld.com) and click on Parking World – Advertising for web site cost details.

\*Bricepac Research Department

### 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.